

# IT'S TIME TO TAKE BACK OUR FUTURE

a youth guide to taking action against  
the harper agenda and for the planet



DRUCKER

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# A BRIEF OVERVIEW

from the Inconvenient Truth – [climatecrisis.net](http://climatecrisis.net)

## WHAT IS GLOBAL WARMING?

Carbon dioxide and other gases warm the surface of the planet naturally by trapping solar heat in the atmosphere. This is a good thing because it keeps our planet habitable. However, by burning fossil fuels such as coal, gas and oil, and cutting down forests, we have dramatically increased the amount of carbon dioxide in the Earth's atmosphere and temperatures are rising.

The vast majority of scientists agree that global warming is real, it's already happening and that it is the result of our (people's) activities and not a natural occurrence. The evidence is overwhelming and undeniable.

We're already seeing changes. Glaciers are melting, plants and animals are being forced from their habitat, and the number of severe storms and droughts is increasing. The signs are most obvious in delicate ecosystems and at risk areas such as the arctic, the Antarctic and small islands.

Some examples of the effects of climate change already affecting our brothers and sisters around the world:

- The number of Category 4 and 5 hurricanes has almost doubled in the last 30 years
- Malaria has spread to higher altitudes in places like the Colombian Andes, 7,000 feet above sea level.
- The flow of ice from glaciers in Greenland has more than doubled over the past decade.
- At least 279 species of plants and animals are already moving closer to the poles as a response to global warming
- The 10 hottest years ever recorded have ALL occurred within the last 14 years. 2005 was the hottest.
- The Arctic is melting so fast it may now be past the point of no return.

If the warming continues, we can expect catastrophic consequences.

- Deaths from global warming are expected to double in just 25 years -- to 300,000 people a year.
- Sea levels worldwide could rise by more than 6 meters (20 feet) with the loss of shelf ice in Greenland and Antarctica, devastating coastal areas globally.
- Heat waves will be more frequent and more intense.
- Droughts and wildfires will occur more often.
- The Arctic Ocean could be ice free in summer by 2050
- More than a million species worldwide could be driven to extinction by 2050.

**There is no doubt we can solve this problem. In fact, we have a moral obligation to do so. The time to come together to solve this problem is now – TAKE ACTION.**

# WHAT IS HAPPENING IN CANADA

For updates check: <http://itsgettinghotinhere.org/author/zoe-caron>

## BACKGROUND

Canada signed on to the Kyoto Protocol in 2002 and committed to a 6% reduction in greenhouse gas emissions below 1990 levels by the year 2012. Kyoto became international law in February 2005 when enough countries ratified it (over 55 countries that together make up 55% of global emissions). Canada-wide programs established to meet Canada's Kyoto Targets include the One Tonne Challenge (including funding to multiple organizations) and the EnerGuide program. In addition, the Liberal Government had promised 10 billion dollars to emission reductions - all of these programs were cut or frozen by the Conservative government in February 2006. 75% of Canadians support Kyoto.

**“ I have said all along that Canada would not achieve the Kyoto targets. ”**

Prime Minister Stephen Harper

## THE HARPER CONSERVATIVE GOVERNMENT: CLIMATE CRIMINALS!

The new Conservative government has slashed climate funding and walked away from Canada's international obligations. In return, it has offered Canadians no viable options for dealing with the pressing global environmental problem of climate change.

The Conservative Government has justified its actions by stating that these programs have either run their course or require a different approach; however, many of the programs could have continued to play an important role in Canada's efforts to address climate change, and where programs are said to require a different approach, no alternative has been given. The Conservative Government's response to climate change has been a tax credit program for bus passes and an increase in funding for ethanol blended gasoline, but so far their "Made in USA Canada" Plan does not even exist and These 'alternatives' will not make a significant contribution to helping Canada to meet its Kyoto targets.

## CLIMATE CRIMES:

**Failing to meet our obligations under the Kyoto Protocol**

"I have said all along that Canada would not achieve the Kyoto targets." - Prime Minister Stephen Harper.

**Censorship of Environment Canada scientists**

On April 13, 2006, Ambrose stopped an Environment Canada scientist, Mark Tushingham from speaking publicly about his science fiction novel on global climate change -

[www.cbc.ca/story/arts/national/2006/04/13/ambrose-climate.html](http://www.cbc.ca/story/arts/national/2006/04/13/ambrose-climate.html)

**Cutting and freezing the Liberals' \$10 billion commitment to meeting the Kyoto targets**

Program cuts include:

- Energuide
- The Sustainable Cities Initiative
- Renewable Power Production Incentive
- Canadian Foundation for Climate and Atmospheric Science
- High Efficiency Home Heating System Cost Relief Program



### Crippling Canada's Action Plan 2000 to combat climate change

Of the approximately forty programs in the Action Plan 2000, the federal government has officially announced 14 program cuts:

1. The One-Tonne Challenge
2. The Opportunities Envelope program
3. The Urban Transportation Showcase Program
4. The Concrete Roads Program
5. The Electricity Reduced Trade Barriers Program
6. The Environmental Supply Chain Management Pilot Project
7. The Feasibility of Afforestation for Carbon Sequestration Initiative
8. The Federal House in Order Leadership Measures
9. The Forest 2020 Plantation Demonstration Assessment
10. The Off-road Vehicle and Equipment Initiative/Off-road CO2 Initiative
11. The On-Site Generation at Federal Facilities Programme

12. The Pilot Emission Removals, Reductions and Learnings Initiative
13. The Market Incentive Program
14. The Studies and Monitoring for Greenhouse Gas Reduction Program

### Destroying the International Consensus made at the UN climate negotiations in Montreal, December '05.

Canada played a lead role in achieving consensus for getting commitments past 2012 at the 2005 climate negotiations in Montreal, Quebec. Rona Ambrose, the new Minister of the Environment, is currently the chair of this international process. Since becoming chair, she has publicly declared the Kyoto targets impossible to meet. A leaked government document states directly that Canada will not commit to any post-2012 commitments either. On top of all of that, the Conservatives are musing at joining a non-binding agreement that environmentalists have dubbed the "Coal pact" that is being pushed by the Bush administration.

# WHAT CAN I DO?

With some content from Elizabeth May's "How to Save the World in Your Spare Time"

Young people have one of the most legitimate voices to speak out against the Harper AKA Bush agenda on climate change because it is OUR future that is at stake. The planet doesn't have time for voluntary commitments - we need bold reductions and binding commitments today. We must meet and exceed our commitments under the Kyoto Protocol -- not ignore them -- otherwise we won't have much of a future.

Fortunately, it's not too late to turn the tide in Canada but we need your voice and body to do it. Below are a few suggestions for action feel free to do any or all of them. There are also resources at the end to help you out. Please get out there sound your voice, and be sure to let us know when you do because by collecting our voices we can show the world that we are the next global movement and we want our world back!

Share your actions at  
[www.itsgettinghotinhere.org](http://www.itsgettinghotinhere.org)



## I'M NEW AT THIS

Welcome to the world of taking a stand on climate change! If you're just getting into the groove of learning about the issues and want to do something, but aren't quite comfortable with actions, then this is a great place to start. You don't have to stop here, the most experienced activists still do all of these, never doubt that you can do any of the actions in this guide, you are the power!

### 1. Write a Letter to the Editor

This is one of the easiest things you can do. If you see or hear an article that you want to speak out on, then do it! Did you know that the Letters to the Editor is the most-read section of the newspaper? The press wants to hear your voice and so do the thousands of readers that go through a paper every day. See the "How to Write a Letter to the Editor" section of this guide for tips.

### 2. Follow the news

Watching the evening news or the late-night National on CBC is a great way to keep up on Canadian and world issues. Other ways include the daily local and national papers, online news-sites, Indymedia, and the radio. It's a good idea to keep an eye on your local paper and to write in, because they're more likely to run your letter and because a lot of people get their news there.

### 3. Get involved in a Blog

Blog is short for "web log". It's an online publication that can include opinions or

articles - and anyone can write them! Get started at: [itsgettinghotinhere.org](http://itsgettinghotinhere.org) - Dispatches from the Global Youth Climate Movement. To become a contributor (to be able to write whenever you want) contact: [webmaster@energyaction.net](mailto:webmaster@energyaction.net). Another good one is [www.treehugger.com](http://www.treehugger.com).

### 4. Write an article in the local/student paper

Student papers are the easiest place to get an article published. Most student and local newspapers have an Op Ed section (OPposite the EDitorial page). Find out who the editor is and contact them to say you're interested in writing an article on climate change issues (and ideally how it affects your community/students at your school). Connecting it to your local community will make them more likely to print your article - so be creative!

### 5. Take action at home

There are lots of great ways to practice what you preach. Reducing waste and being smart with how you travel and use energy can have huge impacts both on the environment and on the people around you. To find out how much your personal actions affect climate change and for some kick-ass solutions, check out: [www.theclimategroup.org](http://www.theclimategroup.org) and click on "Reducing Emissions" in the side menu and on the next page that loads click on "The Climate Challenge" (also in the menu). You can set an example with your own life, while working to tackle the government and big corporate emitters who are the biggest source of the problem.

# TAKING IT UP A NOTCH

To put a bit of extra pressure on the government, here are some actions that will have more of an impact

## 1. Meet with or call your Member of Parliament (MP)

Politicians sometimes listen to the people they represent (hard to believe, I know, but it's true!) You can either call the office to ask to speak with the person, or call to make an appointment. Your MP has to meet with you - it's their job! Bring questions and leave with answers. Ask how much time you have before you start.

**TIP:** Go with a friend or two, but no more.

## 2. Become a member of an organization active on climate change

There are many great groups taking action on climate change! It's easy to join in and volunteer with a local group or chapter! Two great places to get started: the Sierra Youth Coalition ([www.syc-cjs.org](http://www.syc-cjs.org)) and the Youth Environmental Network ([www.yen-rej.org](http://www.yen-rej.org)). Both SYC and YEN are part of a bigger Canada/USA coalition called Energy Action - Check it out at [www.energyaction.net](http://www.energyaction.net)! You could also join the coalition to save hockey from climate changes evil grasps at [www.savehockey.ca](http://www.savehockey.ca).

## 3. Call into a radio show

Get to know the call-in radio shows - either local or national - and call in to ask questions. This is a great way to get a wide range of people to hear your views or questions. You can often find out what the show will be about the day before by looking at online schedules.

**TIP:** CBC radio is a good bet for a high number of listeners, but your local station is great too!

## 4. Talk to your friends and family

This can help you spread the word and is great practice for talking about the issues with people you don't know (e.g. media, your MP, your university president). When you learn about an important issue or get a hold of great facts, write them down and keep them with you or memorize them - that way you can bring up sources to back up your arguments if you need 'em. The more people hear about climate change, the more they'll recognize it as a pressing issue here and now! A hot topic spreads fast!

**TIP:** Try not to use negative language - it sometimes turns people off - instead talk about solutions and the change you want to see in the world.

**TIP:** Even if someone's not initially receptive, aim to plant the seed to get them thinking about climate change.

**TIP:** Encourage others to take action and learn more!


## 5. Join a political party

Noam Chomsky and other great thinkers say that too many committed people have given up on the formal politics, instead working/volunteering for NGOs (Non Governmental Organizations/Non-Profits) in an attempt to exert pressure on the system from the outside. We need people both inside and outside the politics dedicated to addressing climate change. We need to get this issue on the agenda as a key political issue. Political parties are an effective way to do this.

# ACTIVE AND PROUD: FOR THE SUPER- STAR ACTIVIST

**(yes – that’s you!)**

OK so you know your stuff and you’re pumped to draw attention to this mega-important issue. (Extra points if you jumped straight here even though you’re new at this!) There are so many suggestions for taking action against the Harper agenda. We have included 12 suggestions for action. Each one has a brief description, followed by the minimal resources you need to pull it off. There are also suggestions of how to get media.

-  **1. Play or sing the American National Anthem after every time a Conservative MP speaks**  
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- 2. Sidewalk Chalking**  
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- 3. Deliver a Giant Check or Invoice**  
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- 4. Hold a Funeral**  
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- 5. Hold a Die-in or Sleep-in**  
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- 6. Reclaim your stop sign**  
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- 7. Camp in front of your MP’s Office**  
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- 8. Redecorate your MP’s office and help them make the new US transition.**  
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- 9. Give out a Mock Award**  
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- 10. Radical Cheerleading**  
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- 11. Have a critical mass bike ride**  
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- 12. Rona Ambrose welcoming committee**  
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## Action #1

# PLAY OR SING THE AMERICAN NATIONAL ANTHEM AFTER EVERY TIME A CONSERVATIVE MP SPEAKS



### Why this action?

Harper's "Made-in-Canada" solution to climate change was, as we all know, made in the United States of America. Cutting climate funding, pushing ethanol, joining the Asia-Pacific Climate Pact, derailing the Kyoto Protocol, and not making any post-2012 commitments are all things that have happened in the United States and all announcements under Harper's new "Made in ~~the USA~~ Canada" plan. This is an easy action that seeks to bring to light who is really pulling the strings.

### What you need?

Just one person or a choir of people and the lyrics (you can find them online).

### What do you do?

Next time a Conservative MP (Member of Parliament) is speaking in your area go and at any time you think is appropriate/funny/disruptive simply stand up very patriotically and sing the American National Anthem. When folks/the media talk to you afterwards explain that you are saluting the Conservatives' "Made in Canada Solution" to climate change with the patriotism it deserves.

We think that if everyone starts doing this action we will clearly send the message that the Conservative government's climate change policies are anti-Canadian and will remind Canadians that we are not Bush's lackey.

## Action #2

# SIDEWALK CHALKING

### Why this action?

Chalking is an action inspired by every child who has ever taken freedom of expression into her own hands and drawn on the sidewalk. Sidewalks are also one of the few "free" spaces we have to legally express ourselves. The sidewalk (and the road) is your canvas, and we are so conditioned to reading messages that when something is written on the sidewalk, we read it. It is also quite funny to see mini traffic jams on the sidewalk when people stop to read messages you wrote. Sidewalks are a free space. You can use chalk to engage people in thought and give them an action they can do every day.

### What you need?

A box of sidewalk chalk and a group of people.

### What do you do?

Just take to the streets with a box of sidewalk chalk and a few key messages. To increase your effectiveness go to your MP's office, or house or your local media outlet and paint the town whatever colour you want. If you've got stamina, go every day and keep sending the message. (Imagine if every Conservative MP woke up in the morning to "Climate Villain" written on their driveway with huge arrow!).

## Action #3

# DELIVER A GIANT CHEQUE OR INVOICE

### Why this action?

If you want the media to show up to your event or action, you need a good visual. Giant cheques, invoices, and notices are all great ways for you to get your picture in the paper and bring light to the issue you are working on, and giving or demanding money is generally - in some way - tied to pretty much any issue. This action is also fairly low-cost, and can be done by anyone from citizens' groups to opposition political parties to labour unions. Giant cheques get the point across, allow for the 10-second sound bite, and are non-confrontational enough to suit those who are less disposed to getting hauled out of public places or otherwise taunted by passersby. Besides, failing to address global warming is going to cost us millions in the long run (and the short run, ask the insurance companies!) Why not get Harper to pay up, since he's currently offloading the costs on our generation and it's his decision to do nothing that's going to leave our generations with so much ecological debt.

### What do you need?

You need a giant cheque, invoice or whatever giant thing you are presenting. You can get giant-sized stuff printed at most copy shops. If you want an actual certified cheque, it will take about 3 days to order through the bank, and you will need the money in an account. A larger sum may present a problem - you should talk to people with money, like labour unions or some larger organization, and ask them to have the cheque issued. On the upside, the likelihood of the cheque actually being cashed is quite slim. Indeed, if the recipient of the cheque does cash it, well that's a press release in itself.

### What do you do?

Figure out a strategic time, send a press release and at the appropriate time deliver your cheque.

## Action #4

# HOLD A FUNERAL

### Why this action?

This action is great because the message is clear and it is fairly hard for the press to take it out of context. Harper is killing OUR future. Failing to make binding commitments past 2012 means the death of the Arctic, means the death of the climate, and means the death of the only international climate agreement we have.

A funeral also has a lot of different roles, so it's very inclusive and allows everyone to use their talents. People can hum/sing/play instruments, make a coffin, give a speech, organize volunteers or carry a candle.



### What do you need?

This action can be done with varying degrees of preparation, depending on time and your group's resources. If you don't have much time, then a few candles and some grim looking people can put on a pretty good show. If you do have time, a coffin, some crosses, and enlisting the help of friendly clergy definitely add to the action. You can even make up your own order of service (download the format off the internet) which can stand in for a fact sheet for the press and other onlookers, and also adds to the visual component of the action. Getting people in the community to do eulogies is also fun, and will give the press the opportunity to interview people affected by the government policy in question.

### What do you do?

Same format as your regular funerals. Just hand out your order of service and get started.

## Action #5

# HOLD A DIE-IN OR A SLEEP-IN

### Why this action?

With Harper threatening to pull out of Kyoto and follow the US into climate chaos it's important to find ways to highlight just what is at stake. Sleep-ins or die-ins have a very clear and effective message. Watching people scream to the heavens and then collapse to the ground lifeless is an amazing experience. The visuals are fantastic and make the action.

### What do you need?

For this action you do not need much other than bodies. A couple of banners or other explanatory materials are the only other suggested props, other than tomato juice which provides a nice blood-like effect. If you use a substance that looks like blood, it is important that you also bring something to clean it up. If what you use stains the area, you can be charged with destruction of property. However, blood does add to the visual image and can be that extra punch you need to get the message across. After you have the people, find a location and sleep/die away.

### What do you do?

Here's an example from when this action was done in Calgary. This action is great if you have a large number of people, or at least more than 20. I first saw it at the World Petroleum conference in Calgary, Alberta.

The action took place in front of Talisman's corporate headquarters. Talisman has a history of involvement in the Sudan, and has

been implicated in funding the Sudanese government's war against its own people in the largely Christian south of the country.

As the march against the WPC wound its way through the streets of Calgary, it stopped at Talisman's headquarters. One affinity group led the action, and they instructed the crowd that all we needed to do was scream and then lay down on the ground. The small affinity group performed a short scene that described Talisman's human rights and environmental abuses. A few people represented the oil giant, and others represented the people of Sudan. Eventually the "oil reps" took out jerry cans labeled "oil", filled with tomato juice that looked like blood. The "people of Sudan" were doused in oil. They began to scream, and were joined by the crowd, and then a sea of people fell to the ground, motionless. The effect was breathtaking - for minutes no one moved, they just lay their motionless. Then without warning, everyone got up the blood was cleaned up, and the march continued.

For sleep-ins, the action is the same and the messaging is simple. "This \_\_\_\_\_ is making me tired." Is enough to let everyone know what you're doing and why. Sleeping bags and pillows are nice prop for this one, but depending on your location you should be prepared to have them confiscated if the police grow tired of you.

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## Action #6

# STOP SIGN RECLAMATION

### Why this action?

The greatest strengths of stop sign liberation are its ease, low risk, the fact that it can be done by anyone, and you can get your message plastered everywhere. The simplicity of the messaging also makes it accessible to the public. Stop "climate change", Stop "Harper", Stop "driving". The sky is the limit on this one.

### What do you need?

Not much. You either need sticker paper and a message (easily liberated from Staples) or your message and wheat paste (flour and water to make it stick). I prefer to go with sticker paper, even though it may cost more. Red sticker paper and black writing is best, as it completely blends in with the sign and creates the most

aesthetically pleasing image. Sticker paper is also easier to apply and doesn't create that much of a mess as can sometimes happen with wheat paste. Sticker paper is easier to carry around with you and makes for an easy getaway.

### What do you do?

Make a sticker. I think it should say "Harper" or "Ambrose" and get to work pasting in your community.

\*As this action is illegal we do not recommend that anyone actually do this action.

## Action #7

# HOLD A TENT-IN

### Why this action?

Tent-ins take up space and have great media appeal as the press has complete access to the tent city. The media also loves civil disobedience: anything that bleeds or is illegal will usually make the news. A tent-in may or may not be illegal, depending on where you set it up. Regardless of the real legal circumstances, tent-ins appear illegal. The media will therefore be all over the action.

Tent-ins also force people to pay attention to you. Camping outside your MP's office forcing them to pass you every time they go in or out of the building. It forces them to see the faces whose future they are taking away. As an added bonus, all the business leaders, community members coming to the MP's office for meetings are also made aware of the action and the issues - it is impossible to ignore you.

### What do you need?

The basics are of course people and tents. However, for this action to be really successful you need two things: a community and some great visuals. A community atmosphere is essential if you want your tent city to grow. People in your tent city need to feel welcome and you should have a good time while you are there. This means you need to come up with activities, bring musical instruments, cards - anything that will help you keep a good positive atmosphere. The worst thing that can happen is spirits start to fade and people grow cranky and tired.

The community also has to be welcoming to others. Be friendly to anyone who stops and tell them they are welcome to join you. If people do bring their tents, help them set them up. The more things you can do to create a positive community, the better. If you have the resources to feed people, it can do wonders. Local unions often have pancake mix and grills in storage, some even have food, as unions often do info pickets with food and pancake breakfast events. Ask them to donate, and they probably will.

### Visuals

You should have a banner that says who you are, what you are doing, and that encourages others to join in. If the media takes even one picture of your banner or interviews you in front of it, you have gotten your message out. The more signs you have around the camp, the better. You want to make sure that if the media shows up, regardless of what they shoot, you will get your message out.

### What do you do?

Just go to your local Conservative MP's office and set-up your tent. The rest is really just like camping.

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## Action #8

# REDECORATE YOUR MP'S OFFICE

### Why this action?

If Stephen Harper and the Conservatives are going to follow the Bush Administration into climate chaos and become the virtual 51st state you might as well help them make a speedy transition. So why not do an action high on visuals and fun?

### What do you need?

American Flags, eagle sculptures, "Congressman \_\_\_\_\_" name plate, pictures of foreign presidents anything that will make your Conservative MP's office have a little more US flair.

### What do you do?

Get your props together. Send a media release than get your decorating crew to the office and get started.

## Action #9

# GIVE A MOCK AWARD

### Why this action?

There are already too many award shows that mean nothing so it is about time that we had one that actually had some meaning. Mock awards are a lot of fun as you can make up any category that you want - climate destroyer of the year might be a good start. Unlike many actions that focus on the negative, this one is sarcastically positive. The media will also cover this type of event, as it gives them the visuals they are looking for with a very simple message.

### What do you need?

Depending on whether you want to catch people by surprise, or if you want to put on a real show, the amount of stuff you need changes. You definitely need some type of award, even an old bowling trophy will do, and some handbills explaining your action. Other than that, your props will depend entirely on the situation. If you are trying to give an award to Rona Ambrose for being "An International

Embarrassment", it is best to dress like the people you will be around. This ensures you will have the highest possible chance of actually getting close enough to give her the award. If instead the person will not have security personnel, and one of the main focuses of your action is getting the message out to the public, than the bigger the better.

### What do you do?

Dress in costume, get a few people, go over a script, and run possible scenarios. The more you practice, the better off you are for unforeseen situations. What if a security guard comes? What if the manager is irate? What if they try to ignore you? These are all questions that you have to think about and prepare for. Once you do that simply print up your award and deliver it to your selected target.

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## Action #10

# RADICAL CHEERLEADING

### Why This action?

Radical cheerleading is amazing for its ability to entertain both the audience and the participants - this action is truly fun. The smiles that come from the participants and from the crowd are pretty amazing. Radical Cheerleading is a way to provide effective social commentary in a way that is engaging and does not alienate people. When most people hear chanting they may stop for a second to find out more, but with radical cheerleading on-lookers will stay for cheer after cheer.

### What do you need?

Traditional Radical Cheerleading attire is red or black skirt with opposing red or black top, pom-poms (plastic bag recycled) and black boots. You also need some cheers. Search radical cheerleading online or just make up your own!

### What do you do?

Find a strategic event or location, put your pom-poms on and get ready to welcome the guests or wow the audience.

## Action #11

# HAVE A CRITICAL MASS BIKE RIDE

### Why This action?

Demonstrate a clean, fun transportation method, while showing a “critical mass” in support of taking real action on climate change in Canada and not following the current “made in the USA” plans, and get your message out there.

### What do you do?

Get everyone together to make signs before the ride, then go for a ride around rush hour on a Friday to get your message out to the most people.

### What do you need?

A group of people with bikes (the more, the merrier), cardboard, paint/markers and twine to make signs.

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## Action #12

# JOIN THE RONA AMBROSE WELCOMING COMMITTEE

### Why This action?

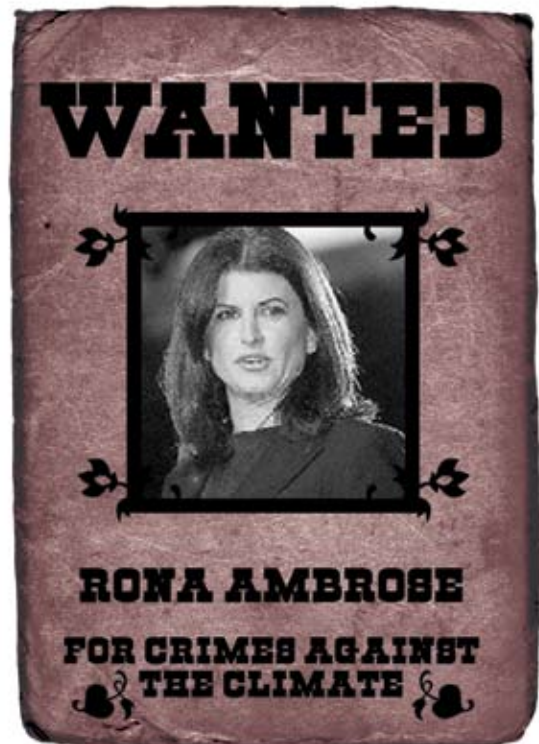
Rona Ambrose, our illustrious Environmental Minister, deserves a warm reception everywhere she goes. As good patriotic Canadians, it is our job to give her one and remind her that communities across the country want her government to take immediate action in reducing greenhouse gas emissions.

### What do you need?

There are many different ways to welcome a person into community. All you really need is a small group (5-500) to welcome Rona - we like the idea of dead flowers, polar bear costumes, a wall of shame (outlining all of the Harper government's Crimes against the Climate) and well-crafted signs. Imagine if a couple of polar bears seemed to be following Rona around wherever she went? Maybe she'd get the message that the Polar Bears too want to see their communities and homes protected. We may be able to ship out polar bear costumes to “welcomers” across the country to make it very easy. Just contact us for details to prepare your welcome today: [lindsay@sierraclub.ca](mailto:lindsay@sierraclub.ca)

### What do you do?

Just dress up and get ready to welcome Rona to your neck of woods.



# TRACKING A CONSERVATIVE MP

## A USER'S GUIDE

With the Conservatives threatening to destroy our planet by failing to address the most important issue of our generation its time that we take matters into our own hands. Here are a few suggestions of how you can find your MP so that you can perform some of the great actions contained in this manual.

Prime Targets: Rona Ambrose and Stephen Harper

### 1. Tracking MPs - The basics:

You can find basic information on your or other's MP by going to the Government of Canada website: <http://webinfo.parl.gc.ca/MembersOfParliament/MainMPsCompleteList.aspx?TimePeriod=Current&Language=E>

This site lists all of the MPs in Canada and their party affiliation. If you click on a name you will find the MP's Hill Office and Constituency information (Telephone, Fax, Address, Email). This is very useful information for fax blasts, letter writing campaigns or office visits.

### 2. Tracking MPs – Advanced:

**a. Join the Constituency Listserve:** One of the best ways to track your conservative is to join their constituency list. Almost every constituency has a website and an constituency listserv and its fairly easy to join on. Your local conservative MP list will also keep you updated as to when the bigger fish - Harper - are in town. Here's how I did it for Rona Ambrose:

- i. Went to [www.conservative.ca](http://www.conservative.ca) (the Conservative's web site).
- ii. Clicked on Team on the menu bar at the top and our MP's
- iii. Selected Alberta.
- iv. Scrolled down and selected Rona Ambrose.
- v. (Now on Ambrose's website). Went down to and clicked on sign-up for email updates. (There is also a calendar - though not very up to date).
- vi. Filled in a name and the email address [conservativesrock@hotmail.com](mailto:conservativesrock@hotmail.com).
- vii. Now officially on the listserv and will get updates and the whereabouts for when Rona is in my area.

#### **b. Join the Young Conservative Group Listserv in Your Area.**

This is another great area for trolling for information. To find them there are two easy ways:

- i. Search Young Conservative and your area on a search engine like Google. If nothing comes up it might be good to search Young Conservative and your local college or university campus.
- ii. Go to [groups.yahoo.ca](http://groups.yahoo.ca) and search for conservative groups in your area.

Once you find them sign up for their announcement list. This way you can find out when key politicians may be coming to town. If you can't find a group in your area congrats - your area is young conservative free.

#### **c. See if it is Posted on the Big Two Web Pages.**

The Conservatives have two main websites [www.conservatives.ca](http://www.conservatives.ca) and [www.cpcenergy.ca](http://www.cpcenergy.ca) (youth wing). They both have events pages, blogs, and ways to sign-up. All three are good ways to get information and have fun.

#### **d. Phone Their Constituency Office**

A well-placed phone call can lead to wonderful results. If you want develop an identity for yourself, a media personality works great. Then phone up the constituency office and ask them if they have an upcoming schedule of events for the MP you are targeting.

#### **e. Go to the CP Website**

The Canadian Press' - [www.cp.org](http://www.cp.org) - website often has a lot of good tips as to an MP's location. Simply go to the site click on press releases and hopefully you will get lucky.

# HOW TO SHOOT AN AMBUSH VIDEO

from [www.ambushtv.us/html/modules.php?name=Content&pa=showpage&pid=2](http://www.ambushtv.us/html/modules.php?name=Content&pa=showpage&pid=2)

An Ambush Interview is an unscheduled interview with a public figure on a controversial subject. We want the facts ... not the spin. You are looking for the most revealing response you can get.

We are interested in getting elected officials on the record. Ambush interviews will help to highlight hypocrisy, greed, influence peddling, special-interest influence - and any other way we can find where politicians are undermining the general public good.

## Tips on doing a good interview:

Your job is to get answers to tough questions on video.

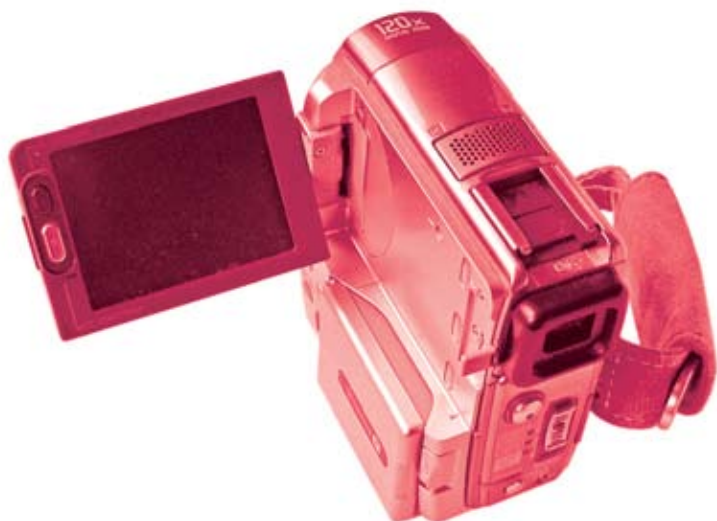
- Practice. Get a friend to role-play.
- Ask one question at a time.
- Don't be a wimp! Push for an answer.
- Start out with one or two non-controversial questions. Ease into your tough questions..
- Once you ask your question, stop talking. The more you talk, the less your subject needs to.
- Act professional - even though you aren't!. You may be ambushing your subject, but don't let them walk away from you because you act like a jerk.
- If your subject storms off, keep the video rolling. That may be the most important part of what you get!

## Making it look good:

- Focus on the factors you can control
- Get close to your subject so that his or her face fills the frame.
- Keep your camera still.
- Turn off the date/time "stamp" on your camera.
- Don't zoom in and out .
- Make sure there is enough light in the room.
- Focus on the person you are interviewing—you are not the news. (Sorry!)
- Don't get cute with your editing - don't try to "phony up" a question-and-answer sequence.

## Making it sound good:

- The questions asked must be audible on the video.
- The answers from the interviewee must be audible. An external microphone attached to the camera and pointed at the subject should take care of this.
- The quieter the location, the better. Too much background noise will ruin your submission.





# MEDIA

For Every Action (if its appropriate) we recommend that you invite the media. While the problems with corporate media are many it still reaches millions of people everyday: people who need to hear our urgent call to action.

Here are a few tips for getting great media:

## STEP 1

Plan a really great event - [see above](#).

## STEP 2

Write a [Media Advisory](#) (Sent out 3-5 days before event).

## STEP 3

Write a [Press Release](#) (Sent out 1-2 days before and follow up calls made).

## STEP 4

Give interviews to the media that arrive. [See tips](#).

## STEP 5

Write a [letter to the editor](#) and get others to do the same.



# MEDIA ADVISORY HOW TO

adapted from Salzman's "making the news" and SPIN project materials

## What is a Media Advisory?

- Functions as an FYI that alerts journalists to an upcoming event.
- Gives basic information: the who, what, where, when and why.
- Sent out a few days before the event.

## Elements

**Headline.** This will make or break the advisory—include the most important information in the headline, and make it punchy. The headline can be up to four lines if necessary, including a sub-head, if used, but keep it short (and remember to use a large font – it's eye-catching!).

**Short description of the event and the issue.** Make it visual ("Citizens will carry large placards and life-size puppets to the Governors Mansion to protest the latest cut in education funding.")

**List the speakers at your event.**

**Include a quote from somebody from your organization who works on the issue.** This quote should be the main message that you are trying to convey to the press, and in extension, to the public. Therefore, it should be clear, well thought out and strategic.

**Contact information.** In the top right corner,

type names and phone numbers of two contacts. Make sure these contacts can be easily reached by phone. Include the contact's home phone number, if appropriate.

**Include a short summary of your organization in the last paragraph.**

**Mention "Photo Opportunity" if one exists and be sure to send it to the photo editors of local news outlets as well as to reporters – they don't always share information with each other!**

## Structure / Form

In the top left corner, type "Media Advisory."

Beneath "Media Advisory," type the date.

Type "-30-" at the end of your advisory. This is how journalists mark the end of copy.

Type "MORE" at the end of page 1 if your advisory is two pages, and put a contact phone number and short headline in the upper-right hand corner of subsequent pages.

Print your advisory on your organization's letterhead.

## How to distribute it

A media advisory should arrive at news outlets 3 to 5 working days before the event.

Fax or mail (if time permits) your advisory to the appropriate reporter, editor or producer at each news outlet on your press list.

If your region has a "daybook" (you can find out by calling the newsroom of your largest local newspaper) be sure to submit your advisory. A daybook lists news events scheduled to take place in the region on that day. Major news outlets review the daybooks each morning.

Always make follow up calls the day before your event, and have the advisory ready to be faxed.

# PRESS RELEASE HOW TO

adapted from Salzman's  
"making the news" and SPIN  
project materials

## What is a Press Release

- Informs reporters about your event, report, or issue.
- More detailed than the advisory—should tell all the information a reporter needs to write their piece.
- Envision, then write the press release as the news story YOU would want to see written.
- Sent out the morning of or the day before the event.

## Elements

**Headline.** This will make or break a news release—include the most important information in the headline, and make it punchy. The headline can be up to four lines if necessary, including a sub-head, if used, but keep it short (and remember to use a large font).

**Important information should jump off the page**—most reporters will only spend 30 seconds looking at a release.

**Spend 75 percent of your time writing the headline and the first paragraph.**

**Use the inverted pyramid style of news writing.** Make your most important points early in the release and work your way down.

**Keep sentences and paragraphs short.** No more than three sentences per paragraph.

**Include a colorful quote** from a spokesperson in the second or third paragraph.

**Include a short summary of your organization** in the last paragraph.

**Mention "Photo Opportunity" if there is one.** Be sure to send a copy of the release to the photo desk.

## Structure / Form

In the top left corner, type "For Immediate Release."

Below "For Immediate Release," type the date.

**Contact Information:** In the top right corner, type names and phone numbers of two contacts. Make sure these contacts can be easily reached by phone. Including the contact's home phone number, if appropriate.

Type "-30-" at the end of your release. This is how journalists mark the end of a news copy.

Type "MORE" at the end of page 1 if your release is two pages, and put a contact

phone number and short headline in the upper-right hand corner of subsequent pages.

**Print your release on your organization's letterhead.**

## How to Distribute It

**A release should be sent out the morning of, or the day before your event.** In some cases, you may want to send an "embargoed" copy to select reporters ahead of time, meaning that the information is confidential until the date you specify.

**Generally, send a release to only one reporter per outlet.**

**ALWAYS make follow up calls after you send the release.** If your release is announcing an event, make the calls the morning before your event is scheduled.

**Have a copy of the release ready to be faxed when you make the calls.**

# LETTER TO THE EDITOR HOW TO

adapted from Salzman's "making the news" and SPIN project materials

## What is a Letter to the Editor?

- Letters to the editor (LTEs) most often discuss a recent event/issue covered by a publication, radio station, or TV program.
- They are your chance to "sound-off" to your community about issues in the news. They are widely read—so make them an important part of your media strategy.

## Elements / Hints

It is much easier to publish a letter to the editor than it is to place an op-ed.

Your letter has the best chance of being published if it is a reaction to a story in the paper. Respond as quickly as you can.

Read the letters page—you will learn how to develop an effective letter-writing style, and you will see if someone has already responded with your idea.

Keep it short and concise—150-200 words. The paper will take the liberty to shorten your letter to suit its format: the more it has to cut, the less control you have of what gets printed. Lead with your most important information.

Focus on one main point and make a compelling case.

## Fundamental Tips for Interviews

- Discipline your message! Use your slogan or message as much as possible.
- Familiarize yourself with three soundbites (with backup information). Write them down.
- Always turn the question back to your message.
- Anticipate questions.
- Know the opposing points.
- Practice—even people who speak all the time practice.
- An interview is never over even if the tape stops rolling. Everything you say to a journalist is on the record.
- Don't get frustrated by difficult questions—just stick to your messages.
- If you slip up, don't worry. Just ask the reporter to start again (unless it's live).
- If you need more time to think, ask the reporter to repeat the question or ask a clarifying question—or simply pause and think before answering.
- If you don't know an answer to a question, don't force it. Try to return to your message. If it's an interview for print media, tell the reporter you'll track down the answer later call them back.
- Tell the reporter you have more to add if he or she overlooks something you think is important.

Write in short paragraphs, with no more than three sentences per paragraph.

Don't write too often. Once every three months is about as often as you should write.

Avoid personal attacks.

Put your full name, address and phone number at the top of the page and sign the letter at the bottom. You must include a phone number for verification purposes.

Follow up to see if the letter was received.

# FIVE REASONS NOT TO BELIEVE WHAT THE GOVERNMENT OF CANADA TELLS YOU ABOUT THE CLIMATE CHANGE NEGOTIATIONS AND THE KYOTO PROTOCOL

Adapted from the Sage Centre, Louise Comeau, Climate Change Director

Environment Minister Rona Ambrose says: “Our strategy is to help the international community to reach a consensus on climate change. We want to see everyone at the table.”

## Myth Busting: Getting everyone to the table

189 countries have ratified the Framework Convention on Climate Change and 163 countries have ratified the Kyoto Protocol. As part of this “getting everyone to the table” strategy, Harper is currently considering joining the Asia Pacific Pact, which has only 6 members (Australia, India, Japan, the People’s Republic of China, South Korea, and the United States).

The UN process includes China, India, Brazil, South Africa and the United States in one or both of the Framework Convention and the Protocol. The Conservative government is laying the groundwork to walk away from any further legally binding emission reduction commitments.

Canada claims that China has no targets under the Protocol. In fact, Article 10 of the Protocol requires all Parties (and China has ratified) to put in place measures to reduce greenhouse gas emissions. China already has targets in place and goals for increasing renewable energy sources. Rather than complain about

China, Canada should follow their lead!

## Double Talk

US Senate, states and cities are working to address climate change and that federal legislation on emissions trading is well on its way.

International negotiators are aiming for an agreement within the Kyoto Protocol that allows for the US to hook into the post-2012 commitment period through carbon trading. After the next US election the federal government may be ready to get onboard.

Prime Minister Stephen Harper says: “Canada has targets that are now 35% higher than we can achieve.”

## Myth Busting

35% increase in greenhouse gas emissions:

Since 1990, emissions have increased 27%. Emissions are up because of:

33% oil and gas production (with half the total increase coming from exports. Oil and gas production is up 65% since 1990)

24% transport largely from increased freight traffic and increased sales of SUVs (Sports Utility Vehicles)

22% electricity contributed mostly from nuclear shutdowns and a shift to coal power to fill the gap

## Double Talk

The new government has cut programs that were designed to close the gap between our current emissions and our Kyoto target (6% below 1990 by 2012). The new government must put in place by this fall AT THE LATEST that closes the gap by requiring oil and gas producers to offset emissions from production. Pressure on government through the summer will help to keep climate change on the agenda and push them to make a plan - rather than just gutting and running.

It is also critical to note that the Kyoto Protocol period has not even started: it begins in 2008 and ends 2012. Hard to say you cannot do something when you still have six years to comply.

**Rona Ambrose says: “A number of countries including Canada were supposed to provide an assessment progress. 19 countries have not been able to put forward a recording including Canada.”**

#### **Myth Busting**

Canada is the only signatory to Kyoto that has failed to put in place the kind of measures other countries have implemented: regulation, domestic emissions trading, carbon taxes and incentives and the only country to claim the targets are impossible.

The deadline to report “demonstrable progress” toward targets was January 2006. 27 reports were submitted by 19 “Parties”, including the European Union which now includes six economies in transition countries.

8 out of 35 countries did not submit reports. They are likely to submit by the November meeting of the “Conference of the Parties” in Nairobi.

The UK and Sweden have already met

their Kyoto targets. Finland and Greece will meet their targets with additional measures. Denmark, Japan, Switzerland, the Netherlands, Belgium, Norway, Spain and the EU (EU-15) are projected to meet their targets with additional domestic measures and the use of international mechanisms like the Clean Development Mechanism. All countries with economy in transition have already met their targets.

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**Rona Ambrose says: “Our government will deliver real tangible results with real benefits to Canadians.”**

#### **Myth Busting**

Clean air: the Conservative budget introduced a consumer tax incentive for transit. Only marginal air quality improvements are expected because the tax incentive will at best a 2.5-3.3 per cent increase in transit use. The transit incentive was simply a tax cut.

**Rona Ambrose says: “We will show countries that Canada’s committed here at home to cleaning up our own backyard. We’re introducing a strategy on renewable fuels, 5% renewable fuels on gasoline and diesel by 2010.”**

#### **Myth Busting**

5 per cent ethanol standard: Ethanol can cut greenhouse gas emissions, especially if made from agriculture and forest waste, less so if made from grain (with grain ethanol the reduction in greenhouse gas emissions is about 20 percent over gasoline).

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## **CREDITS**

This guide was created through the blood sweat and tears of Zoë Caron, Jeca Glor-Bell, Mike Hudema, Cameron Stiff, Lindsay Telfer, Nashina Shariff, and Meredith James.

Design by Edward Keeble at [www.edwardkeeble.com](http://www.edwardkeeble.com)

Cover image: “Bird Brain” by Eric Drooker at [www.drooker.com](http://www.drooker.com), used with permission

Content for this guide was collected from

[The Inconvenient Truth](http://www.climatecrisis.net) - [www.climatecrisis.net](http://www.climatecrisis.net)

“An Action A Day Keeps Global Capitalism Away” (2004) by Mike Hudema, Published by Between the Lines Press

[Ambush TV](http://www.ambushtv.us) from [www.ambushtv.us](http://www.ambushtv.us)

[Making the News: A Guide for Nonprofits and Activists](#) (Paperback) by Jason Salzman

[Spin Project](http://www.spinproject.org) [www.spinproject.org](http://www.spinproject.org)

Comments from [Louise Comeau](#), Climate Change Director with the [Sage Centre](#)

# DON'T WANT TO DO IT ALONE?

## Find groups in your community:

Canadian Environmental Network's Regional Networks:  
[www.cen-rce.org](http://www.cen-rce.org)

Connect with over 40 youth groups across Canada who are taking action on climate change contact the Youth Environmental Network [info@yen-rej.org](mailto:info@yen-rej.org) or 613-728-9810 ext 33.

## Other Kick Ass groups:

Sierra Youth Coalition: organization run by youth for youth, serving as the youth arm of the Sierra Club of Canada. Check out their Sustainable Campuses project at -  
[www.syc-cjs.org/sustainable/tiki-index.php](http://www.syc-cjs.org/sustainable/tiki-index.php)

Global Exchange (GX): GX has been bringing down Multinationals like Nike, Starbucks, Ford and the WTO since its inception in 1988. Check out its Independence from oil campaign at [www.globalexchange.org/war\\_peace\\_democracy/oil/](http://www.globalexchange.org/war_peace_democracy/oil/) and register for the Freedom From Oil Action Camp at [www.ruckus.org](http://www.ruckus.org)

Energy Action: Energy Action is a coalition of 30 organizations working to support and strengthen the student and youth clean energy movement in North America check them out at [www.energyaction.net](http://www.energyaction.net)

## Recommended Reading

A list of excellent books, articles and films/videos to help you deepen your analysis. Dig in (and share)!

### BOOKS

**It's The Crude, Dude** by Linda McQuig (2005). An in-depth look at the development of the world's most powerful substance (after water and sunlight, of course): Oil. And it's a healthy primer on American foreign policy too.

**Cradle to Cradle** by William McDonough & Michael Braungart (2002). Instead of managing our environment, why not live in symbiosis with it? Remake the way we make things and we eliminate our problems.

**Stormy Weather: 101 Solutions to Global Climate Change** by Guy Dauncey (2001). 101 One-page long explorations of the solutions we have to this seemingly immense problem.

**An Action a Day Keeps Global Capitalism Away** by Mike Hudema (2004). A one-stop shop of action for your campaign. Published by Between the Lines Press.

**Dark Age Ahead** by Jane Jacobs (2005). One of the world's most respected authors and urban planners offers a brilliant analysis of how we got to the situation we are in - the deterioration of community. At 91, she's wiser than ever.

### ARTICLES

**Globalize Liberation** by George Lakey (2002). An excellent piece on the 5 stages social movements go through, and a suggested path for the current movement for peace, justice and ecology.

[www.trainingforchange.org](http://www.trainingforchange.org)

**A Wrong Turn From Rio** from the Sustainable Energy and Economy Network (2004). An extensive analysis of the World Bank's failure to meet its mandate of alleviating poverty and facilitating sustainable development. [www.seen.org](http://www.seen.org)

### FILMS/VIDEOS

**The Corporation** by Mark Achbar, Jennifer Abbott, and Joel Bakan (2004). Possibly one of the most important films you could see to understand exactly how we arrived in the situation we're in. A must-see.

**An Inconvenient Truth** by Davis Guggenheim (2006). Al Gore proves without a doubt that global warming is happening, caused by humans, and will make life very bad very soon. Good for anyone

**[WWW.ITSGETTINGHOTINHERE.ORG](http://WWW.ITSGETTINGHOTINHERE.ORG)**