

## WHAT YOU'RE DOING

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YOU ARE HANDING OUT A NEWSPAPER REPORTING ON CLIMATE CHANGE NEWS THE PUBLIC NEEDS TO KNOW.

THE WORLD LEADERS MEETING AT THE UN TOMORROW NEED TO BREAK THROUGH THEIR DEADLOCKS AND PROTECT ALL OF OUR FUTURES. AND WE NEED TO MAKE SURE THEY DO THAT.

## IF SOMEONE ASKS WHAT YOU'RE DOING

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“PASSING OUT A FREE EDITION OF THE NEW YORK POST”

BE POLITE & DON'T GET CAUGHT UP IN DISCUSSION.

## WHERE TO DISTRIBUTE

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- SUBWAY ENTRANCES, IN SUBWAY STATIONS & ON SUBWAYS
- ON SIDEWALKS
- AT MEDIA OUTLETS
- IN HOTEL LOBBIES
- IN CAFES AND DINERS
- ANYWHERE & EVERYWHERE

## THINGS TO SAY

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THE IDEA IS TO GET PEOPLE'S ATTENTION. TRY:

“FREE NEW YORK POST!” / “POST CLIMATE SPECIAL” / “STORM'S COMING!” / “HURRICANES!” / “FLOODING!” / “WE'RE SCREWED!”

(OR ANY COMBINATION THEREOF)

## MORE ADVICE

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BE FRIENDLY AND ENTHUSIASTIC / YOU'VE GOT AN IMPORTANT MESSAGE TO GET OUT / YOU WANT PEOPLE TO HEAR YOU – NOT BE SCARED OF YOU / ENJOY YOURSELF, YOU'RE MAKING HISTORY AND DOING SOMETHING THAT COULD MATTER A LOT!

## DO

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- ✓ PUT PAPER DIRECTLY IN PEOPLE'S HANDS
- ✓ ONLY LEAVE THEM IN PLACES (CAFES, SOME LOBBIES, ETC.) WHERE YOU'RE SURE THEY'LL BE PICKED UP
- ✓ SMILE, BE FRIENDLY, ENGAGE

## DON'T

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- ✗ LEAVE STACKS WHERE THEY MIGHT BE THROWN OUT
- ✗ LEAVE STACKS IN FREE (OR PAY) NEWSPAPER BINS
- ✗ YELL AT ANYONE
- ✗ KICK DOGS OR SMALL CHILDREN