

Guerrilla Etiquette & Postering Techniques

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WHAT WE WANT:

1. **Mass distribution of our message:**

The most direct form of unmediated expression available to regular people like us.

2. **Counter-infotainment:**

Critical ideas where people least expect them.

A surprise for people on their way to work in the morning.

Designed to tickle the general public into thinking along with us about issues we think are important to the health of American democracy, the Constitution, our First Amendment rights, (you gotta fight for your right to party!) and the future.

3. **Empowerment:**

To take direct cooperative action on an issue that concerns us. For the general public, many of us feel we have no avenues of effective resistance to the dominant power structure, no community support system, no ability to change our situation.

4. **To change apathy and cynicism to optimism.**

WHAT WE DON'T WANT:

1. **Don't Get Arrested (for no good reason).**

The *non-violence* in **NON VIOLENT CIVIL DISOBEDIENCE**—even our minor form of mischief—is NOT something you don't do: **IT'S A PRINCIPLE.** PLEASE BE POLITE TO EVERYONE on the streets at night. Especially the police! Going to jail could ruin your evening. If you're hassling with the cops, you're not distributing our message. The police are just doing their job out there.

The *Guerrilla Etiquette* definition of a conversation with the police is: *They talk, we listen. Do what they tell you. Get off their beat. Go to another neighborhood.*

They'll ask you what you're doing. Tell them it's an ART PROJECT. Nothing else. If they want you to stop, take the posters down, whatever—just say OK, do it and leave quietly. Then go to another part of town (it's easier in a big town, admittedly) and continue your good work!

Note: This goes for “Rent a Cops” (aka security guards) as well. They'll lose their jobs if posters are found on the private property they're guarding—jobs are scarce; postering sites are plentiful.

2. **Don't Alienate our Audience.**

This includes merchants, private property owners and people on the streets.

DO NOT: Put Posters on store windows, walls or surfaces. The posters are scaled to the size of most traffic light switching boxes—the best option for postering.

NO church property or federal property (mailboxes).

Putting ANYTHING on Federal property without a permit is a FELONY.

Discuss the poster and the issues with pedestrians if they ask, but don't talk too long and don't argue. If people want a poster give them one. If they want ten—*give them one* (or two). If cars roll up and drivers or passengers want a poster, give them one. They're our people. Treat 'em right!

3. **NOW HERE'S THE HARD LINE:**

Some of your more daring guerrillas will want to do more damage—there's really no way to stop them. (You *know* what happens when you give your favorite neo-punkettes, grunge-puppies and club-slime a list of what NOT to do). The danger isn't

so great, if they keep their heads when approached by the police. But the most important rule is to be:

- 1: Calm
 - 2: Quick (no running)
- and...(most of all)... 3. **POLITE!**

4. **THE SPIRIT OF THE ENTERPRISE:**

Be generous with the posters. Offer them to your teams as souvenirs and let them give ‘em away on the streets—sometimes sympathetic merchants will put them up in their shops—like your favorite bookstore, coffee house or local watering hole—good for morale!

Your whole time on the streets should take you no more than an hour and a half. You’re doing good work. We’ll surprise a lot of people into thinking about something very important!

Good luck with all of this.

Enjoy yourselves!

GUERRILLA POSTERING TECHNIQUES:

1. Construction site walls are safest targets. Especially if they already have posters on them. But clean construction walls are OK. Don’t worry about POST NO BILLS signs (just post over them—then POOF!—they don’t exist.)

2. Abandoned or empty buildings are cool. Just put up 2 or 3 posters at each site and move on. (On some occasions a “collage” or mural effect can be cool too. Especially on those new faux-billboard areas. But don’t stay more than 5 minutes in one spot.

3. Be careful only to cover up lame-ass ads, like for Real Estate Sales peeps (with their lame-ass headshots on’em---scary!), or posters for Disney movies—OK, now *that’s Robbie being bad. If*

you love “The Little Mermaid”, pay no attention to him, you got your aesthetic rights out front!!)

4. DO NOT HIT: OTHER GRAFFITI ARTISTS’ WORK!

BAD-BAD-BAD GUERRILLA ETIQUETTE! OUR STREET CULTURE IS ALL ABOUT R-E-S-P-E-C-T! RESPECT OTHER PIECERS’ ORIGINAL PROJECTS (WHETHER OR NOT YOU AGREE WITH THEIR ‘TUDE, IT’S FREEDOM OF EXPRESSION!)—AND RESPECT THE RISKS THEY’VE TAKEN IN GETTING UP.

Say you see one and it's in a hot spot. Your surface lust kicks in and you just feel compelled. Carefully place our piece **NEXT TO** our comrade's artistic endeavor. That’s called sharing the street!

5. Bus Benches, Bus Shelters, Public phone booths are great spots to hit up too...but you didn’t hear it from me. The smoother surface the better.

HAVE A BLAST!! Peace out.

ahhh, but wait, there’s more...

PRACTICAL PASTING TIPS FOR CREWS:

1. If you have a team of 2—one carries the bucket & brush, glues the wall or traffic light switching box, whatever. The other rolls a poster in the car so you’re good to go, then places the poster on the glued area. The "gluer" then doubles back to secure the edges of each poster with glue brush. If you have a team of 3—driver stays in the car with the motor running as lookout.

2. **One more time: Don’t stay at one site more than 5 minutes.**

3. **Don’t poster in a straight line.**

Zigzag through your turf. You might discover a nook or cranny of your town you never seen before.

5. **ACHTUNG, BABY!**

NO RUNNING! Never run anywhere. Chill...do your job, SMILE like you know something and leave.

6. **DRIVE CAREFULLY.**

You do not want to be interrupted for a traffic violation. Did we mention NO drivers with outstanding warrants?

No driving w/out up to date proof of auto insurance in auto.

No expired licenses.

No “drivers’ permits”.

No broken headlight, tail light, turn signal.

7. **Use your “spidey” sense; avoid danger!**

If a particular situation makes you nervous, don’t hit it. Come back later, if you must. There are so many places to poster, you’ll undoubtedly find another tasty space just a few blocks away.

8. **FASHION TIPS:**

Practicality first: don't wear anything you aren't willing to sacrifice to the Glue Dollop Monster. GLUE GETS EVERYWHERE! It usually washes out (yeah, right!), but your threads'll never be the same. Bring a towel! Comfort is a must, so something loose is good, but not too loose. You don’t want excess fabric being caught on your car door, door handle, a random branch, rusty nail, or heaven forbid--someone else.

Hats, baseball, beanies, scrunchies and other S&M gear will keep hair out of your face and glue out of your hair. So be functional. *Everything mellow* when you approach your chosen postering playground.

THANK YOU SO MUCH FOR YOUR PARTICIPATION!