

## The Activists New Standard

Activism in the world has become ineffective because of the massive variety of issues which now creates a confusion of messages at rally's, during campaigns, in the media and on newsgroups.

This confusion is a benefit to the forces against reform and, indeed, those forces spend millions of dollars to 1.) underwrite divergent causes in order to create "issue-mud" or to 2.) help pay for bigger varieties of signs for groups at causes to prevent a rally from looking organized.

Activism has little affect unless it educates and changes the minds of the mainstream, or majority, of the population. A rally that "preaches to the choir", or serves only to excite the rallyers accomplishes nothing.

If a rally appears to be visually organized, the mainstream will pay attention to, and believe and accept the issues.

The greatest fear of the forces against reform is that groups will galvanize under a common issue. The second greatest fear of the forces against reform is that those groups will select an issue which is easy for average people to understand.

It is strongly suggested that all organized adopt a primary reform platform with a common graphic AGAINST OIL for example. 90% of all issues in the world today can be connected to OIL AS AN ECONOMIC TOOL., so that might resonate with many. Other optional issues exit but there must be a unified message or the effort will fail.

### Why Oil?

Everyone that died on Sept 11 died because of OIL. If you don't know about the Unocal Pipeline project in Afghanistan, you should.

Israel and Palestine issues continue because of the need to control the OIL nearby.

All disruption in the middle east ties back to OIL.

Economic opportunity, poverty, jobs, resources and programs in the world are directed based on OIL.

Global warming, environmental destruction and the death of life on Earth is because of OIL.

The powerbase of the forces against reform comes from OIL.

Think about it, do the research, and you will find that a massive number of issues either go away or become controllable by communities if oil is removed from the equation.

It is strongly suggested that every sign and banner at any rally, in any media exposure and in any statement include a standard phrase about OIL.

This will show strength, solidarity, cohesion, educate and draw the general population and move reform ahead by years.

A case must never offer an issue without a solution or it has no value. If you disdain oil you must offer a new option. Until recently that was not possible. Now it is possible.

HYDROGEN ENERGY is now ready. Hydrogen, solar and wind can, right this minute, power ever energy need on Earth. Those who tell you they can't work yet are lying and are in the employment of oil companies.

Hydrogen has no emissions, ends war by being available in every country, can power everything, can be burned in regular cars instead of gasoline to make them run with carbon build-up, comes from water, outputs no EMF in fuel cell engines, lasts forever, is totally recyclable and... has nothing but advantages.

These resources actually could power everything since quite a long time ago but they were expensive. Because of dramatic improvements in the process they can now power the Earth for LESS than the cost of oil.

THEREFOR: It is suggested that the bottom six inches of every sign, banner or graphic, for every organization carry the following words:

**END OIL. HYDROGEN ENERGY NOW!**

To maintain the dramatic power of consistency it is proposed that the background of this statement be white, the letters be dark blue bold capitals and in the common Helvetica TypeFace as large as possible in the bottom space. Otherwise, this could be the whole graphic.

Multi-cause or group-specific graphics could still go on the main part of signs, banners, etc. but the power of consistency would finally exist and it would be for a consistent issue that affects all reform the most.

I attach notes from another letter writer which appear to be prudent in upgrading activism in the world. Please feel free to repost and distribute widely. I hereby give free copyright to all.

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"Having had the experience of using over 40 million dollars of Madison Avenue research on how to sell products and ideas to the public, and noticing that you are actively seeking to present public ideas, I thought I'd try to re-task all that research and work to regular folks. Here are some tips that came from that research. I hope you will share this to as many people as possible and teach this whenever you can:

1. If you are helping someone do a public demonstration, tell everybody to hold their signs facing sideways and not facing the front of the line. They are only showing their signs to each other if they hold them forward. 80% of the public they wish to educate are viewing the march from 90 degrees to the front!

2. GRAPHIC CONSISTENCY!!! If everyone holds up a different sign in a different size, shape and font, nobody on the outside of the demonstration will read them or think that the march is credible. The psychological associative mnemonic trigger to the viewing public and media that the march is trying to educate is that the marchers are not aligned, non coordinated, fractured and confused and THUS have no power worth considering and THUS no statements worthy of attention. One graphics team should coordinate ALL banners and not allow any other banners in. Have a different march for each statement. Each additional not-on-the-same-target graphic costs you 2% of your onlookers to reduce the events credibility by 5%. The graphics group must get together and organize a vote on only THREE graphic statements to be shown at any demonstration.

ie: 1. Stop Joe Blow. 2. Joe Blow works for the Oil Company 3. Independent Prosecutor for Joe Blow. ANY appearance of any other graphic statement beyond three will cost you 3% of your observing audience per each additional statement up to 20 at which point you have pretty much lost them all. Be very aware that the people you are demonstrating against are fully aware of this fact and hire people to join demonstrations or just hand out signs, in support of the cause, to arriving demonstrators on the edge of the event, which are graphically designed to sound supportive of the cause but destroy the interest of the viewing public. Energy and logging companies have hired PR firms, for over a million dollars a pop, just to design "confusion-support" banners.

3. Know that, at the most, only .05%, or less, of the American population participates in demonstrations and ever has in recorded history. Know that 40% of the American population sees the demonstrations in their streets or on the media and makes approval decisions per cause or issue based on the credibility of those demonstrations. THUS the flakier a demonstration looks graphically and sonically, the more the general public will be turned off to the cause.

4. A demonstration is either one of two things: 1.) A chance for like minded people to get together and dramatize their angst for each other and not the public (This option is valueless to social change) or 2. A sales presentation. Those who reject the idea that it is "sales" because that word is associated with "corporations" have sealed the fate of their cause. If you think "corporations" are doing bad things to regular folks then use the same tools they use against/for/on regular folks.

5. Get a good graphics system. If anybody in the group has a computer you can spend 500 bucks and get a used 24" vinyl letter cutter plotter, buy 2 ft., 3 ft. or 4 ft. wide sheets of white Tyvek. It is super paper which can't tear or rip in the wind (cut 8" wind "smiles" in it every 4 feet). Wrap one end of the Tyvek around an 8 ft. 2"x2" stick of wood and staple it and roll 4 turns onto the wood, run out 15 to 30 feet of Tyvek and staple it to the other stick of wood and roll 4 turns and staple it again. Stick 2 foot or larger letters on it in BLACK BOLD HELVETICA. You now have a banner that is visible for over one city block and that 100,000 people can read per day in a walk

around the downtown of any major city in America. You also have the system in hand to make 400,000 more banners as cheap as they can possibly be made and you can share this with other groups. KINKOS can print on rolls too if you use their self-service area.

6. Write a one page outline of your issue. Get a manila file folder and write the name of the issue on it. Put common information about the issue in the file folder. Put the folder where you can find it. It may sound dumb but the main reason for failure in most consumer action programs is disorganization.

7. Get the names of your closest reporters. Have you heard of six-degrees-of-separation? Its down to 3-degrees with today's communication resources. Find the 20 closest reporters to you and get ready to write them. First look in the yellow pages under Television Stations. Call each of the TV stations listed there and ask who the News Director is and his mailing address. Do the same after looking under Radio Stations and the same after looking under Newspapers. Put this in your file folder.

8. Write down your action and mail it to the reporters. Send no more than one single side piece of paper or they will think you are a "kook" or ignore it because they are VERY BUSY! We suggest using this format.

"There is an important consumer action issue you should be aware of . It affects many of your readers and viewers. It is...."

"The consumers affected by this are this many people in these locations...."

"My personal experience with this problem is..."

"To help you with your story you can find articles about this problem on the internet at...."

"Contacts and leads that may be helpful to you in this story are..."

Thank you for helping..."

9. Research your issue on the internet or in the library and print out or write down the resources you find. Put them in your file. Inform yourself.

10. You next need to make yourself privacy-hardened to prevent the "bad guys:" from using your information, selling your information or doing things you don't approve of. In the digital world, your password is your first line of defense. Always use a password. Make it up from as many nonsense characters as possible so it will be hard for others to figure out. Change it often. Never write it down or give it to ANYONE, not even your girlfriend or husband. Never leave your computer logged in if you are not at the computer. Never let anybody watch you type your password. Make sure you read the privacy policy of any system that asks you to log in. Assume anybody can read your email, chat postings or other data unless you use encryption like PGP for email. Know that anything posted on any network can be read and tracked for up to 20 years. Always use an alter ego when posting online.

11. Know the "bad guys". They are never just a big corporate name or a political organization. They are people and you are in conflict with individuals. Find out who the CEO, CFO, Chief Legal Counsel, Each member of the Board of Directors and other top management are in the organization. You can look on Hoovers or other business or organization databases to find this out. You can email current and former

employees or put postings on bulletin boards (Electronic or actual) asking the employees to contact you at your alias email. Then type each of the names of upper management into the top search engines and search the categories to find out their likes, dislikes, political involvement's, etc. These INDIVIDUALS will make the decisions to help or hurt the consumer, they are accountable and they can be directed towards positive action. The "corporate shell" cannot be directed.

12. Make an organization chart of the bad guys organization. Put it in your file for future reference.

13. Check the accuracy of all questionable information you acquire in your research. Just like a reporter, try to get at least two separate confirmations of any information you uncover which could expose anti-consumer activities of the bad guys.

14. Share the information. Know who will care and who will help you. In other words: reform works best when increasingly larger groups of people gain access to the information. Look around your community and write down lists of all of the locations where large groups of people gather or go to and fro from, IE: Malls, schools, Universities, Museums, Bus stops, Train depots, Grocery Stores, Concerts, Special Events, etc. also list all of the things that people already interact with in large numbers, IE: TV, Radio, The Internet, Newspapers, Bulletin boards, Highways, Public Parks, City Streets, Highly visible structures, Freeways, Buses, etc. Keep this information in your file folder. You will learn to use it later.

15. Understand investigative journalism. Get a copy of: "Raising Hell, How the Center For Investigative Reporting Gets the Story" by David Weir & Dan Noyes, ISBN # 0-201-10858-5. The suggested readings appendix in this book is invaluable.

16. Write your Representative. <http://www.house.gov/writerep> Type their name into Google or Yahoo and read their website.

17. Write your Senator. <http://www.northernwebs.com/senate/> Type their name into Google or Yahoo and read their website.

18. Seek out everybody else who has a common-interest in achieving the same result as you. Create a mailing list so you can all keep in touch or find a bulletin board where you can all share ideas. Post your search for these people on all sites and locations where these people might frequent.

19. Create a website about your cause. You can get a free website and web creation kit at <http://members.tripod.com> or type FREE WEBSITES into any search engine.

20. Ask 10 people around you to do something specific to support your action. Ask them to ask 10 people to do the same thing and so on. This Consumer Action Tree is one of the most powerful systems for reform. You need to keep checking on the tree, though, incrementally, to make sure it is still relaying outwards.

21. Teach yourself how to be a consumer activist. Read these manuals: <http://ruckus.org/man/> or type Grassroots Action into any search engine and search all the links that come up. "