# How to create a street action on peace

## Make it happen

❑ Think about a message you want to have.
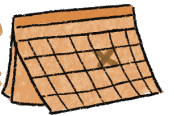
❑ Gather a few like-minded people around you who would like to do it together with you.

❑ Think about a location for your action that would be especially good for bringing your message across.

❑ Think about a good timing for your action. Maybe your action could be on a specific symbolic date.

❑ Have a meeting with the other people participating to discuss what will happen at the action. Make sure that everyone feels comfortable with what will happen and everyone knows what they are suppose to do.
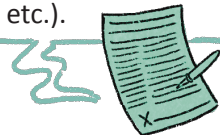
❑ Create props or signs that help you convey your message and that are visually appealing. Think about where to place them in the photos that will be taken at the action.

❑ Think about a sound concept for the action: Do you want to shout chants or have music in the background?

❑ Register the protest with the police with enough time in advance (in some countries latest 48 hours in advance, in others even before. Follow their guidelines for protests – it needs to be clear that your action is a political protest (for example by having speeches, chants, protest signs, etc.).

❑ Implement your action! Good luck! <3

❑ Have a come-down gathering with all your fellow protesters right after the action. Doing an action can be very stressful and full of adrenaline. Make time to debrief and to be there for each other. Celebrate that you implemented your action, no matter how successful you were!

❑ Have an evaluation meeting a few days after the action to see what you could improve the next time you do an action.

# How to create a street action on peace
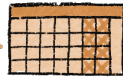
## Make it visible

- ❏ Contact someone who can take high quality photos of your action. Discuss with the photographer what the photos should look like.

- ❏ Make your action news-worthy: Link it to current events, link it to your local context, make it visually appealing, make it stand out (e.g. reporters could write about your action as „the first" / „the only" / „the largest").

- ❏ Make sure not to plan your action at a time that journalists might not be available (weekends or holidays) or when it is harder reaching them beforehand (right after a weekend or holidays). Make sure that there is no other important event going on at the same time that could take interest from your action away.

- ❏ Make a list of journalists that could be interested in reporting about your action. This could be journalists who have reported about the topic that your action is about or also just local journalists who might be interested in reporting about your action.

- ❏ Write a press invite about the action and send it via email to journalists and newspapers a 1-2 days before the action. Feel free to call some of the journalists.

- ❏ Write a press release about the action in past tense already before it takes place. Have it proofread by other people.

- ❏ Send your press release right after your action is done (or even during!) to all journalists.

- ❏ Designate someone to report about the action on social media. Discuss with them how this could be done to generate maximum visibility.

- ❏ Pre-write social media posts about the action already before, so they are ready to be published.