

These guidelines are meant to make each event safe, fun and successful. We are not looking to get arrested or cause confrontations.

- This is not a protest. We are not **protesting**, we are *promoting*. Big difference in everyone's minds. **We are promoting information about the dangers of DRM** and Apple's defective products. We are like a street team. Big record companies and marketers use street teams all the time. They don't have permits.
- Have a designated person to talk to store/mall security or police if necessary
  - This person should be comfortable speaking with authority, and be proactive in order to head-off any confrontations with security and other activists.
  - Introduce yourself to the security personnel if necessary. Give your name if you feel comfortable, identify yourself as being from DefectiveByDesign.org
- **Don't block store entrances or the sidewalk**, this is the number one way to cause a confrontation with security. Keep a clear path on the sidewalk.
- Chanting/Singing/Amplified sound: usually amplified sound requires a permit, so leave the bull horn at home. Chanting and singing often turn people off, scare them away. **We want to engage people**. Talk to people as they approach, don't be confrontational.
- A great way to get people to take your flyers is to approach them as they approach you, reach out with your flyer and begin to talk to them about why you are there "Good morning, we're the DRM Elimination Crew from defective by Design. Digital Restrictions Management makes Apple iTunes defective by design. Know the dangers of DRM, have a wonderful day!" **Remember to smile!**
- **Don't be confrontational**. An occasional person might try to engage you in a confrontation over DRM, try to de-escalate the situation "I'm sorry you feel that way, we're out here to warn others." You could invite them to come and have coffee when we are done and talk to them about the issues. DRM is a complex and unfamiliar issue, we need to "de-program" people on the issue.
- The Apple stores in Boston, Long Island, and Plano Texas, are in malls. Malls are private property. Security can ask us to leave. For this reason, we need to move quickly to have an impact and capture good images.
- Mall Action Plan: the plan is the same for the non mall stores, you just need to move a little quicker and sneakier in the mall.
  - Activists with folded or rolled signs, and handbills move into position in the store keeping their identity and true purpose secret.
  - Once in place, and at the agreed upon time or signal, activists in the store unfurl/fold posters and begin handing out flyers to customers and talking about the dangers of the defective products Apple is selling.
  - Photographers are taking pictures as soon as activists begin unfurling banners.
  - At this point suited activists enter the store holding signs and handing out flyers
    - Suited activists should prep in the nearest restroom or stairwell and know the quickest route to the store.
- There will be more of us than there will be store security, they won't know what to do.
- During this time it is important for us to stay calm and polite while we talk to customers.
- **The goal is to capture pictures and to give customers and passersby time to take pictures on their cellphones or with their digital cameras.**
- When the store security threatens to call the police, or mall security, activist rep should tell them that "No need to do that. We are leaving." and direct all other activists to exit the store and slowly work their way out of the mall, passing out flyers along the way (as long as possible).
- Designated photographers should try to get to an internet cafe, or home to upload pictures to Flickr asap. Use the tags "defectivebydesign drm nodrm apple mac ipod itunes" join the group DefectiveByDesign and add pictures to the group pool. They will immediately appear on our website.
- Anyone with video should publish video to YouTube.com with the same tags as above and forward original files to us.

Resources on the scope of acceptable behavior

[http://www.nyclu.org/right\\_to\\_demonstrate.html](http://www.nyclu.org/right_to_demonstrate.html)

Information relating to police intervention

[http://www.nyclu.org/bust\\_card.html](http://www.nyclu.org/bust_card.html)

<http://www.aclunc.org/911/demonstrate.pdf>

<http://www.aclu-wa.org/detail.cfm?id=76> Washington ACLU