

**IT'S TIME TO TAKE BACK OUR FUTURE:
“Guerrilla” Guide to Taking Action For the
Planet**



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www.ourclimate.ca

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**A Brief Overview:
(From the Inconvenient Truth – Climatecrisis.net)**

WHAT IS GLOBAL WARMING?

Carbon dioxide and other gases warm the surface of the planet naturally by trapping heat from the sun in the atmosphere. This is a good thing because allows life to exist on earth. However, by burning fossil fuels such as coal, gas and oil and cutting down forests we have dramatically increased the amount of global warming gases in the Earth's atmosphere and global temperatures are beginning to rise.

The vast majority of scientists agree that global warming is real, it's already happening and that it is the result of our (people's) activities and not a natural occurrence. The evidence is overwhelming and undeniable.

We're already seeing changes. Glaciers are melting, plants and animals are being forced from their habitat, and the number of severe storms and droughts is increasing. The signs are most obvious in delicate ecosystems and at risk areas such as the arctic, the Antarctic and small islands. So examples of the effects of climate change already affecting our brothers and sisters around the world:

- The number of Category 4 and 5 hurricanes has almost doubled in the last 30 years
- Malaria has spread to higher altitudes in places like the Colombian Andes, 7,000 feet above sea level.
- The flow of ice from glaciers in Greenland has more than doubled over the past decade.
- At least 279 species of plants and animals are already moving closer to the poles as a response to global warming
- The 10 hottest years ever recorded have ALL occurred within the last 14 years. 2005 was the hottest.
- The Arctic is melting so fast it may now be past the point of no return.

If the warming continues, we can expect catastrophic consequences.

- Deaths from global warming are expected to double in just 25 years -- to 300,000 people a year.
- Sea levels worldwide could rise by more than 6 meters (20 feet) with the loss of shelf ice in Greenland and Antarctica, devastating coastal areas globally.
- Heat waves will be more frequent and more intense.
- Droughts and wildfires will occur more often.
- The Arctic Ocean could be ice free in summer by 2050
- More than a million species worldwide could be driven to extinction by 2050.

There is no doubt we can solve this problem. In fact, we have a moral obligation to do so. The time to come together to solve this problem is now – TAKE ACTION

WHAT IS HAPPENING IN CANADA

For updates check: itsgettinghotinhere.org/author/zoe-caron

BACKGROUND

Canada signed on to the Kyoto Protocol in 2002 and committed to a 6% reduction in greenhouse gas emissions below 1990 levels by the year 2012. Kyoto became international law in February 2005 when enough countries ratified it (over 55 countries that together make up 55% of global emissions). Canada-wide programs established to meet Canada's Kyoto Targets include the One Tonne Challenge (including funding to multiple organizations) and the EnerGuide program and the Liberals had promised 10 billion dollars to emission reductions - all of this was cut by the Conservative government in February 2006. 75% of Canadians support Kyoto.

The Harper Conservative Government – Climate Criminals!

The new Conservative government has slashed climate funding and walked away from Canada's international obligations. In return it has offered Canadians no viable options for dealing with the pressing global environmental problem of climate change.

The Conservative Government has justified its actions by stating that these programs have either run their course or require a different approach. However many of the programs could have continued to play an important role in Canada's efforts to address climate change, and where programs are said to require a different approach, no alternative has been given. The Conservative Government's response to climate change has been a tax credit program for bus passes and an increase in funding for ethanol blended gasoline. These 'alternatives' will not make a significant contribution to helping Canada to meet its Kyoto targets.

CLIMATE CRIMES:

Failing to meet our obligations under the Kyoto Protocol

"I have said all along that Canada would not achieve the Kyoto targets." - Prime Minister Stephan Harper.

Censorship of Environment Canada scientists

On April 13, 2006, Ambrose stopped an Environment Canada scientist, Mark Tushingham from speaking publicly about his science fiction novel on global climate change - <http://www.cbc.ca/story/arts/national/2006/04/13/ambrose-climate.html>

Cutting the Liberals' \$5 billion commitment to meeting the Kyoto targets

Program cuts include:

- Energide
- The Sustainable Cities Initiative
- Renewable Power Production Incentive
- Canadian Foundation for Climate and Atmospheric Science
- High Efficiency Home Heating System Cost Relief Program

Crippling Canada's Action Plan 2000 to combat climate change

Of the approximately forty programs in the Action Plan 2000, the federal government has officially announced 15 program cuts.

1. The One-Tonne Challenge
2. The Opportunities Envelope program
3. The Urban Transportation Showcase Program
4. The Concrete Roads Program
5. The Electricity Reduced Trade Barriers Program
6. The Environmental Supply Chain Management Pilot Project
7. The Feasibility of Afforestation for Carbon Sequestration Initiative
8. The Federal House in Order Leadership Measures
9. The Forest 2020 Plantation Demonstration Assessment
10. The Off-road Vehicle and Equipment Initiative/Off-road CO2 Initiative
11. The On-Site Generation at Federal Facilities Programme
12. The Pilot Emission Removals, Reductions and Learnings Initiative
13. The Market Incentive Program
14. The Studies and Monitoring for Greenhouse Gas Reduction Program

Destroying the International Consensus made at the UN climate negotiations in Montreal, December '05.

Canada played a lead role in achieving consensus and getting commitments past 2012 at the 2005 UN climate negotiations in Montreal. Rona Ambrose, the new Minister of the Environment, is currently the chair of this international process. Since becoming chair she has publicly declared the Kyoto targets impossible to meet. A leaked government states directly that Canada will not commit to any post-2012 commitments. On top of all of that the Conservatives are musing at joining a non-binding agreement that environmentalists have dubbed the "Coal pact" and is being pushed by the Bush administration.

Canada has also publically stated that they will not meet their commitments which itself endangers the international consensus and ensures Canada will continue to be a fossil-fuel hooked polluter.

Releasing a clean air act that is really just a lot of hot air.

After much anticipation the government released the "clean air act". The act will do almost nothing to slow the global climate crisis and has been soundly denounced by environmentalists, opposition parties, unions and civil society groups.

What can I do?

THIS FEB. 16th – ACT!!!!!!!!!!!!!!!!!!!!!!

REGISTER YOUR ACTION – people are going to be holding games right across the country and its VERY important that we link them all together register your game by sending your name, phone number, email, and game time information to itstimetoriseup@gmail.com

Why February 16th?

February 16th is the 2nd anniversary of the ratification of the Kyoto protocol the only international agreement to combat the climate crisis. This means that any action you take will have much broader significance.

What should I do on February 16th?

There are many things you could do on this date. In the hopes of involving broad constituencies of people we are suggesting you organize a “Save Hockey, Fight Climate Change” hockey game and funeral in your community. (Don’t like that idea scan down we have 12 more suggestions).

Why Save Hockey?

Hockey is a part of our national identity. Most of us have a memory of strapping on our skates, going out into the cold winter air and playing a game of shinny on our local outdoor rink. Many of us dreamed that we were Wayne Gretzky or Maurice Richard streaking down the ice, or that we were Patrick Roy making one of his famous butterfly saves. It was there on our backyard rinks that our dreams were built. Unfortunately due to human induced global climate change those dreams will have to find a new place to be born.

Climate change is the biggest threat hockey has seen since the NHL labour talks. Already the climate crisis is limiting the number of days we can play hockey outdoors and the quality of ice. In addition to an increase in the number of hurricanes, fires, floods, and other extreme weather events and the massive impact on human populations all around the world – Climate change is killing our national sport.

Ice machines aren't going to cut it, and we all know that playing hockey on slush sucks. Research in Canada, the USA, Australia, New Zealand, Austria,

Switzerland, France and Scotland all say the same thing: global warming will have a profound affect on the winter tourism, outdoor hockey and the sports industry.

It's for all these reasons that on Feb. 16th we encourage you to "Save Hockey, Fight Climate Change".

How do I organize a game?

Organizing a game is easy. You can organize one on your local rink, a park, take over a street and pretty much set-up a game anywhere you want.

We recommend that you play in an area that is strategic in getting the broader message of needing action on the climate crisis out. Maybe this is your MP's or MLA's parking lot or in-front of their office. Maybe its in a busy park downtown or in front of your local NHL stadium.

Once you have you space picked you can either play street ball, ice hockey (if weather and space permits) or set-up some barriers flood it and play a good old game of slush hockey. (You can also buy an outdoor rink kit if you have resources online for about \$100).

Good additions to your game:

- Make sure you have good visuals – banners with your message, signage all helps to increase the message and be more appealing to media folk.
- See if you can get some star power – see if you can get high profile members of your community, musicians or hockey stars to play in your game.
- Hold a funeral when you are done – we are losing hockey due to climate change so its important that we mourn the loss. Get a coffin, say some eulogies, sing some mournful songs.
- **REGISTER YOUR ACTION** – people are going to be holding games right across the country and its VERY important that we link them all together register your game by sending your name, phone number, email, and game time information to itstimetoriseup@gmail.com

SAVE HOCKEY RESOURCES:

- **Funeral Pamphlete (Attached – needs to be updated)**
- **Sample Script (Attached – needs to be updated)**
- **Hockey Song**

Good Old Climate Change (to the tune of Stompin' Tom's Good Ole Hockey Game)

Hello out there, we're not on the air
There's no hockey night tonight
No tension grows, no whistle blows
No puck going down the ice.

No goalie's jump
No player's bump
No fans to go insane
Then someone roars, we can't take no more
Due to good ole climate change.

Oh...the good old hockey game, was ruined by climate change
And ruined by climate change, was the good old hockey game

Now hockey's fate
is up for much debate
Due to climate change they say

If we don't stop, and reduce a lot
The game might fade away

Well you may think, I've had too much to drink
And I have gone insane
But just you wait
cause hockey 's fate
Is tied to global climate change.

Oh...the good old hockey game, was ruined by climate change
And ruined by climate change, was the good old hockey game
When I was young
I had a frozen pond,

and foamies for my pads
I made it to the rink each day
with the help of dear old Dad
We played for fun,
we played for kicks,
we took turns in the nets

Now where to skate
when the snow is late
Has made me want to quit

Oh...the good old hockey game, was ruined by climate change
And ruined by climate change, was the good old hockey game

CLIMATE CHANGE AND OUTDOOR SPORTS: The Science

According to the National Climactic Data Center in the US, the global combined average land and sea temperatures were the warmest on record for September - November 2004. That's bad news for winter sport. A UN report states the obvious: "Climate change is a severe threat to snow and ice related sports".¹

In 2002 the world resources institute (WRI) warned that global warming threatens the success of the entire winter Olympics in THIS century.²

"Global warming threatens future winter Olympic – games because it is resulting in less snow, and shorter and warmer winters," said Jonathan Lash, WRI President. "We urge potential host cities to seriously consider the consequences of global warming in planning future winter Olympic games."³

In fact, the European environment agency published a disturbing report in 2004 saying that Europe is warming up more quickly than the rest of the world and cold winters could disappear almost entirely by 2080.⁴

Although all of the current research is being done on other winter sports the fate of skiing gives us a good idea of what we can expect for our outdoor rinks.

Australia

According to the Australian Government science organization CSIRO, by 2020, the average annual duration of snow-cover decreases by between five and 40 days and the total area covered in snow shrinks by 10-40 percent. By 2050, season durations are reduced by between 15 and 100 days and the total area covered in snow shrinks by 20 to 85 percent.⁵

Canada

THE AVERAGE SKI SEASON IN CANADA IS PROJECTED TO REDUCE BY 0-16 PERCENT IN THE 2020'S, 7-32 PERCENT IN THE 2050'S AND 11-

¹http://72.14.207.104/search?q=cache:cyMNECWTnm8J:www.unep.org/sport_env/Documents/torinobuerki.doc+Climate+change+is+a+severe+threat+to+snow+and+ice+related+sports&hl=en&client=firefox-a

²http://climate.wri.org/newsrelease_text.cfm?NewsReleaseID=22

³http://climate.wri.org/newsrelease_text.cfm?NewsReleaseID=22

⁴http://reports.eea.eu.int/climate_report_2_2004/en

⁵<http://www.science.org.au/nova/091/091print.htm>

50 PERCENT IN THE 2080'S. WITHOUT ARTIFICIAL SNOWMAKING - WHICH WILL BE MORE EXPENSIVE DUE TO THE INCREASING LACK OF REAL SNOW - THE SEASON COULD DECLINE BY 37 - 57 PERCENT IN THE 2050'S.⁶

Italy, Germany and Austria

The impacts of climate change on winter tourism will probably be even worse in countries like Germany and Austria, due to the low altitudes of their ski resorts. In Italy also, half of the winter sport villages are below 1,300 metres, and some of these are already facing problems with less snow. If the altitude for snow reliability rises just 200 metres, many of these resorts will not exist.

The evidence is in and the time to save hockey is now which is why we have launched the save hockey campaign. More info at www.savehockey.ca

Stories from Famous folks on their love for outdoor hockey:

Here are memories of some people connected to the NHL about playing outdoors:

Markus Naslund, Vancouver Canucks-- "My neighborhood had an outdoor rink. Basically it was so cold they just spread water there and we had a rink. We didn't have any boards. It was natural ice. Sometimes when we practiced, when it reached a certain temperature, we could not practice. When it was minus-25 Celsius, we stopped. But other than that, we practiced. I remember guys crying (because) it was so cold. And when it was snowing pretty heavily, we took turns shoveling the ice. Half the team would shovel and half would practice. That was for the love of the game."

Jim Peplinski, Vice-President, Calgary Flames -- "I can remember losing pucks and that is where I learned to drill holes in them so that in the spring I would know which ones were mine. I lost a lot of pucks. I can remember going home

⁶

http://72.14.207.104/search?q=cache:cyMNECWTnm8J:www.unep.org/sport_env/Documents/torinobuerki.doc+Climate+Change+and+Winter+Sports:+Environmental+and+Economical+Threats&hl=en&client=firefox-a

(with cold feet) and putting my feet over the register and it felt good until it really felt bad and then you would cry. And then you learned never to do it again and the next time out you would do it again. I just remember playing outside never thinking of the cold, but knowing it was cold and understanding how cold it was when your feet would have that tingly feeling and then they would be sore and red. But after that they would burn and it would feel nice. It was the best."

NHL Executive Vice-President Colin Campbell -- "We had a pond, about 300 feet from my house and you would always hope for that one freeze where there was no snow and you could skate on the whole pond and it was heaven. You would play all day and it was always the famous last goal wins. It was fun."

Hall of Famer Michael Goulet -- "That is where I learned where to play hockey. We lost a lot of pucks and we had so much fun. I had seven brothers so we had those games every night. It was pleasure just to play hockey for hours and hours."

Detroit General Manager Ken Holland -- "I remember when I was 11 and 12 years old playing on lakes. You would push all the snow away and get the sticks and the pucks. My best friend growing up, his dad was a police officer and his dad used to build a rink in the back yard and we'd play for hours. The puck would go in the snow bank and we'd have to dig it out."

Edmonton General Manger Kevin Lowe -- "In my hometown they did not have covered rinks for the first two or three years of when I played hockey. I remember the sunshine sometimes being so bright that you were squinting. I remember it never being cold. I remember shoveling and I remember putting all the shovels together and the sensation after an early morning ice session after they shoveled the night before. That meant you can play. You would have all your gear on and you'd have to wait for the rink to be shoveled and then you could play."

Vancouver Vice-President Steve Tambellini -- "I remember skating on the Columbia River, taking off from school in the morning and missing the rest of the day so we could go play shinny until it became dark. I also remember playing in Austria when my dad coached there. I grew up learning how to skate and play hockey with a German kid. Grab a lunch and just play, Come home when it was dark."

Montreal Canadiens defenseman Sheldon Souray -- "It's the nostalgia of it all, the thought of playing outdoors. It's like having an old car for some guys. The kids

today get spoiled with so many indoor rinks and rec centers with four sheets of ice in one complex going up. But some of my best memories are playing on community league rinks, with mitts on under my hockey gloves, scraping the ice every 10 minutes. I played a game on a little outdoor rink a couple of years ago for fun where it was 20 below. I loved it."

OTHER ACTIONS:

There are so many suggestions for taking action against the climate crisis. We have included 12 suggestions for action. Each one has a brief description, followed by the minimal resources you need to pull it off. There are also suggestions of how to get media. Possible events:

- NUMERO UNO: [Play or sing the American National Anthem after every time a Conservative MP speaks](#)
2. [Sidewalk Chalking](#)
 3. [Radical Cheerleading](#)
 4. [Deliver a Giant Check or Invoice](#)
 5. [Hold a Funeral](#)
 6. [Hold a Die-in or Sleep-in](#)
 7. [Reclaim your stop sign](#)
 8. [Camp in front of your MP's Office](#)
 9. [Give out a Mock Award](#)
 10. [Redecorate your MP's office and help them make the new US transition.](#)
 11. [Have a critical mass bike ride](#)
 12. Rona Ambrose welcoming committee

IDEAS FOR ACTION

(Most of these actions are from "An Action A Day Keeps Global Capitalism Away" by Mike Hudema, Published by Between the Lines Press with permission)

Action #1: Play or Sing the American National Anthem after Every Time a Conservative MP speaks

NUMERO UNO: We think that if everyone starts doing this action we will clearly send the message that the Conservative government's climate change policies are anti-Canadian and will remind Canadians that we are not Bush's lackey.

Why this action?

Harper's "Made-in-Canada" solution to climate change was, as we all know, made in the United States of America. Cutting climate funding, pushing ethanol, joining the Asia-Pacific Climate Pact, derailing the Kyoto Protocol, and not making any post-2012 commitments are all things that have happened in the United States and all announcements under Harper's new

“Made in the ~~USA~~ Canada” plan. This is an easy action that seeks to bring to light who is really pulling the strings.

What you need: Just one person or a choir of people and [the lyrics](#) (you can find them online).

What do you do: Next time a Conservative MP (Member of Parliament) is speaking in your area go and at any time you think is appropriate/funny/disruptive simply stand up very patriotically and sing the American National Anthem. When folks/the media talk to you afterwards explain that you are saluting the Conservatives’ “Made in Canada Solution” to climate change the patriotism it deserves.

Action 2: Sidewalk Chalking

Why this Action? Chalking is an action inspired by every child who has ever taken freedom of expression into her own hands and drawn on the sidewalk. Sidewalks are also one of the few “free” spaces we have to legally express ourselves. The sidewalk (and the road) is your canvas, and we are so conditioned to reading messages that when something is written on the sidewalk, we read it. It is also quite funny to see mini traffic jams on the sidewalk when people stop to read messages you wrote. Sidewalks are a free space. You can use chalk to engage people in thought and give them an action they can do every day.

What you need: A box of Sidewalk chalk and a group of people.

What do you do: Just take to the streets with a box of sidewalk chalk and a few key messages. To increase your effectiveness go to your MP’s office, or house or your local media outlet and paint the town whatever colour you want. If you’ve got stamina, go every day and keep sending the message. (Imagine if every Conservative MP woke up in the morning to “Climate Villain” written on their driveway with huge arrow!!).

Action 3: Radical Cheerleading

Why This Action? Radical cheerleading is amazing for its ability to entertain both the audience and the participants – this action is truly *fun*. The smiles that come from the participants and from the crowd are pretty amazing. Radical Cheerleading is a way to provide effective social commentary in a way that is engaging and does not alienate people. When most people hear chanting they may stop for a second to find out more, but with radical cheerleading on-lookers will stay for cheer after cheer.

What do you need? Traditional Radical Cheerleading attire is red or black skirt with opposing red or black top, pom-poms (plastic bag recycled) and black boots. You also need some cheers. Search radical cheerleading online or just make up your own!

What do I do? Find a strategic event or location, put your pom-poms on and get ready to welcome the guests or wow the audience.

Action 4: Deliver a Giant Check or Invoice:

Why this Action: If you want the media to show up to your event or action, you need a good visual. Giant checks, invoices, and notices are all great ways for you to get your picture in the

paper and bring light to the issue you are working on, and giving or demanding money is generally - in some way - tied to pretty much any issue. This action is also fairly low-cost, and can be done by anyone from citizens' groups to opposition political parties to labour unions. Giant checks get the point across, allow for the 10-second sound bite, and are non-confrontational enough to suit those who are less disposed to getting hauled out of public places or otherwise taunted by passersby. Besides, failing to address global warming is going to cost millions in the long run (and the short run, ask the insurance companies!). Why not get Harper to pay up, since he's currently offloading the costs on our generation and it's his decision to do nothing that's going to leave our generations with so much ecological debt.

What do you need: You need a giant check, invoice or whatever giant thing you are presenting. You can get giant-sized stuff printed at most copy shops. If you want an actual certified check, it will take about 3 days to order through the bank, and you will need the money in an account. A larger sum may present a problem – you should talk to people with money, like labour unions or some larger organization, and ask them to have the check issued. On the upside, the likelihood of the check actually being cashed is quite slim. Indeed, if the recipient of the check *does* cash it, well that's a press release in itself.

What do I do: Figure out a strategic time, send a press release and at the appropriate time deliver your check.

Action 5: Hold a Funeral

Why this action: This action is great because the message is clear and it is fairly hard for the press to take it out of context. Harper is killing OUR future. Failing to make binding commitments past 2012 means the death of the Arctic, means the death of the climate, and means the death of the only international climate agreement we have. A funeral also has a lot of different roles, so it's very inclusive and allows everyone to use their talents. People can hum/sing/play instruments, make a coffin, give a speech, organize volunteers or carry a candle.

What do you need? This action can be done with varying degrees of preparation, depending on time and your group's resources. If you don't have much time, then a few candles and some grim looking people can put on a pretty good show. If you do have time, a coffin, some crosses, and enlisting the help of friendly clergy definitely add to the action. You can even make up your own order of service (download the format off the internet) which can stand in for a fact sheet for the press and other onlookers, and also adds to the visual component of the action. Getting people in the community to do eulogies is also fun, and will give the press the opportunity to interview people affected by the government policy in question.

What do you need to do? Same format as your regular funerals. Just hand out your order of service and get started.

Action 6: Hold a Die-in or Sleep-In

Why this action? With Harper threatening to pull out of Kyoto and follow the US into climate chaos it's important to find ways to highlight just what is at stake. Sleep-ins or die-ins have a very clear and effective message. Watching people scream to the heavens and then collapse to the ground lifeless is an amazing experience. The visuals are fantastic and make the action.

What do I need? For this action you do not need much other than bodies. A couple of banners or other explanatory materials are the only other suggested props, other than tomato juice which provides a nice blood-like effect. If you use a substance that looks like blood, it is important that you also bring something to clean it up. If what you use stains the area, you can be charged with destruction of property. However, blood does add to the visual image and can be that extra punch you need to get the message across. After you have the people, find a location and sleep/die away.

What do I do? Here's an example from when this action was done in Calgary. This action is great if you have a large number of people, or at least more than 20. I first saw it at the World Petroleum conference in Calgary, Alberta. The action took place in front of Talisman's corporate headquarters. Talisman has a history of involvement in the Sudan, and has been implicated in funding the Sudanese government's war against its own people in the largely Christian south of the country. As the march against the WPC wound its way through the streets of Calgary, it stopped at Talisman's headquarters. One affinity group lead the action, and they instructed the crowd that all we needed to do was scream and then lay down on the ground. The small affinity group performed a short scene that described Talisman's human rights and environmental abuses. A few people represented the oil giant, and others represented the people of Sudan. Eventually the "oil reps" took out jerry cans labeled "oil" - filled with tomato juice that looked like blood. The "people of Sudan" were doused in oil. They began to scream, and were joined by the crowd, and then a sea of people fell to the ground, motionless. The effect was breathtaking - for minutes no one moved, they just lay their motionless. Then without warning, everyone got up the blood was cleaned up, and the march continued. For sleep-ins, the action is the same and the messaging is simple. "This _____ is making me tired." Is enough to let everyone know what you're doing and why. Sleeping bags and pillows are nice prop for this one, but depending on your location you should be prepared to have them confiscated if the police grow tired of *you*.

Action 7: Stop Sign Reclamation

Why this action?

The greatest strengths of stop sign liberation are its ease, low risk, the fact that it can be done by anyone, and you can get your message plastered everywhere. The simplicity of the messaging also makes it accessible to the public. Stop "climate change", Stop "Harper", Stop "driving". The sky is the limit on this one.

What do you need?

Not much. You either need sticker paper and a message (easily liberated from Staples) or your message and wheat paste (flour and water to make it stick). I prefer to go with sticker paper, even though it may cost more. Red sticker paper and black writing is best, as it completely blends in with the sign and creates the most aesthetically pleasing image. Sticker paper is also

easier to apply and doesn't create that much of a mess as can sometimes happen with wheat paste. Sticker paper is easier to carry around with you and makes for an easy getaway.

What do I do? Make a sticker. I think it should say "Harper" or "Ambrose" and get to work pasting in your community.

*As this action is illegal we do not recommend that anyone actually do this action.

Action 8: Hold a Tent-In

Why this action?

Tent-ins take up space and have great media appeal as the press has complete access to the tent city. The media also loves civil disobedience, anything that bleeds or is illegal will usually make the news. A tent-in may or may not be illegal, depending on where you set it up. Regardless of the real legal circumstances, tent-ins *appear* illegal. The media will therefore be all over the action.

Tent-ins also force people to pay attention to you. Camping outside your MP's office forcing them to pass you every time they go in or out of the building. It forces them to see the faces whose future they are taking away. As an added bonus, all the business leaders, community members coming to the MP's office for meetings are also made aware of the action and the issues – it is impossible to ignore you.

What do I need?

The basics are of course people and tents. However, for this action to be really successful you need two things: a community and some great visuals. A community atmosphere is essential if you want your tent city to grow. People in your tent city need to feel welcome and you should have a good time while you are there. This means you need to come up with activities, bring musical instruments, cards - anything that will help you keep a good positive atmosphere. The worst thing that can happen is spirits start to fade and people grow cranky and tired.

The community also has to be welcoming to others. Be friendly to anyone who stops and tell them they are welcome to join you. If people do bring their tents, help them set them up. The more things you can do to create a positive community, the better. If you have the resources to feed people, it can do wonders. Local unions often have pancake mix and grills in storage, some even have food, as unions often do info pickets with food and pancake breakfast events. Ask them to donate, and they probably will.

Visuals

You should have a banner that says who you are, what you are doing, and that encourages others to join in. If the media takes even one picture of your banner or interviews you in front of it, you have gotten your message out. The more signs you have around the camp, the better. You want to make sure that if the media shows up, regardless of what they shoot, you will get your message out.

What do you do? Just go to your local Conservative MP's office and set-up your tent. The rest is really just like camping.

Action 9: Give a Mock Award

“On behalf of the people of Canada, I would like to congratulate you destroying the planet faster than anyone else”.

Why this action?

There are already too many award shows that mean nothing so it is about time that we had one that actually had some meaning. Mock awards are a lot of fun as you can make up any category that you want – climate destroyer of the year might be a good start. Unlike many actions that focus on the negative, this one is sarcastically positive. The media will also cover this type of event, as it gives them the visuals they are looking for with a very simple message.

What do you need?

Depending on whether you want to catch people by surprise or if you want to put on a real show, the amount of stuff you need changes. You definitely need some type of award, even an old bowling trophy will do, and some handbills explaining your action. Other than that, your props will depend entirely on the situation. If you are trying to give an award to Rona Ambrose for being “An International Embarrassment”, it is best to dress like the people you will be around. This ensures you will have the highest possible chance of actually getting close enough to give her the award. If instead the person will not have security personnel, and one of the main focuses of your action is getting the message out to the public, than the bigger the better.

What do I do: Dress in costume, get a few people, go over a script, and run possible scenarios. The more you practice, the better off you are for unforeseen situations. What if a security guard comes? What if the manager is irate? What if they try to ignore you? These are all questions that you have to think about and prepare for. Once you do that simply print up your award and deliver it to your selected target.

Action 10: Redecorate your MP's Office

Why this action? If Stephen Harper and the Conservatives are going to follow the Bush Administration into climate chaos and become the virtual 51st state you might as well help them make a speedy transition. So why not do an action high on visuals and fun?

What do I need? American Flags, eagle sculptures, “Congressman _____” name plate, pictures of foreign presidents anything that will make your Conservative MP's office have a little more US flair.

What do I do? Get your props together. Send a media release than get your decorating crew to the office and get started.

Action 11: Have a Critical Mass Bike Ride

Why this action? Demonstrate a clean, fun transportation method, while showing a “critical mass” in support of taking real action on climate change in Canada and not following the current “mad in the USA” plans, and get your message out there.

What do I need? A group of people with bikes (the more, the merrier), cardboard, paint/markers and twine to make signs.

What do I do? Get everyone together to make signs before the ride, then go for a ride around rush hour on a Friday to get your message out to the most people.

Action 12: Join the Rona Ambrose Welcoming Committee

Why this action? Rona Ambrose, our illustrious Environmental Minister deserves a warm reception everywhere she goes. As good patriotic Canadians it is our job to give her one and remind her that communities across the country want her government to take immediate action in reducing greenhouse gas emissions.

What do I need? There are many different ways to welcome a person into community. All you really need is a small group (5-500) to welcome Rona – we liked the idea of dead flowers, polar bear costumes, a wall of shame (outlining all of the Harper government’s Crimes against the Climate) and well-crafted signs. Imagine if a couple of polar bears seemed to be following Rona around wherever she went? Maybe she’d get the message that the Polar Bears too want to see their communities and homes protected. We may be able to ship out polar bear costumes to “welcomers” across the country to make it very easy. Just contact us for details to prepare your welcome today: lindsay@sierraclub.ca

What do I do? Just dress up and get ready to welcome Rona to your neck of woods.

WANTED

CRIMES AGAINST THE CLIMATE



Rona Ambrose

Environment Minister or Climate Criminal?

MEDIA – A How-To Guide

For Every Action (if it's appropriate) we recommend that you invite the media. While the problems with corporate media are many it still reaches millions of people everyday and people that need to hear our urgent call to action.

Below are a few tips for getting great media:

Step 1: Plan a really great event – see above.

Step 2: [Write a Media Advisory \(Sent out 3-5 days before event\)](#)

Step 3: [Write a Press Release \(Sent out 1-2 days before and follow up calls made\)](#)

Step 4: [Give interviews to the media that arrive \(See tips\)](#)

Step 5: [Write a letter to the editor and get others to do the same](#)

MEDIA ADVISORY—HOW TO

(Adapted from Salzman's "Making the News" and SPIN Project Materials)

What is a Media Advisory?

- Functions as an FYI that alerts journalists to an upcoming event

- Gives basic information: the who, what, where, when and why.
- Sent out a few days before the event.

Elements

- **Headline.** This will make or break the advisory—include the most important information in the headline, and make it punchy. The headline can be up to four lines if necessary, including a sub-head, if used, but keep it short (and remember to use a large font – it’s eye-catching!).
- **Short description of the event and the issue.** Make it visual (“Citizens will carry large placards and life-size puppets to the Governors Mansion to protest the latest cut in education funding.”)
- **List the speakers at your event.**
- **Include a quote** from somebody from your organization who works on the issue. This quote should be the main message that you are trying to convey to the press, and in extension, to the public. Therefore, it should be clear, well thought out and strategic
- **Contact information.** In the top right corner, type names and phone numbers of two contacts. Make sure these contacts can be easily reached by phone. Include the contact’s home phone number, if appropriate.
- Include a short **summary of your organization** in the last paragraph.
- **Mention “Photo Opportunity”** if one exists and be sure to send it to the photo editors of local news outlets as well as to reporters – they don’t always share information with each other!

Structure / Form

- In the top left corner, type “Media Advisory.”
- Beneath “Media Advisory,” type the date
- Type “ -30- ” at the end of your advisory. This is how journalists mark the end of copy.
- Type “MORE” at the end of page 1 if your advisory is two pages, and put a contact phone number and short headline in the upper-right hand corner of subsequent pages
- Print your advisory on your organization’s letterhead.

How to distribute it:

- A media advisory should arrive at news outlets 3 to 5 working days before the event.
- Fax or mail (if time permits) your advisory to the appropriate reporter, editor or producer at each news outlet on your press list.
- If your region has a “daybook” (you can find out by calling the newsroom of your largest local newspaper) be sure to submit your advisory. A daybook lists news events scheduled to take place in the region on that day. Major news outlets review the daybooks each morning.
- ALWAYS make follow up calls the day before your event, and have the advisory ready to be faxed.

PRESS RELEASE HOW TO

(Adapted from Salzman’s “Making the News” and SPIN Project Materials)

What is a Press Release

- Informs reporters about your event, report, or issue.
- More detailed than the advisory—should tell all the information a reporter needs to write their piece.
- Envision, then write the press release as the news story YOU would want to see written.
- Sent out the morning of or the day before the event.

Elements

- **Headline.** This will make or break a news release—include the most important information in the headline, and make it punchy. The headline can be up to four lines if necessary, including a sub-head, if used, but keep it short (and remember to use a large font).
- **Important information should jump off the page**—most reporters will only spend 30 seconds looking at a release.
- Spend 75 percent of your time writing the **headline and the first paragraph**.
- Use the inverted pyramid style of news writing. Make your most important points early in the release and work your way down.
- **Keep sentences and paragraphs short.** No more than three sentences per paragraph.
- Include a **colourful quote** from a spokesperson in the second or third paragraph.
- Include a short **summary of your organization** in the last paragraph.
- **Mention “Photo Opportunity”** if there is one. Be sure to send a copy of the release to the photo desk.

Structure / Form

- In the top left corner, type “For Immediate Release.”
- Below “For Immediate Release,” type the date.
- Contact Information: In the top right corner, type names and phone numbers of two contacts. Make sure these contacts can be easily reached by phone. Including the contact’s home phone number, if appropriate.
- Type “ -30- ” at the end of your release. This is how journalists mark the end of a news copy.
- Type “MORE” at the end of page 1 if your release is two pages, and put a contact phone number and short headline in the upper-right hand corner of subsequent pages.
- Print your release on your organization’s letterhead.

How to Distribute It

- A release should be sent out the morning of, or the day before, your event. In some cases, you may want to send an “embargoed” copy to select reporters ahead of time, meaning that the information is confidential until the date you specify.
- Generally, send a release to only one reporter per outlet.
- **ALWAYS make follow up calls after you send the release. If your release is announcing an event, make the calls the morning before your event is scheduled.**
- Have a copy of the release ready to be faxed when you make the calls.

Fundamental Tips for Interviews

- Discipline your message! Use your slogan or message as much as possible.
- Familiarize yourself with (memorize!) three soundbites (with backup information). Write them down.
- Always turn the question back to your message.
- Anticipate questions, practice your answers in advance.
- Know the opposing points.
- Practice—even people who speak all the time practice.
- An interview is never over even if the tape stops rolling. Everything you say to a journalist is on the record
- Don't get frustrated by difficult questions—just stick to your messages
- If you slip up, don't worry. Just ask the reporter to start again (unless it's live).
- If you need more time to think, ask the reporter to repeat the question or ask a clarifying question—or simply pause and think before answering.
- If you don't know an answer to a question, don't force it. Try to return to your message. If it's an interview for print media, tell the reporter you'll track down the answer later call them back.
- Tell the reporter you have more to add if he or she overlooks something you think is important.