



## 6. FORWARD MARCH

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STAGING CATCHY PROTESTS WITH  
CLEVER COSTUMES **DISRUPTS** CAPITALISM'S  
DETERMINATION TO HIDE FROM THE MEDIA

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**THE LOWDOWN:** Creating a public spectacle with flash mobs has a place in disrupting capitalists' control of public spaces. But traditional good old-fashioned protests have a role to play too. They help call to out all the crazy stuff that fat cats prefer to hide from the media. But the problem is, classic protesting has become so ubiquitous that many of today's rebel protests are failing to attract the widespread media coverage they deserve. Rebels: it's time to create some catchy protests to help spruce things up.

### DISRUPTING CAPITALISM'S DETERMINATION TO HIDE FROM THE MEDIA

- A) REBEL:** Here's two protesting scenarios: 100 rebels marching down the street in their everyday rebel fashion, or 100 clowns walking down the street with crazy costumes and impressive stage makeup. Which one do you think people will raise more awareness? The more catchy and photographic we rebels make our protests; the more people will take note. For this tactic, find one of capitalism's injustices that is particularly concerning to you, and brainstorm a dynamic and creative way to get organized and bring increased attention to that issue.
- B) DISRUPT CAPITALISM:** Capitalists do some totally crazy things and these issues go largely underreported or entirely unreported from everyday news. The omission of info like this not only emboldens capitalists, it also incubates the public apathy that helps to condone today's business-as-usual. Using catchy protests to call capitalists out makes it harder for them to fly under the radar. For maximal impact, look up a big issue or industry that's been out of the news (like the palm oil industry) and think about a clever protest to get it into the news.
- C) HAVE FUN:** Halloween all year round! Who do you want to be? A clown, a zombie, or maybe just your birthday suit? Anything fun and catchy wins.

#### BONUS POINTS (A+B+C):

While spontaneous flash mobs are all about surprises, organized protests don't have to be. Previous protesters have gotten news coverage if they get arrested. For a bonus, let's show capitalists we have a new way to drum up media attention. With costume in hand, consider planning your protest legally: notify authorities, obtain proper permits, issue media advisories, etc.

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*"IN DIFFICULT TIMES,  
FASHION IS ALWAYS  
OUTRAGEOUS."*

ELSA SCHIAPARELLI