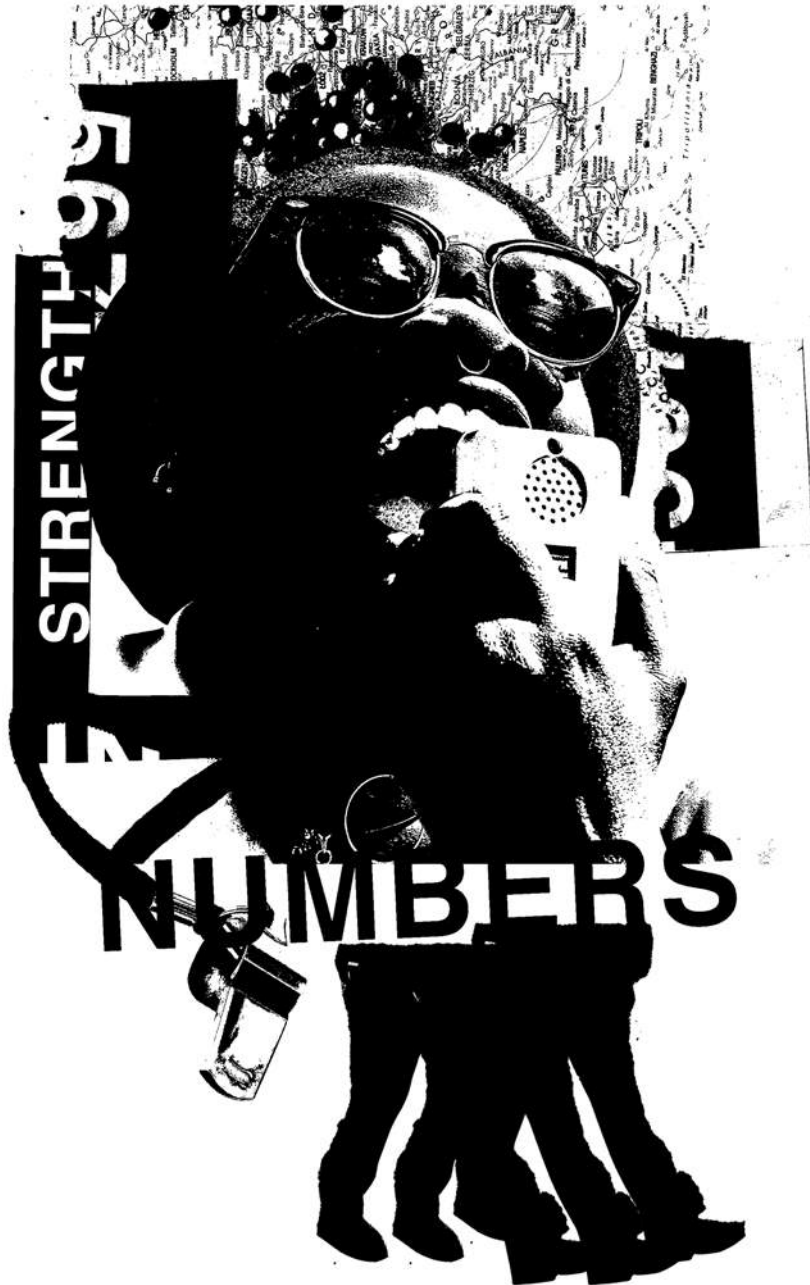


# TAKE TO THE STREETS

an excerpt from  
**“Resist! How to be An Activist  
in the Age of Defiance”**

**huck**



## INTRODUCTION

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While it's true that there's no one-size-fits-all solution to pushing forward with a cause, no single tactic that'll guarantee a win, marches are the lifeblood of activist movements. There's something empowering—almost magical—about taking to the streets in a democracy and reclaiming the public paths that for so long have been ours to march down.

International movements and NGOs sometimes organize massive marches that you can participate in, but the most powerful and spontaneous in recent history have emerged from grassroots campaigns.

From rallies with a handful of people that end in a parade down a quiet side street to protests that see thousands marching on Washington, DC, there's strength to be found in numbers.

# Choose your moment carefully

Timing, as always, is key. Weekends might seem an obvious choice, but remember that while potential attendees might not be working, nor will those in power who you want to be taking notice. If you're in the city, early evenings can often work a treat, especially if the issue is urgent. It's also worth checking for major sports games, public holidays, and other events planned in the vicinity to avoid potential supporters having commitments elsewhere. This is all about getting boots on the ground.

Think carefully about where you want people to gather and find a place for them to assemble before marching from A to B. Make sure that you also find out whether the land you pick is public or private: the First Amendment of the Constitution states that you generally have a right to assemble in public spaces which don't have specific restrictions, but if there's a private owner you can be moved on with no warning at all (see Chapter 6).

# LOCATION

Plot out the route you hope to take, and if you want to be visible, stick to the busiest streets. Protests and marches are supposed to be disruptive, but if you've communicated your plans well in advance, and make your intentions clear on the day, the inconvenience to others will be minor. Do your homework and onlookers will then honk their horns and show their support, instead of getting annoyed.

# IT'S TIME TO SPREAD THE WORD



## Get people talking

Once you've picked a place, date, and time, you're ready to make your protest public. Make an event on Facebook, and invite your friends, family, and other supporters of the cause. It's worth managing your expectations, though—not everyone who clicks “going” on a Facebook event will show up on the day.

Partner up with organizations that may have engaged audiences of their own. Draw up a press release (see Chapter 3) and e-mail it to news sites and stations, both local and national.

Local newspapers and regional news sites are always looking for stories, so try to get some coverage in the build-up to the march—it'll help spread the news in advance. Posters and flyers might be old school, but they're still a great way of creating a buzz if you want your march to be a success.

### FYI

Create a team of reliable people who'll be able to give you a hand (WhatsApp groups are a great way of keeping in contact) and assign everyone specific roles. Make sure to meet before the march kicks off, and hold a debrief afterward.

# March must-haves

The endpoint of a march is an exciting climax, an opportunity to regroup and mobilize the community that's turned out to show its support.

You might want to ask people to speak from a podium, and if you do you'll need a way to make sure they are heard. Here's a checklist of the vital considerations for your march.

**Invite a range of relevant speakers who'll bring support.  
Give them each a time limit and stick to it.**

**Find someone to act as a host.**

**Appoint press liaisons to get the message out there, and police liaisons to communicate with officers on the day.**

**Think about access:  
is your route wheelchair-friendly?**

**Invite performers to get the crowd excited at the start or endpoint of the march.**

**Create a hashtag if you want your message to trend.**

**If the route is complex,  
draw up maps and hand them out.**

**Give stewards fluorescent jackets to direct the crowd and keep an eye on traffic.**

**Grab a first aid kit, just in case.**

**Bring a megaphone or microphone—  
it's important to be heard.**

**Whistles or drums? Make some noise.  
Chanting is also a great way to fire people up.**

**Make sure someone is taking photos and video,  
and posting online in real time.**

# Control your visual messages

Chapter 4 covered protest art in all its finest forms, but each march needs to have a strong message. Encouraging attendees to be creative and show up with their own contributions is great, but if there's a slogan, phrase, or image you want repeating, let those invited know in advance. Visual messages are key.

One useful way of guaranteeing that your message gets heard is by plastering it on a road-width banner. This will look great in pictures and provide a clear explanation of what's going down. It will also allow you to keep control of your group and track of how fast people are moving: coming to a halt behind a banner gives everyone time to regroup.

While solidarity and support from other groups is always worth embracing, be careful that your protest isn't co-opted by groups with their own agenda. You may want to ask certain groups not to bring their own branded placards if they are not relevant to your cause and action.

# A little bit of law

Under American law, if you're organizing a public march that isn't restricted to sidewalks, you're obliged to obtain a permit from the relevant authority. In some cases this can take a matter of weeks. This only applies if you're the organizer; if you just plan on attending, or are part of helping make plans, then you don't need to worry.

Sometimes marches are responsive, with less time for planning, in which case you may decide to notify the authorities as soon as possible. Not everyone decides to follow these rules.

The authorities may want to know the date and time of the march, the route you'll be taking, as well as the names and addresses of the march's organizers. They have the power to limit or change the route, and set other conditions on your march known as time, place, and manner restrictions. In some circumstances they'll change the location, limit the number of attendees, or call a halt to a sit-down protest if it blocks road traffic or pavements.

If your protest will be static then you are not obliged to obtain a permit.

## FYI

Legal observers are trained volunteers who support the legal rights of activists. They provide basic legal guidance and act as independent witnesses of police behavior at protests. Appoint trained people and put them in high-vis jackets. They will be your eyes and ears on the ground should anything not go to plan. Activist networks in your area may run training sessions if you wish to become a legal observer. Otherwise contact the National Lawyers Guild. (See Chapter 6 for more legal advice.)

AND REMEMBER ...

# COMMUNITY



## IS IN THE MAKING

Marches and rallies aren't just a show of force, but a chance to feel powerful, meet like-minded people and create a network that lasts. Don't let the momentum dissipate. For example, you might decide to hold another rally after the march is over. Ask stewards to take names and contact details to keep people in the loop about future plans, and maybe have a social afterward.

This chapter originally appeared in  
**Resist! How to be An Activist in the  
Age of Defiance** published  
by Huck and Laurence King.

Find out more about the book here:  
<https://smarturl.it/oa-resist>