

Organizing a Protest



BE PART OF THE OAC DAY OF ACTION

- We'll be protesting in ridings across Ontario—you're on the team
- You may be able to speak with candidates
- Our events get media attention
- You'll be reminding voters of our issues before they vote
- You'll probably make some new friends in the OAC family

THE ENVIRONMENT IS AN ISSUE (SEE WHAT WE DID THERE?)



CONSIDER THE WEATHER

- Check the local weather forecast
- If you're expecting sunny and hot, have some sunscreen and bottled water available
- If rain is expected, shift the time of your event before sending out a media advisory.
- Try to have a spot for on-camera interviews that is not in direct sun so spokespeople don't need sunglasses or have to squint

LOCATION, LOCATION, LOCATION



LOCATION

- The sidewalk is fair game as long as you are not impeding traffic or pedestrians
- Parking lots are OK unless management tells you to leave. You don't have to go if a tenant tells you to.
- Crowd size looks different depending where you are. If you can, pick a spot that's *not quite* big enough.

MEDIA / PUBLICITY



THINGS TO DO

- Appoint a lead spokesperson
- Download our news release template and customize it
- Post it on a website so there's a link—we can post it on the OAC site
- Tweet the link to media
- Email the release to media
- Practise your key messages and talking points in advance

PLANNING



Checklist/Timetable for your OAC Day of Action event

Right Now

- Confirm with the Political Action Committee at pac@ontarioautismcoalition.com
 - Your name and phone #
 - Your Facebook handle
 - Your e-mail address
 - What riding you're taking
 - Protest address & time
- Create a Facebook Event and invite **everybody**
- Locate washrooms & nearest place to get food
- Locate the nearest kid-friendly spot—a park or playground
- Once you have the location and time set, tell **everybody**
 - Ask them to come
 - Ask them to tell everyone they know
 - Ask them to bring a friend

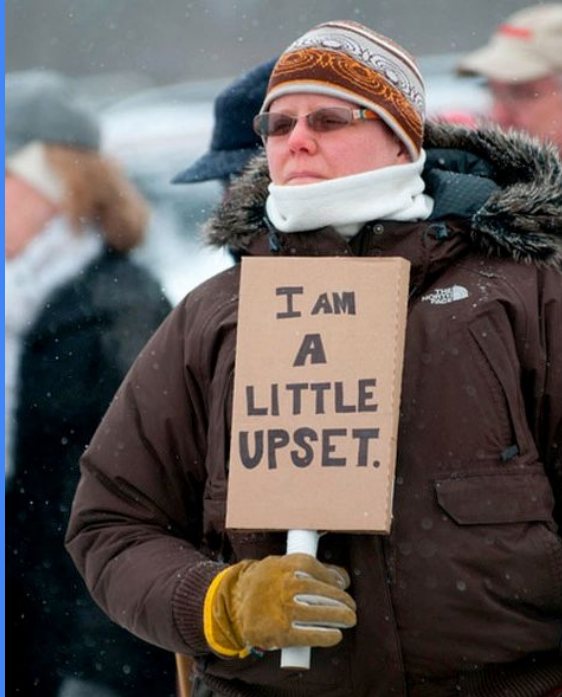
During The Week Before

- Have a sign making party / write songs and/or chants
- Download our news release template and customize it
- Send the release to local media
- Send a list of where you sent the release (include names and emails) to:
media.list@ontarioautismcoalition.com
- Follow up with phone calls, especially to assignment editors.
- Tell **everybody**
 - Ask them to come
 - Ask them to tell everyone they know
 - Ask them to bring a friend

Day Of The Event

- Check in with security
- Invite the person / people you're protesting to come out and listen...or maybe even talk to you!
- Sing songs and use chants
- Speak with media—stay on message!
- Take photos and video of your own—post to social media
 - Take the shot from the front so you get people's faces
 - Get sound on video
 - If anyone tells you to leave, get video for sure!
- Remember to have fun!

THE DAY OF THE EVENT



RESOURCES

Legal rights & protesting

<https://nowtoronto.com/news/reasonable-doubt-how-to-organize-a-demonstration/>

An Activist's Guide to Safer Protesting

<https://ofl.ca/wp-content/uploads/2019.02.11-OFL-Safe-Protesting-A-Guide-to-Your-Rights-web.pdf>

General How To Guide

<http://www.toolsforchange.net/2012/10/tips-on-how-to-organize-rallies-and-marches/>