

Mahsi Cho (thank you in Gwich'in) for volunteering to drop a banner with Defend the Sacred Alaska!

Defend the Arctic Refuge Solidarity International Action Arctic Refuge Banner Drops

1/6/21 when the lease sale is held

For more information on the Indigenous fight to protect the Arctic National Wildlife Refuge and for talking points visit

<https://www.defendthesacredalaska.org/arctic-refuge>



Choosing a Target & Location:

You know your city better than us, so we ask communities to decide the best location for this banner drop action. Find a high visibility, safe, yet strategic location for the banner drop. We suggest a location where the banner would easily drop and hang nicely. For some cities, we have specific messaging targeting specific companies who are involved in arctic oil development, for those locations we will work with you directly on selecting a key location near the target company.

Location Considerations; *visibility, traffic* (both foot and/or car), *direct communication to the target* (will the target physically see the banner & message when entering their work offices for example), *iconic location* that represents your city/community (for example a sacred space/bridge/building/artwork/etc), *space* (is there physically enough space for you to hang the banner), *access & legalities* (is there access to the public at said location? Can you capture a photo from that location or nearby?), *safety* (is your location safe for you and others).

Don't forget your personal face masks: Our goal is a Covid19 safe action!

Media

Please stay in contact with us so that we can add your specific time and location to media advisories to local media in your area in hopes they will send someone to photograph the solidarity action. We will also send a press release with photos and any localized quotes/people you have to local media contacts, along with follow up contacts of our spokespeople of Native Movement and Defend the Sacred AK. This will ensure that those most impacted by drilling in the Arctic are quoted and given space to share their stories.

We will also be sharing social media directly from **@NativeMovement** & **@DefendtheSacredAK**. We can include some local hashtags of your campaigns and issues to uplift those as well on the day of. Please stay in contact with us so we can make sure to have the appropriate hashtags associated with your specific locations and fights and reshare any of our social media to your audiences and communities.

The hashtags we are using for this event are the following:

**#ProtectTheArctic #StandWithTheGwichin #InupiatGwichinSolidarity #DefendTheSacredAK
#NativeMovement**

Visuals

***Have someone stand from afar who can be in contact with the person(s) hanging the banner who can give tips on spacing, centering, placement of the banner, etc before you secure the banner for the picture and action!**

Banner Placements:

-Hanging off side of railing on overpass and/or building: You can use cord or zip ties to secure the banner on the edges and middle to a railing. Pay attention to the railing- is it in good shape or rusty? Will it hold the weight of the banner (especially if there is a bit of wind)? Is the railing safely secured to an anchor point (something solid on the building/roof) or can the banner easily just slip off?

****Extra bonus if the banner is hanging in a location where the target/decision maker and/or employees of the said target drive by on their way to and from work- this not only makes for a great photo, but sends a direct line of communication (visually) to the target that they can not miss!***

-On-Ground/ Hand-Held Aerial: Sometimes it is difficult to find a safe and secure location to hang a banner in town that we can also have access to and take a good photo of and we need to get creative. Think of a place on the ground where you could take a photo with people surrounding the banner with their fists in the air, while someone takes a photo from a few floors above from a public building/office/rooftop or even a tall ladder. It is ideal if there is something in the background that makes it easy to identify your city/community location or a place that has cultural significance to you, your community, and the sacred places you are working to defend. You can also simply hold the banner and take the photo from far enough away that you get everyone and the banner in the photo! Make sure you can read the whole message of the banner- this might take some creativeness depending on the size of the banner!

****Extra bonus if the banner is on the ground in front of a target/decision maker's building so they and their employees can see the message from their offices above!***

***Feel free to reach out to talk through more details and tips depending on where and how you will be placing your banner and photo.**

Tips on a What Makes a Good Photo

- Consent: Make sure you ask for consent, and allow time for anyone who does not want to be photographed to mask-up or to leave the frame

-Lighting: Consider quality lighting areas, make sure the banner and folx are not in a dark area with bright backlight that will make it hard to see banners and faces.

-What & Who Are in the Frame: Think about what (and who) is in the background of the photo that could distract from the focus of the photo you are trying to take. Make sure everyone (that wants to be) and the entirety of the banner is in the photo !

-Banner Placement: Make sure that the banner is “taut” aka is stretched and pulled tight so that you can read the whole message/see the visual for the photo itself

Day Of Action Schedule Example:

*please note this is a guideline and we encourage folx to localize their schedule to meet the needs of your community, target and location!

Please use Covid19 precautions. We do not want our volunteers to get sick. Take all precautions.

Before Action:

- Wear** our Defend the Sacred shirts sent to you from Alaska.
- Make sure any elders who show up are taken care of, have a seat if needed, all volunteers should be wearing masks, water, etc
- Set up banner (if hanging off of something/find placement on the ground)
- Share artwork with everyone to say thank you and to put on for action

Pre-Action:

- Smudge, get grounded, prayer and land acknowledgments**
- Share why we are doing this action today
- Explain how and where we will take a photo and ask for consent
- Take several photos
- Thank everyone who showed up and volunteered to make today's event possible!
- Closing prayer

After Action:

- Have a designated person head to a spot with good internet who can send visuals & local quotes to Native Movement
- Follow up with any local media who showed interest (even if they were unable to send someone to the action itself) and email them the press release provided as well as a photo from the local action

Covid Precautions for Action:

- Masks! Make sure everyone is wearing a mask and has access to one
- Physically distance yourself from each other unless you are in a pod together
- Stay hydrated! Water is Life!

Actions & Communications Support:

If you have any questions, support needs, or even want to brainstorm and bounce ideas off of anyone from our crew regarding this action of solidarity please email jody@nativemovement.org. Please send us photos, stories, and any follow up requests with your local communities and media!