

NATIONAL DAY OF ACTION PARTICIPANT GUIDE

TRUDEAU: WE'RE WATCHING YOU



#PROTECTPRESSFREEDOM

**PREPARED BY:
CANADIAN JOURNALISTS FOR FREE EXPRESSION (CJFE)
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CONTENTS

- THE PLAN 3
 - STEP 1: 3
 - WHO DO YOU NEED? 4
 - STEP 2 4
 - IDENTIFYING A SPACE 5
 - BOOKING A SPACE 5
 - SCALE 5
 - TRACING 5
 - PAINTING/ART 6
 - SCULPTURE/FOUND OBJECTS 6
 - STEP 3 6
 - GETTING BANNERS 6
 - STEP 4: 7
 - TIME OF DAY 7
 - LOCATION 7
 - PERSPECTIVE 7
 - STEP 5: 8
 - SOCIAL MEDIA POSTS 8
 - OTHER WAYS TO PARTICIPATE 8

By downloading, printing and sharing this guide you're taking the first awesome steps towards participating in the February 4, 2017 "Trudeau: We're Watching You" national day of action on mass surveillance, spying and press freedom. Thank you!

Civil society depends on committed support and participation by individuals who care about these issues and take the time to get involved advocating for their own rights and for the rights of others.

WE ARE CALLING ON THE GOVERNMENT OF CANADA TO:

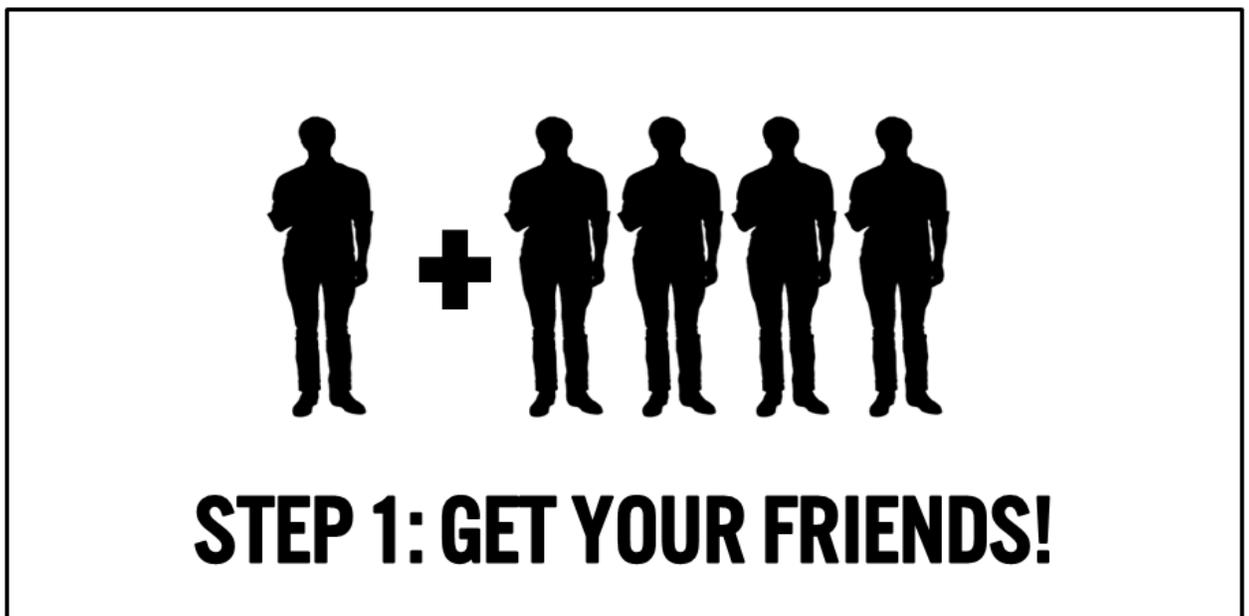
- 1) **End mass surveillance** and protect the private data of people and groups in Canada, including Indigenous communities, Muslims, journalists, environmentalists, labour organizers and academics while creating independent watchdog agencies for privacy and national security.
- 2) **Support the Private Member's Bill C-303** which would implement a line-by-line repeal of the provisions enacted by the Anti Terrorism Act, 2015 (formerly Bill C-51).
- 3) **Support Private Member's Bill S-231** which would create a press shield law and strengthen protection for advocates, whistleblowers and journalists.

THE PLAN

We're asking folks across Canada to assemble in public spaces on February 4th and participate in creating large eye-shapes which will be photographed and distributed across social media. *We've chosen the eye shape as it is an obvious symbol for surveillance.*

This specific approach is called a "human banner" and has previously been used by advocacy groups like [Greenpeace](#) and [350.org](#) to build public engagement with important environmental and social issues.

STEP 1:



WHO DO YOU NEED?

Where do you work/live/volunteer?. Can you name a few people who are concerned about the above issues or who would support this activity? Reach out to these folks and invite them to participate with you in this national day of action. Find a local activity or if you don't have one near you, arrange to host one by emailing cjfe@cjfe.org and let us know you're interested.

To make this activity a success you need a few participants and a few people in core roles:

CORE ROLES:

Coordinator(s)
Photographer

The coordinators are responsible for notifying CJFE and the national coordinating group of their intent to hold an activity, promoting the event locally (we'll help), identifying and booking the event space, tracing out or otherwise creating the eye shape and making sure folks stand where they need to for the photo.

The photographer doesn't need any special skills or qualifications. They need to show up and take the photo, preferably from an elevated position with good lighting, but if you're hard-pressed, a step-ladder and a cellphone camera will suffice. Please be careful!

The rest of the work will be handled by our team and we'll provide hands on guidance through the implementation process.

STEP 2:



IDENTIFYING A SPACE

Good spaces to do this activity will have terrain which makes it easy to photograph the activity. It is also effective to pick a space which communicates your location (ie. frames a local landmark in the photo) or has some other specific relevance to the issue (outside CSIS' headquarters for example).

BOOKING A SPACE

Most municipal and public spaces have a phone number available online to call and notify them you intend to hold a demonstration. Once you have picked a space, you'll want to confirm its availability and make sure it's not being used for another event like a festival or movie production on February 4th.

In some cases, municipalities or property managers may require your group to get permits. However, permitting should never be a reason that prevents you from assembling publicly.

SCALE

This activity is *scalable*. What that means is that you can do it with two people, you can do it with 200 or 2,000. Generally speaking the ideal number is around 100 participants, but it can be done with as few as 50.

The sample silhouette image we attached above is about 60-70 persons.

Try to visualize what making the eye shape will look like in advance. If you want to make a BIG eye you'll need a lot of people.

If you are drawing your eye on the ground, on a large sheet of cloth, with candles or snow sculpture, obviously you'll need fewer passive participants and a few more folks who can help with implementation/getting the work done.

TRACING

Obviously it's not helpful to just tell a group of people 'go stand in an eye shape while we take a picture'. As much as they may want to, it's difficult to visualize without seeing it from above. You'll want to talk to your photographer and hear what they are seeing.

As a first step though, you and your co-coordinators should show up early to the event and trace out the pattern you want people to stand in. If you're on dry concrete, chalk works but in harsher conditions, snow, or rain use a ball of brightly coloured twine (available at your local hardware store or dollar store) to mark out the shape. If you're on grass, consider tying the twine to some wooden skewers which will also help you get the precise shape.

PAINTING/ART

If you have a small number of people for the activity a way to still participate is to create the shape using found objects, props or a large banner painted with the message. We encourage you to be creative.

Since this particular activity is taking place in February, you may be in a location with a large amount of snow. Use a simple squirt bottle for household cleaner (empty) filled with water and food colouring. This will allow you to 'paint' the snow with the symbol.

SCULPTURE/FOUND OBJECTS

There's really no limitation on how far you can go with this concept. Make your eye shape with snow sculpture, snow-people, bike lights, candles, parked cars, camera equipment laid out on your newsroom floor— we're encouraging participants to think outside the box!

STEP 3:



GETTING BANNERS

If you are holding a large activity with 50+ participants, CJFE is prepared to print/send banners to you to help underwrite the organizing costs of the event. Please feel free to email cjfe@cjfe.org to communicate this need well in advance so we can mail it to you by February 4th.

STEP 4:



TIME OF DAY

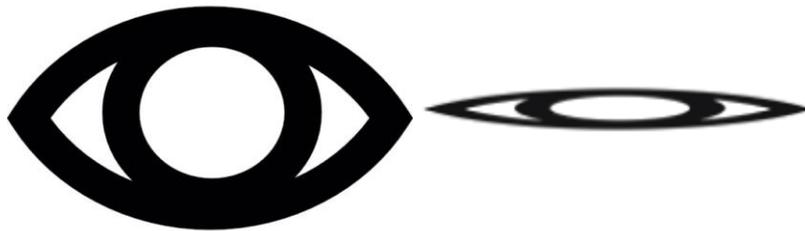
The Toronto activity is taking place at 2pm EST. Plan your local activity accordingly. Unless you're planning to use lights/candles for your activity, make sure you give yourself enough time for setup/photography before the sun sets where you are.

LOCATION

Depending on how you choose to film the activity (drone, ladder, elevated deck at a municipal building etc.) there may be specific limitations on your chosen approach. Have a backup plan!

PERSPECTIVE

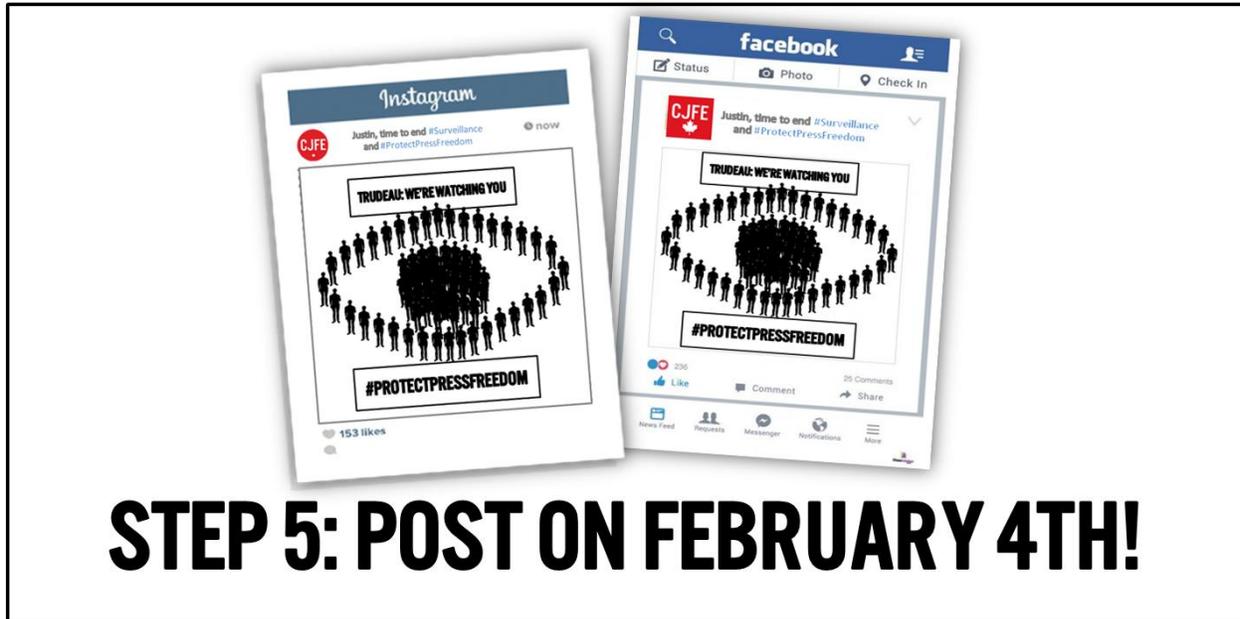
Perspective is important. Take these two diagrams:



These are the same eye, but due to perspective, one appears flattened

You'll need to experiment with moving people/objects around to find the right density to correctly define the shape. The angle you take your photograph from makes a big difference.

STEP 5:



SOCIAL MEDIA POSTS

On February 4th after you've taken your photo with your group and everyone has gone home, the final step is to upload the evidence of your awesomeness to social media for all to see .

- Tweet your photos @JustinTrudeau and @CanadaCJFE using the hashtag #ProtectPressFreedom
- Post to Facebook and/or Instagram with the hashtag #ProtectPressFreedom
- If you're worried we might not see your post, email a copy to cjfe@cjfe.org

It's helpful for us if you tag your location or write it in the text of your social media posting so we know who participated, where.

We'll gather up the photos we find online from the day of action and put them into an online gallery which will be shared widely and sent to politicians.

OTHER WAYS TO PARTICIPATE

There are other online actions you and your friends can take to support this campaign:

- Print out our [personal placard](#) and take a selfie with it, posting it online with the above information. We left a line for you to write in your location or group name.
- Join our [Thunderclap action](#) to #ProtectPressFreedom
- Sign the CJFE [petition](#) to support VICE journalist Ben Makuch

WHAT COMES NEXT?

Sign up for emails at www.cjfe.org or sign our petition at www.protectpressfreedom.ca/petition to be kept in the loop on further updates for the campaign. The next phase of the campaign will begin when the government introduces its amendments to national security legislation and will depend also on the outcome of the VICE vs. RCMP court case.

THAT'S IT, YOU'RE AWESOME!

That's it! You made it all the way through the plan and now you've (hopefully) participated in a national day of action which will have serious impact in shaping the conversation in Canada about these critical issues.

Thanks so much for taking the time to be active and for sharing/promoting and participating in holding the government to account. Your participation means that the issues of surveillance, national security law and press freedom will be impossible for Canadian politicians to ignore, not just this year but well into the future.

Please note: While the government may agree to stop watching us, this cat definitely still is.

