



## PLACEMENT AND DISTRIBUTION OF PROMOTIONAL MATERIALS

**First and foremost it should be understood that the safety of an activist is more valuable than the activism taking place in any given situation.** Once the personal information, security, or anonymity of an activist has been compromised, it can take months or longer for the individual to return to their previous risk level. If a bout of activism ever appears to be too dangerous, those involved are better off reorganizing with another time, method, or location as opposed to risking the security of members in the hands of the political opposition extending from, but not limited to, the State.

This guide will provide an overview of guidelines and practices. **It cannot cover everything, and your own best judgement will need to be used in many instances.**

### Where to place PROMAT:

- **Light Posts**

Light posts are certainly the most common areas for placement. They are best utilized in the middle of parking lots or out front of stores or event centers.

- **Newspaper Boxes**

Newspaper boxes are great for visibility, and protect your materials from the elements. Simply pull open the lid and slide a flyer into the front display area, or place a sticker onto the face of the display paper. If circumstances permit, you could place more materials within the newspapers inside. Appearing to tamper with one of these boxes can draw suspicion, so take added caution with potential onlookers present.

- **Bulletin Boards**

Boards provide high visibility, and low risk of placement. Usually they will have tacks scattered around the board to use, but it wouldn't be unwise to bring some of your own if you know you will be seeing them. Stickers can be placed directly onto boards or on top of other materials already on them, especially those of political opposition.

- **Telephone Poles**

Wooden telephone poles are extremely common in most areas. Stickers do not work well on the wooden surface, so you can be prepared with a suitable stapler which can affix your materials to the pole. Be mindful that staplers are loud and conspicuous. This is suggested with a lookout, or in less dense areas.

- **Phone Booths**

Phone booths are somewhat commonplace in some urban centers, and any materials placed within them are bound to be seen. The booth itself provides a reasonable amount of protection for placement, away from prying eyes. You may act as if you are using the booth while placing material.

- **Sign Backs**

Any traffic, parking, road sign will have space for at least a quarter page sticker on the back. Materials can be placed on higher signs away from the reach of many, but know that it will attract attention to place materials so high up and documentation of the material will be difficult. You should avoid placing materials on the fronts of signs if they cover any meaningful information on them. This goes extra for traffic signs, as obscuring them could present a risk to drivers.

- **Car Windshields**

This method of placement is generally safe as it does not require any adhesive and it is not an uncommon sight for advertisers to practice this method of promotion. However, you should focus on doing this in large parking lots, and move quickly through the lot to avoid any confrontation. Sporting, music, or other similar events are good places to focus on because the cars will be less likely to be visited during the allotted time of the event. Activists should make sure not to place materials on a car with a driver in it. While lifting the wiper, make sure to lift from the rubber portion resting on the glass itself, or else you might detach the blade, causing obvious issues. Make sure not to leave metal keys, zippers, or belt buckles in such a place as to scratch the vehicle if you need to lean onto the vehicle to get to the wipers.

- **Sign Fronts**

Materials should only ever be placed at the front of signs if it does not take away any of their meaning. Signs which are primarily used for pedestrians should be focussed on instead of traffic signs. Notable examples of proper usage include placing circular stickers over the circular heads of walking figures.

- **Flag Poles**

The same rules go for these as light posts, but it must be remembered that they are often placed directly outside of high traffic areas and placement should be judged based on the risk presented.

- **Pamphlet Dispensers**

Small, plastic boxes holding folding pamphlets are common in tourist areas or downtown districts. They are usually wide enough to accommodate a quarter page. If circumstances permit, place several pieces of material within various items inside the box for future readers.

- **Fence Posts**

Some fence posts are wide enough to fit a roughly two inch wide sticker so that it can be read. Be sure to note the fence itself and avoid the fences of residences.

- **Transformer Boxes**

Large transformer boxes can be found at most urban intersections, and are great spots for material which can be read by pedestrians and stopped traffic. Their high visibility also make it a potential risk for placement. Be mindful of this. Smaller, similar boxes can be found on the backs of most commercial buildings, in alleyways, and on some telephone poles. These are also viable spots for placement.

- **Other Stickers**

Always be on the lookout for stickers to place your materials over, especially those of political opposition. Do not completely cover the sticker with one of your own, especially if you plan to take a photo. Aim to cover two thirds to three fourths of it, so that both are visible afterwards, but one is clearly obfuscating the other's message.

**NOTE:** Activists should avoid private residences, and religious institutions. Placements should be kept to pedestrian or vehicle pathways.

## - College Campuses

**Colleges come with their own set of risks and rewards in the placement of promotional materials.** Most of the same rules apply with campuses, however there are some notable differences. A generally higher risk level should be present for an activist due to higher police presence, greater number of monitored cameras, and a widely more oppositional staff and target demographic. Activists should aim not to enter the buildings on a campus without a very diligent risk evaluation, and a familiarity with the location itself.

If an activist is to be stopped by police while stickering a campus, it is highly likely a trespassing warning will be issued on the “first offense”. This is not a crime, and is not a charge, but means that the activist is virtually banned from the campus, and will be charged with trespassing if identified on any future appearances. The warning is not a criminal charge, but a report will be filed and the information of the activist could be leaked to hostile opposition elsewhere within, or outside of the government. **It is absolutely prohibited for a member to place any materials at any college they are attending.**

Campus private security guards cannot legally detain an activist, and if an activist is stopped by anyone other than an actual police officer, the activist should disengage, and proceed to briskly exit the area, as actual law enforcement will be called and on their way.

To remedy the risk of these circumstances, activists should take extra effort to make their placements quick, unassuming, and functional. Activists should give extra attention to the following of the placement techniques.

## Finger Prints:



**Placement Technique** - Once the sticker is placed with a “slap”, from the center of the hand, the palm should be pushed across the sticker to place it firmly against the surface, and this will double in rubbing off any potential prints that may have been left. The initial placement should not have any significant opportunity for the leaving of fingerprints due to the sticker being primarily placed from between the fingers and the palms.

**Gloves** - These offer their own added security for special risk locations, but come with an added factor of conspicuous appearance, especially in warmer weather. They may also increase the time it takes to peel and place materials. This risk and added security should be measured and balanced.

## Acquiring PROMAT:

**Shipping labels** can be bought online, at most office supply stores, and usually come pre-scored on the reverse side. They do not require a bulky and conspicuous can of spray glue, or a loud and time consuming roll of tape.

Once purchased, the labels can be printed on like any other piece of paper, and then cut to size ready to peel for placement.

When printing at any print shop, make sure to look for self-service printers which only need a USB to operate and do not present as many informational risks as going to the desk. Only use a clerk as a last resort. **Print at home or from other member-owned sources as a first option.**

If either **spray adhesive** or **tape** are used, it should be as a last resort and not practiced in risk-prone areas. If spray adhesive is to be used, it can be acquired from any office supply or hardware store. If tape is to be used, clear packing tape is suggested and posters should be affixed with a horizontal line of tape at the top and bottom, if circumstances permit, more tape can be used.

**Staplers** are not a bad idea to use if the area is not risk-prone and they are kept concealed fully during the outing, and it is suggested to have an extra lookout in this case. Most staplers capable of placing materials on telephone poles can be found at any hardware store or office supply store.

## How to act:

**Activists should always be mindful of their presence and behavior when placing materials.**

- **Walk normally, at a normal speed. Be aware of your surroundings but do not look so often as to appear nervous.** Check your phone for a moment every now and then, put your hands in your pockets, act like you're just walking to work.
- **The area should be scouted in person or online prior to the visit for activism.**
- **The activist should be mindful of which lines of sight they are visible from.** Alter that as often as is feasible by ducking into alleyways, going around corners, weaving through parked cars. Avoid wide open spaces and long narrow walkways with few exits.
- **The activist should keep track of pedestrians, cars, and other objects of interest around him and make a mental note of these things.** Pedestrians or drivers holding up their phones is a direct sign of confrontational actions and should be noted.

- **Dress normal for the circumstances you will be encountering.** Keep your materials in a bag, pockets, or backpack where they can be easily accessible, but not visible. **Do not wear any political paraphernalia.** If it is 30 degrees or lower, a scarf may be implemented as a face covering. It is possible to keep a mask tucked completely under one's collar in case of a confrontation with a pedestrian gets out of hand and cameras come out.
- **Do not wear any clothing with identifying markings, words, or logos.** Either alter your clothes often to avoid being sighted as the same individual, or keep a set of clothes for activism use only, which you do not wear regularly.
- **Do not engage in loud or political conversations while you are placing materials.** No vulgar or attention-grabbing speech or actions should be taken. Let the material speak for itself. Activists should be far enough apart to appear as separate pedestrians.
- **Look for cameras on intersections, buildings, and street lamps without being too conspicuous.** While it is almost impossible to fully avoid cameras in some urban areas, attempt to avoid any placements directly under them, or in front of them.
- **Do not oversaturate an area with materials.** This has a negative effect on your ability to remain undetected, and can make your materials appear as invasive to the area. Keep your materials to just several placements a block. Widen your reach, and avoid placing too many pieces of material in the same direct area.
- **Use a variety of sizes and types of materials.** Always carry varying posters, and stickers which may be round, rectangular, tall, or wide. Carry flyers as well for added opportunity. Avoid using the same design or type of material exclusively during an outing.
- **Do not park immediately within view of any of the locations you will be placing materials at or upon.** If visiting a campus for placements, do not park on campus, or park at the far edges of campus parking so as to avoid any camera having a view of your license plate.

## Placement technique:

<http://patriotfront.us/wp-content/uploads/2019/03/PlacementTechnique.gif>

(Follow the link to see a short video showing the proper placement technique)

- Find a location for placement of materials twenty feet or more in front of you.
- Place peeled stickers with their adhesive facing outward within the hand that is on the side of the desired location of placement. If your outfit permits, place this sticker inside of a jacket or shirt pocket for further concealment.
- While approaching the chosen location, extend the hand as little as possible while walking closely to the target, open the hand so that the adhesive is facing outwards flatly, and firmly place your hand directly onto the pole, followed by a quick vertical motion up and down to fully stick the material to the surface.

- Take several steps around the location of placement, for a quick survey of surroundings before returning to take a photo.
- **NOTE: If you are with a second activist, they should be following 15 paces behind to take the photo.** The second activist should be far enough separated from the first to avoid any confrontations that the first may experience.

**If there is a third, they will act as an additional lookout another 15 paces behind, or alternate in the placement or taking of photos.** As soon as there are four activists, groups of two should be organized. At no point should more than three activists be walking in a group while placing materials.

**It is important that at no time during the process should anyone need to stop walking, except for the photographer, very briefly, to let the camera focus.**

**If, at any point, there is a confrontation with dissenters, the other activists should stay at a safe distance while the one receiving the confrontation defuses and exits the situation.** If it escalates, the activists should regroup to defuse the conflict. **If the confrontation is with law enforcement, the distance between the activists should be widened.** The other one or two activists should be making note to film and contact legal assistance during this time while making sure not to get drawn in themselves, and whichever activist is being confronted should follow the instruction of the legal guide. Once the situation is defused, regroup.

