

peta2

QUESTION
AUTHORITY
PETA2.COM

DEMO CHECKLIST

A lot of things go into a successful demo—that's why we've laid everything out for you. Read through this checklist to make sure that you've got everything covered. E-mail us at PETA2@peta.org if you have any questions.

THINGS TO DO

- Contact PETA.** This is a no-brainer. E-mail PETA2@peta.org as soon as you know that you'll be doing a demo.
- Check out the demo site.** Visit the site of the demo at least once before the event so that you'll know how to set things up.
- Contact the media the day before the demo.** Notifying the media—radio, TV, and newspapers—with a telephone call and news release to give them info about your demo at least one day before the event is vital. We can help you out or do this for you. We can also follow up with the media on the morning of your demo.

POSITIONS TO ASSIGN BEFORE THE DAY OF THE DEMO

- Media spokesperson:** Pick a spokesperson, and make sure that he or she has a few days to practice the sound bites. All participants should know who the media spokesperson is and should tell all reporters to speak to that person.
- Costumed activist:** It can get hot in a chicken suit, but it makes for a great story, and the media will love that lucky activist.
- Photographer:** We'll give you more Street Team points for sending photos with your demo report.
- Someone to keep track of the media:** Someone needs to watch (and tape) the news reports of the stations that showed up at your demo and read through the newspapers to look for coverage. Tell us about all your media coverage.

THINGS TO TAKE

- Posters, leaflets, stickers:** PETA can send you posters. Just mount them on poster board or cardboard to make them sturdier. You can make your own posters, too. Keep the messages short and sweet, avoid offensive messages, and feel free to use PETA2 stencils. Web addresses, such as KentuckyFriedCruelty.com, should be highly visible.
- BETA videos:** These are broadcast-quality videos to give to TV reporters at the demo so that they can air footage. You'll need one for every TV station in town.
- Banner:** Unfortunately, we do not have enough banners to send one to every activist, but you can still make your own. Just grab a sheet from the linen closet (or make a run to the thrift store if you don't want to upset your ma). Make sure that your banner is neat and easy to read.
- Facts/sound bites:** These are most important for the media spokesperson, but every activist should be familiar with the basic facts.
- Chants:** Chants make more people take notice and want to know what is going on. And they make good background noise for the media.
- Bullhorn:** A bullhorn will help you stay loud without losing your voice. It should be used by the activist who is leading the chants.
- Costumes:** Who wouldn't stop to see what a giant chicken is doing in front of KFC or why an activist is sitting in a human-sized cage? More importantly, costumes give the media a nice photo to put in the paper. Costumes work every time.
- Appropriate clothing:** Dress to impress. Look presentable so that your appearance does not distract from the message. Dress professionally and conservatively. Even if you've got your own "alternative" style, please consider wearing khakis and a button-down shirt as your "costume" for the demo, and encourage other attendees to do the same. You are the voice for billions of animals, and they can't afford to have their message discounted. If your goal is to be as effective as possible, it is absolutely essential for your personal style to take a backseat to your desire to be an effective advocate for animals.
- A BIG smile:** It's important to be super-friendly to everyone—even if they give you a hard time. Don't give people an excuse to dismiss the animal rights message. Remember to thank everyone who attends the demo.