

Planning a Protest: NOW-NYC Activist Workshop



Overview of Today's Activist Workshop

- About NOW and what's at stake for women
- Timeline for planning a protest
- Laws about protesting and permits
- Tips on organizing and outreach
- Messaging and marketing
- How you can take action NOW

NOW-NYC:

We advocate for women and girls of New York.

We work to defend reproductive rights, fight economic inequality, and end discrimination and violence against women.

NOW-NYC gives women a powerful voice.

As the largest NOW chapter in the country, we play a key role in shaping the debate on the issues that impact women, creating policies, & holding government and businesses accountable to the women of New York.

Women's Justice NOW is our charitable partner organization, supporting our public education and outreach efforts and providing legal advocacy and referrals to women in need.

Take Rape Seriously

NOW-NYC's Take Rape Seriously campaign works in partnership with survivors to rise up against rape culture and push for real reforms to improve societal attitudes and the criminal justice system's response to rape.

- Meetings with NYPD Commissioner, District Attorneys, & SVU
- Training seminars & video
- Investigations & evidence testing
- Survivor support, referrals, & legal assistance
- Drug-Facilitated Sexual Assault (DFSA)
 - Legal advocacy, research and legislative reform

End Child Marriage

3,853 minors were married in New York State between 2000 and 2010. 85% were minor marriages were adult men wedded to girls as young as 14!

Girls married before the age of 18 are 3x more likely to be beaten by a spouse than women who marry at 21 or older. Additionally, victims of child marriage are more susceptible to maternal mortality and lack access to education.

“My dad gave him (her arranged husband) his 15-year-old daughter to rape and beat. The first night he entered our bedroom, I wanted to disappear or have the ground open up and swallow me.” - Naila

End Child Marriage

Get on the Bus - Lobby Day in Albany
Wednesday, March 22

Buses will depart midtown Manhattan at 7am and will return to NYC around 7pm.

Sign up on www.nownyc.org, spots still available!



What and Why Are You Protesting?

- Have a clear mission and end goal
 - Boycott a product or company
 - Get a bill passed or denied
 - Raise awareness
 - Support a person, group or cause
- Write out your talking points
 - Be able to tell others concisely what you are protesting and why it is important

Set a Date, Time, and Place

- Notify the Community Affairs division of your local police precinct.
 - Find your precinct via the NYPD Precinct Finder tool on www.nyc.gov/NYPD
- If you want to use amplified sound, you must apply for a sound permit from the NYPD.
 - Pick your location - determines which precinct to submit your application.
 - Submit the application - minimum 5 days prior to the protest
 - Check with the precinct about the preference for payment
 - \$45 fee
- For a protest in a public park, you'll also need to apply to the Parks Department for a permit.
 - <https://www.nycgovparks.org/rules/section-2-08>
 - Submit application - minimum of 21 days before the event
 - <https://nyceventpermits.nyc.gov/Parks/>
 - \$25 fee

Organize Your Program

- Decide the format of your protest
 - Formal list of speakers
 - Impromptu speak-out
 - Sit-in
 - Silent Vigil
 - Performance Art
 - Invited elected officials
 - Invited organizations or co-sponsors
- Create a run-of-show document
 - Minute by minute plan - as organized and detailed as possible
 - Always be prepared for your plans to change
- Brainstorm chants
 - Practice them aloud
 - Keep them short and focused
 - Energize the crowd & break silence between speakers

Build Your Team

- Recruit Volunteers
 - Press
 - Outreach
 - Organizers
 - Social Media
 - Photo/Video
- Network Your Connections
 - Graphic Skills
 - Communications
 - Public Relations
 - Press / Media



Market Your Movement

- Catchy slogans for signs
 - Puns
 - Eye-catching & memorable
 - Clear messaging
- Pick a Hashtag
 - Always check Twitter first
- Draft a press advisory and press release
- Create graphics
 - flyers, social media squares







Community Outreach

Who Are You Inviting?

- Impacted communities should be leading the objectives, directives & mission
- Outreach
 - Social media
 - Submit to online event calendars
 - Post flyers
 - Send to local elected officials
 - Send to organizations
 - Advocacy groups
 - Democratic clubs
 - Professional associations
 - Affinity groups

Get Press Coverage

- Create a press list - TV, print, radio, online
 - News desk for email
 - Elevator pitch
 - Foreign language media outlets
- Send press advisory multiple times at strategic times
 - 1 week before, 3 days before, & morning of event at 6am
- Send press release
 - sent out to press during protest

Know the Law

- Sound permits already discussed
- No sticks or poles on signs - use cardboard poster tubes
- Do not affix signs to city property - street signs, lampposts, hydrants
- Sidewalk chalk is allowed
- Civil Disobedience
 - <https://www.aclu.org/know-your-rights/what-do-if-your-rights-are-violated-demonstration-or-protest>
 - Factsheet from the ACLU
 - https://www.dropbox.com/s/5wfjsvdwc0wlpgs/KnowYourRights_protests.pdf?dl=0

Get Your Supplies Ready

- Signs, sidewalk chalk
- Wireless mic & amplifier, or megaphone
- Makeshift podium - microphone stand & sign & a crate as a stage
- Cameras, tripods, extra batteries
- Printed copies of run-of-show - includes full lineup, contact info for speakers
- Printed copies of volunteer assignments
- Printed copies of press you are expecting
- Clipboard & pens, scrap paper
- Half sheets of paper printed with chants
- A bucket & drumsticks, whistles, tambourines - make some noise!

At the Protest

- **Optics:** Make sure your group is positioned in a way to get the best photo. Be ready to move the crowd, politely arrange people and tell them to hold signs up high!
- **Chants and noise:** Start off with chants, be ready to intersperse chants throughout program to break up speaking - use bucket, drumsticks, tambourines, etc
- **Crowd:** Distribute signs to the crowd, collect email addresses of people in crowd & follow up
- **Press:** Have a volunteer manage the press; collect business cards & direct to organizers



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After the Protest

- Thank you emails to volunteers
- Follow up call to action in an email, set up a next meeting of your group
- Follow up with press if they attended protest - email them the press release

NOW-NYC Protest Stories: How It All Comes Together

- Trump Tower
 - P***y Power
 - Naked Cowboy
- Time Magazine - ban “feminist” from vocabulary
- Reebok - Rick Ross sponsorship
- McDonald’s - sexual harassment

Take Action NOW

Upcoming NOW events

- March 20 - Women's Town Hall launch
Take Rape Seriously Speak Out
- March 22 - Lobby Day in Albany to End Child Marriage
- March 23 - Planning a Protest

- Actions to call legislators on:
 - Child marriage - support A. 5524
 - GENDA - Transgender & LGBTQ rights
 - Federal legislation - ACA, VAWA, Refugee & Muslim ban
 - Gorsuch Supreme Court appointment
 - Budget - Increasing military by \$54 billion & cutting funding to EPA (31%), State Dept, United Nations & UNICEF