



HOW TO PULL OFF A PRESS-GETTING PROJECT AROUND AN ACTIVIST CAUSE

Below are the stages in the development and execution of a mediagenic, press-getting project around an activist cause—at least in our experience. It's pretty vague, and possibly of no use, but here it is! Whether we're right or wrong about some of these steps, we hope it makes clear that *you can do this too*.

- Know what your goal is. What do you want to change about the world? What do you want to fix? Write it down.
- Connect with people whose actual job is trying to do just that. They're likely to know more about it than you, and already have an overall strategic vision of how to get there. Example: if you're a student and want to stop sweatshops, why not hook up with someone from United Students Against Sweatshops, whose goal is to get universities to stop buying sweatshop-produced apparel—and have in several cases succeeded?
- Think of a funny project to get press around your goal. Hints: (a) Drink beer, and (b) Don't drink alone. Also, get your new knowledgeable friends (see above) to join you. (If they don't drink beer, stock up on their intoxicant of choice, or practice your pole-dancing.)
- If the ideas don't come all at once, go hunting online for info about things other people have done. Also, play some games:
 - Maybe try a game in which you think of stupid, unbelievable, or inspiring headlines you've seen. Collect a list of these on a chalkboard, and select a few and try to think as a group of how to make them better, how to create even better headlines, and how to get them to pertain to the issue at hand.
 - Alternately, try a game in which you come up with great headlines directly related to your campaign goals - headlines that could be instructive and help promote your message. Then, figure out how to make those headlines happen.
 - Come up with another game, and tell us what it is!
- Once you have your idea—typically it'll be obvious when you do, as everyone will start laughing—start figuring out how to carry it out. As you're doing that, some things you might want to keep in mind:
 - Check in every once in a while to make sure the idea makes sense—on every level:
 - Make sure you're not accidentally making the enemy's point, or giving the enemy too much obvious fuel.
 - Make sure it'll reveal something false in the news, or highlight something under-reported, and isn't just about something everyone knows anyhow. Make sure it somehow feeds in to the longer campaign goal of your full-time activist partner.
 - Make sure it doesn't add anything false to the news for longer than a couple of hours, unless it's completely innocuous.
 - Make sure you're hurting only the much more powerful than you. Never go after those weaker, or people helping those weaker, even if you think that they're wrong, stupid, or both.

One reason to make sure it fully makes sense is so that it continues to carry your enthusiasm and energy, of which you'll need a tremendous amount! You'll have to have faith it's truly worth doing. And unless you're a religious or free-market fanatic, or funded by a big corporation, that means you'll have to keep thinking about it.

