

NO  2ID

Campaigners' Handbook

7. Winning the campaign

In the end, this is how we will be successful: We have to find new people, and bring them into the fold. Each person has to be made welcome, and enabled to find a role. Different people have different skills: The NO2ID campaign will need all of them.

If we can achieve this, we will surely succeed. Ours is the campaign that has the interests of Britain, and all of its people, at heart. We are seeking to stop a bureaucratic and potentially oppressive scheme, and to immunise the country against the ID Cards coming back in the future. As long as we remember that this is a simple message of freedom that can have meaning for everybody, then we can win.

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Where to get them from

The London office will provide some leaflets, both on the general topic and also on specific issues. You will be able to give these out on stalls, or distribute them door to door, or pass them on to contacts in other organisations. We also have a generalised template for leaflets publicising local meetings and events—contact Guy Taylor (local.groups@no2id.net) for further details. Show your draft to a teenager.

There may come a time, though, when you may want to write and print your own material. Experiment, and when you have something that works, then use it in hundreds. Photocopy shops might offer discounts on large runs—ask for one. Shop around. You may well find a local printer who is sympathetic to our cause and will give you good deals and lots of advice.

Writing your own

To write a good leaflet, you need a clear idea of what you want to say. No amount of graphical skill will ever compensate for a clouded or confused message. Go for a short text, which relates directly to the people who are going to read it. Be very clear about what you want to convey. Keep this message extremely simple. If you want to produce a lengthy and complicated discourse on the philosophy and technology of identity, find a publisher and write a book. Don't bother trying to produce it in the form of a leaflet. It is estimated that a leaflet goes from someone's hand to the bin in only a few seconds. Therefore try to make sure (a) that the leaflet is striking enough and interesting enough that it's not immediately thrown in the bin and (b) that even if it is thrown in the bin within the few seconds, the "reader" can't help but pick up the gist of your message. Use big and catchy headlines.

For the layout, use short words. It makes it much easier to read. If you are not convinced, have a look at the covers of the biggest selling magazines and newspapers. There's a good example of what works. What gets attention. What gets information across. Don't be afraid to leave space on your leaflet and resist the temptation to squash more text on to a leaflet just because you can. Photographs and cartoons can help to make a leaflet look more interesting and professional. Be warned, however, they are hard to get hold of and can be very expensive. If you're going to take your own photographs, it's preferable to use black and white film and be prepared to take lots of photos. However bad a photographer you are, at least one photo per reel of film will come out well.

Deciding how many leaflets to produce is always difficult. In our experience, however, it is fairly rare for leaflets to be reprinted and fairly common for boxes of leaflets to be thrown away. There are garages and spare rooms all over the country filled with political leaflets and pamphlets that were printed but never used. If you run out and need to reprint, this does give you the chance to update and improve your leaflet. You should base the print run, not on how good the leaflet is or how many you would like to hand out, but on how many you actually will be able to distribute.

Don't forget to include an address where people can contact you if they want more information. It's an obvious point, really, but one which is remarkably easy to overlook.

There's also a legal requirement dating back hundreds of years that you must state who printed and published the leaflet. It's common practice to state this in small type at the bottom of the last page (eg. Printed by Bloggs Publishing, 222 Acacia Avenue, Timbuctoo. Published by Bognor NO2ID, 1001 Pennsylvania Avenue, Bognor Regis)

Finally, remember that most people read *The Sun*, *The Mirror* and *The Daily Mail* not *The Guardian*, *The Independent* or *The Daily Telegraph*. It's important that your leaflet is accessible to the people who are going to receive it.

1. Introduction

This handbook has been produced by the NO2ID to provide guidance and assistance to those members who want to help spread our message "Stop ID cards and the database state" in their area. It is not aimed at those people who want to sit on committees: the information it contains is about contacting the local media, distributing information and identifying other opponents of the Government's ID control plans.

If you want to stop Britain getting the apparatus of a police state, if you want to make the case against an intrusive and ruinously expensive new form of bureaucracy, this is for you.

(Note: Though the campaign is against both ID cards and the National Identity Register and similar universal compulsory databases, we use "ID Cards" for short in what follows...)

A note on politics:

Don't assume only people like you are against ID. Though it is a political campaign and is opposing a plan launched by a Labour Government, the NO2ID Campaign is not party-political. People from all walks of life and all political persuasions are opposed to ID Cards and involved in NO2ID. We are committed to maintaining a non-partisan approach as far as possible, and we hope that everyone who reads this will find themselves working happily with people they disagree with on many other subjects. We think you will find it as interesting and enjoyable as we do.

1.1 The role of the grassroots campaign

NO2ID's central staff (mostly in London) is working on relations with the national media, trying to ensure that the case against ID is understood and reported accurately in the newspapers and on TV. It is also developing its contacts with national figures in politics and business, to ensure that they understand the arguments and are prepared to speak publicly about their concerns.

In addition, we try to support members who want to carry out similar functions at local and regional level. Studies regularly show that more people read local papers than national ones, and that they listen more to the views of people they know and who are in their area than to those from elsewhere. Winning the argument in every locality is the precondition to winning it in the country as a whole. Anyone who wants to fight against ID Cards and help in this campaign can find a way to do so, anywhere in the country.

NO2ID is building a national network of activists and local groups of activists who want to play their part in this. It is intended that they will all be assisted by Regional Organisers, appointed and supported by the central staff, but we are developing fast and the Regional Organiser network and local groups are growing up at the same time.

The campaign's staff in London office will aim to plan and support campaigning work throughout the UK. However, local initiative will always be valuable. ID Cards affect everyone, but you are probably best placed to judge how they will affect people locally.

The biggest problem is that enthusiastic activists are not always sure where to start. We hope that this handbook will give you some ideas about what to do.

make sure your helpers circulate, to ensure that everyone feels welcome—you are the hosts at a party

thank everyone who has helped and deserves to be thanked

encourage people to join NO2ID and to get involved in the next activity. So have a clear idea what you want to do next.

Be prepared to talk to people who linger at the end, and maybe take them to the pub. They are your potential new activists.

Post publicity

Even if you didn't get the press to attend the meeting, make sure you tell the world that people locally oppose ID Cards and X of them were motivated enough to turn out for a public meeting. Mention your speaker's names in any report. (Make sure you can spell them!) Local press likes to print names, and the speakers will feel flattered and be more willing to help in future.

Evaluation

Review the press coverage you get of each public event. Count the number of people who attended and how many of them joined. Make sure you follow up quickly those who might get more involved in the campaign.

6.3 Protests

Organising a protest

One way of highlighting the issue of ID Cards on an appropriate occasion is to take to the streets. It's not straightforward to organise. And, as ever, you should be clear what you are trying to achieve. Is it a photo-opportunity for the press? (In which case it needs to be visually interesting.) Or is there a particular event that you are trying to draw attention to? Here are some tips.

If there is a big national focus for tens of thousands of supporters we hope to organise a big (ish) protest in London. Local protests are difficult to get large enough to impress, but can be a valuable tool nonetheless.

With the first two protests NO2ID held, we concentrated on providing a good visual image for the press to take up and carry—and it worked:

Exaggerated ID Cards for Tony Blair and David Blunkett were burnt them outside a conference at which Blunkett was speaking.

For the Queen's Speech we had a rubber stamp made for someone in a Blair mask to "brand" other protesters on the arm with a barcode.

Both stunts made great press photos. Local papers love this kind of thing. Imaginative protests can dramatise what are otherwise abstract issues.

There are specific things you may want to make a point at: A visit by a government minister, the fact that your local MP is not listening to you, a local firm is participating in the ID Card



2. Support for your campaign

In each area of the country, the main responsibility for the campaign lies with the campaigners in that area. The campaign can only succeed with active support throughout the country. But you will not be left on your own.

2.1 Your Regional Organiser

For each area, there will be a Regional Organiser—they will be listed on our website and in the *NO2ID Newsletter* as they are appointed. This person is your local point of contact for advice and assistance on campaigning. If ever you are not sure what to do, the Regional Organiser will normally be the best place to ask for help. While there is no Regional Organiser for your area, then please refer back to the nearest contact or the national level.

2.2 The Central Organisation

The central organisation provides further back-up and support, and will initiate the major campaigns. Materials and coordination will be provided by our volunteer staff. Feel free to contact them with your questions if your Regional Organiser cannot help. We may not always be able to provide the answer to your problem from the centre, but will try to advise and assist in any way we are able to. Each issue of *NO2ID Newsletter* will list the up-to-date distribution of responsibilities among the staff—this will be changing as we recruit new people in the near future.

2.3 Training

No-one is expected to be an expert campaigner straight away. NO2ID will be organising training days. But the best way to learn is through experience. As and when you recruit new people to help, you might want to encourage them to come to training days, too. See how much they can learn from you, though. That's the best test of how much you have learned.

2.4 NO2ID Newsletter

This is the familiar fortnightly email newsletter. It contains practical advice and information on the latest campaign developments.

2.5 Website

NO2ID maintains a website, where useful information for active groups is placed, including back issues of our publications and links to other websites. Its address is: <http://www.no2id.net>

Who to invite

Send letters to NO2ID members in the area, others you think might be interested, chambers of commerce, district and parish councils and councillors, libraries, colleges and secondary schools. A personal letter, signed if possible by someone the invitee knows, is much more likely to be successful than something that is obviously a general mailshot. Use general mailshots *only* if you don't have any more detailed information or contacts.

Network

This is a very important aspect of getting a good turnout. Friendly political parties locally should be included. They have ready established networks and ways of getting the word out to their supporters. Likewise faith groups, the local churches, mosques, and temples. Get a friendly preacher to announce the meeting in his address or in his newsletter. Don't forget the other groups you may have addressed or worked with. (See 5.5)

Publicity

This is also crucial. There is not a moment to lose on publicity. Don't rely on filling your meeting with people you have invited personally. There are bound to be people you haven't thought of. So publicise as soon as you have a firm booking for the venue. You need to advertise your meeting broadly. Include the following:

press releases

references in letters in the correspondence columns of the local papers

free advertisements in "What's On" sections of the local press

paid advertisements in the main local and adverts in shop windows

notices in the local libraries

let the NO2ID website and newsletter team know what's going on. We can advertise the meeting to people who know about NO2ID but may not have found out about their local group yet.

leaflets. A well designed leaflet is very helpful indeed. It is a physical reminder for people, with the details printed on it, so they don't need to remember or write anything down.

The London office has a standard template for creating posters and leaflets to advertise events. Contact Guy Taylor (local.groups@no2id.net) for more help.

Debates

A good way of getting publicity for your campaign is to stage a debate with local supporters of the scheme (if you can find any willing to debate). There are a lot of people who are aware that ID Cards are an issue but who don't know what the arguments are. A meeting where both sides will be presented might attract them to come along.

A debate like this must be well-prepared:

have a good speaker against ID Cards

publicise the debate well in advance



3. What you need

Everybody can do something. While there are a number of things you may find you need during the campaign, you won't need all of them at the start. So get started anyway, and don't worry if you haven't got them. However, as you go along, finding people with access to the things you haven't already got will become important.

Most small groups will have all of these things between them. If you can get them, or access to them, any of the items in the list below will make it easier to run an effective campaign:

Computer

This will give you word-processing and an email address (most computer packages will give you a database and accounts, too, but until you get to 6+ activists you are unlikely to need them). If you have broadband, it will make downloading graphics and other materials from the NO2ID website much easier.

Email

This is probably the cheapest and most efficient way of keeping in contact. If you have access to email but only at work, where you can't use the address for NO2ID purposes, we can set up a new address for you. The mail will be automatically forwarded on to your own account. For example, we can set up our system so that mail for fred.jones@no2id.net will be automatically forwarded on to fjones@employer.co.uk—the "employer" address does not need to be put on any publicity material. Contact Owen Blacker in the London office if you want to have this set up (technical.manager@no2id.net). If you are the established contact in your area, we will set up and publicise [yourtown@no2id.net](mailto:<yourtown>@no2id.net), so that recruits for your group can get in touch with you easily.

Mobile contact numbers

People will want to phone you both during the day-time and out-of-hours. Give them a mobile number with good coverage in your area.

Fax machine

This is the best way to send press releases. Most computers can do this—if you are going to buy a computer, make sure it can send and receive faxes too. If you can have a separate fax machine, though, this is better as you can leave it switched on the whole time.

Car

This is not just for transporting you, and your fellow activists, but also campaigning materials

Desk-top publishing

If you want to design your own leaflets and posters, you will need a computer with the right software. However, you may find that you can get the material you need from elsewhere.

arrange set

arrange photo

choose interviewee

write Question & Answer brief—think through what the journalists might want to ask about: quite possibly things unrelated to the project you are launching

call a few days before to make sure that the media haven't forgotten—it helps if you have something new to tell them each time you call, such as an update on who will be attending

make follow-up calls to make sure that journalists have all the information they need and answer any questions they may have.

Evaluation

Keep a file of all your press cuttings and a note of all your radio and TV appearances tape them if you can. This isn't vanity; it's because keeping a record is important. It will enable you to compare the different approaches you have made and will help you work out what the best techniques are. Send copies to the London office, so that other groups can benefit from your experience.

Don't worry if occasionally your press releases get ignored and your stories go unreported. Even the best press teams have off days, and you may simply clash with another, more pressing story. At first, this will be a depressingly regular occurrence—the trick is not to let it depress you. As time goes on, as you get more familiar with the needs of the local media and as the local media gets more familiar with you, your successes should be more reliable.

Andy Robson (campaigns@no2id.net) in the London office can provide advice and help with your media problems. If a good relationship with a local news editor suddenly goes sour, you might want to ring him/her and ask why. A polite enquiry may well elicit a polite response. If they have already told you that they don't want something, don't insult them by ignoring their advice. Never forget that the newspaper only exists because people like you are busy doing things for them to report. They want to report your activities, as long as they can do so in the way that suits them. If they can't do this in the way they choose, they simply won't report them.

6.2 Public meetings

The public meetings used to be the centre of a political campaign. It used to be one of the main campaigning methods, and is still a good way to launch a campaign or create news. Though in the age of TV and radio, public meetings are not the force they once were, they still allow ordinary citizens to hear the arguments from the experts and provide a focus for gathering support.

However, if you have only a small group, running a public meeting may be too demanding to begin with. It is better to build up your list of supporters through less spectacular campaigning, before going in for such an elaborate set-piece.

Once you do have enough people, though, a public meeting is an essential. With the right preparation, it will enable you suddenly to reach many more people in the political circles in your area: precisely your target group. It can also be a useful vehicle for obtaining media

4. On your own — a group of one

Every campaigning group will start off with just you. But don't worry. It won't be for long. The NO2ID national campaign and your own activities will soon generate you helpers. Meanwhile, there are plenty of effective activities that you can do on your own.

4.1 Contacting local media

The local media depends on contributions from local people who have something to say. And this includes you. There are two easy ways to start getting your arguments heard:

letters to the press; and

radio phone-in shows.

4.2 Letters to the press

Local newspapers are always willing to print letters. And the letters page is one of the most widely-read sections of the paper. Sign your letters as the chair or secretary or whatever of a local NO2ID group (even if you are the only member) and your opinions will carry more weight. Other people might be tempted to contact you in order to join or get involved.

Make yourself some headed paper for your NO2ID group, and you'll look even more important—the office can let you have an electronic copy of the logo on disk, and possibly a supply of headed paper with the logo printed on it.

When writing to the local papers, remember the following:

React fast. A letter reacting to something that appeared in the paper is more likely to be published if you send it in straight away: the press has a short memory. Write letters by hand rather than typing them if you have to, although make sure you do so legibly. Typed or word-processed letters make life easier for the journalists.

Be topical. Your letter should cover a subject that the newspaper itself might use in a news story—so it should have a local angle if possible

Keep it short. It is often harder to write a short letter than to write a long one, but people are more likely to read it

Keep it simple. Use clear and simple language and try to avoid clichés.

The *NO2ID Newsletter* may suggest possible subjects for letters that you could write and arguments to use. If you have any questions on the political arguments to put in your letters, contact Guy Herbert (general.secretary@no2id.net) in the London office.

What to say

Guides on a range of different issues are available from the London office and the website, setting out the broad views of NO2ID, together with facts, figures and the relevant details. Updates are produced periodically and circulated in Newsletter.

Remember also to take NO2ID leaflets and other information with you when you go to speak at meetings. If your topic is one that can be illustrated with pictures or other visual aids, they will give your speech more impact.

What to do when you have a problem

Everyone will be asked difficult questions or dry up from time to time; if you are asked a question you cannot answer, use the old politicians' trick of answering a different question! You might want to have an interesting fact saved up just in case. Contact Guy Herbert (general.secretary@no2id.net) in the London office if you have any questions arising out the meetings you attend, so that you are prepared next time.

Evaluation

After each speech, meeting or public appearance, don't forget to ask yourself how it went. Better still, ask other people. You can never see yourself exactly as others see you.

5.7 Recruiting new activists

You will find that your campaigning work continues to recruit new people, as a natural result of doing things. People may respond to your letters to the press, or join up through street stalls, leafleting or meetings. Some will be people who contact the national campaign and ask to be passed on, or (if you are well-enough established to have an email on the national website, e.g. rummyidge@no2id.net) will email you directly, having found NO2ID on the web.

If someone is willing to help, get them to do something: signing some letters, or distributing some information. Once they have already done something for you, even if something small, you'll find it easier to ask again and they'll find it easier to accept.

Some of them will have other political commitments, with NO2ID being just part of what they do; for others it will be their main, or only, campaigning activity.

Your group will be growing and it will become necessary to start to specialise. It will be neither possible nor desirable for everybody to be involved in everything. Try and allocate responsibilities to people in a way that uses their talents and available time best. This is not always easy: some members of your group may not recognise what their own skills are. You needn't let this division of responsibilities become too formal, though. Flexibility remains the key to success. Your Regional Organiser will be able to help you with this.

us to find more supportive Members of Parliament if they realise that there is an active NO2ID presence in their area.

If you do not know the name of your MP or constituency, check with us. Check also whether your local MP is already a supporter of NO2ID.

Information on where and when your MP holds surgeries in the constituency will be available from your local library or from the MP's constituency office or website, or from his/her office in the House of Commons. The switchboard number at the House of Commons is 020 7121 9300. With this information, you can make an appointment to meet your MP face-to-face. After the meeting, contact Rachael Marsh (parliamentary.liaison@no2id.net) at the office and let us know what the reaction was.

What to say at the meeting

Explain that you are a member of the NO2ID campaign. Mention that you are a local member from his/her constituency, and that you want to find out what the MP thinks of the Government's proposals, and the principles of a national identity system. Below you will find some examples of questions to ask. Feel free to adapt them as you wish. There may well be special issues of local or personal relevance to raise.

How will it help fight crime, when it will take up lots of police time?

How do we know it is worth the huge cost?

What will happen to me if the system goes wrong?

Do you agree that ID Cards will lead to more bullying by officials?

Do you support the Government's plans to make public services depend on ID Cards?

And if the MP is supportive...

Will you join NO2ID?

Make sure you leave your local politician with copies of our material and a recruitment form! And remember to contact Rachael Marsh (parliamentary.liaison@no2id.net) at the office to let us know your MP's reaction. You can also approach local councillors and other local opinion-formers in a similar way.

4.6 Publicising the group and recruiting new activists

If you think that you are on your own, do not worry. The London office and your Regional Organiser can help. The office can provide you with a list of other members in your area, and your Regional Organiser will help you convene a meeting to talk about what you can do. The emphasis should be on informality and practicality. Make modest plans which you can actually achieve rather than ambitious plans which you cannot.

Your local public library will keep a list of local clubs and organisations, and may be the first place people look for their local NO2ID group. So make sure you are on that list. Check your entry is up to date from time to time.

If you have the skill, why not set up a local NO2ID website? It is not a substitute for campaigning in person, but will help people contact you and find out about the campaign.

lors are also normally fairly busy with their existing political commitments, so do not expect too much too soon. However, a few well-timed and reasonable requests for assistance ought to meet a good response.

Chairs and other officers of political parties

These people might also be local councillors, but there is another role to be played. If we are to win this battle, we need the support and involvement of constituency political parties. We will not create a network for leafleting and all the other aspects of election-fighting ourselves; rather, we will need to persuade political parties to do this for us. This support needs to be earned at constituency level. So we need the support and awareness of as many parties as we can get. Arrange to go and speak at a meeting of each party in your area. Outline the anti-ID card case to them, and what you are doing to put it forward. Leave them associating the NO2ID with the opposition to ID Cards case in the same way as they think of Friends of the Earth with the environment or Amnesty International with human rights. And inform the office of your success (or failure) in this field.

Other campaigning groups

In any town or city, there are many organisations like NO2ID, and many people already carrying out work along the lines of this handbook. The tragedy is that they are not doing it for us: the challenge is to get them to start doing so. Doing work for us can mean many different things: inviting us to speak at their meetings; discussing the impact of ID Cards on the things they are doing already; lending facilities or contacts. What matters is that the importance of ID Cards and the National Identity Register and similar database is repeated on as many occasions and in as many places as possible, again and again and again.

Social, business and educational groups

You might also contact local trade unions, business groups, Chambers of Commerce, the WI, and other associations. These might also be interested in your anti-ID views, and be keen to have information about the nature of the Government's plans.

5.6 Presenting your case: Speaking to groups

A lot of people find public speaking daunting at first, but anyone can do it. It doesn't take any special talent, and with practice it becomes much easier. Try to speak naturally and clearly to your audience and look at them as individuals, as if they were a (rather large) group of friends.

Everyone has to find their own way, in terms of content, style and delivery. But try always to be clear. If what you say is not understood, then you cannot persuade others.

Before speaking

Thorough preparation will give you confidence. Think ahead, and practise. Think about the following:

Audience—who are they? What will interest them? How much do they already know?

Format—is it an address, a formal debate, a panel discussion or an informal speech?

Aims—why are you speaking to them?

5. With 2 to 5 people

As your campaign group grows, you can move on to larger and more complicated projects. Don't abandon the more simple ones in the previous section. It makes all of them easier to manage, and even more effective. You should maintain your regular appearances on the local radio, and there will be more of you to write letters to the local papers.

5.1 Creating news

The starting point in dealing with the media is not simply "what can we do to get into the media?" You need to present journalists with a story which they can write up. A story is factual and contains one, or more, of the following:

- New information
- Controversy
- Heroes and villains
- A new chapter in a saga
- Involving a famous person
- Immediate relevance (e.g. a local angle)

Remember that to control the story in the media, we need to make our views into clear and appealing stories. However, local papers often have space to fill, so anything you submit should have a chance of getting in somewhere.

5.2 Saying something

Journalists are always busy. They need more than just a good idea before they will use your story. You have to help them decide what to say. Make sure the story falls into at least one (and preferably more) of the categories above, then:

- Find a local angle
- Produce your press release
- Decide *when* to issue it. Find out when the deadlines are, by ringing the newspapers and asking (they'll tell you), and make sure they get the press release well in advance (several days in the case of a local paper).
- Call press, to tell them the press release is coming
- Fax press release (or email it if they will receive it that way)

Dealing with the opposition

Some of the people who visit your stall will be supporters of ID Cards, either just ordinary shoppers who happen to pass by or local political activists who have come along to try and cause trouble. Don't let them.

Be polite, answer their questions, but don't waste time trying to convert them. In particular, don't spend time talking to convinced people that you could be spending explaining the issue to uninformed members of the public. It's fun to argue but you won't convert opponents and you are missing the opportunity to find some undecideds. Fans of ID Cards can often be very intense—they often, irrationally, think of us as friends of criminals—and will have a tendency to linger, try and encourage them to move on as quickly and politely as possible. Even if there is something that will convert an ID fan into one of our supporters, it's not going to happen in public. Give them some of our leaflets and let them mull it over in private.

If you get hold of any of *their* literature, please send copies to the London office. We will probably have seen them before—we have quite a library by now—but they might be new. It is important that we can keep up to date with what the Government and its commercial and political supporters are doing, so that we can prepare rebuttals of the claims in their leaflets and check any of the statements that they make.

Material

The main purpose of a stall is to distribute information to passers-by. Choosing what material to take with you and having enough of it are therefore of the utmost importance. Don't be too alarmed if you find that something you think is important you have only in very small quantities. Take what you have, and remember to get some more for next time.

You will normally want to have some or all of the following:

- a leaflet on the main issues—you can get these from the London office

- leaflets on particular local issues—you can make these yourself if you want

- a contact sheet so people can leave their names and emails or telephone numbers and become supporters of NO2ID

- membership forms

- information leaflets from other organisations

- badges

- stickers

- posters

- t-shirts

How many leaflets do you need? How many people will visit your stall?

At first, at least, you will have to estimate. A very rough average is that, in the course of a day, 100 or so people will visit your stall and many will want to take more information with them. You may, however, have one particular leaflet (e.g. a flyer for a meeting) that you take

Notes for Editors... which might give details of a photocall or give biographical details of the spokesman... should appear *after* the word "Ends".

Other kinds of press release have a different purpose. They aren't telling a story, but are giving information in advance.

A *Calling Notice* is a press release sent to news desks in advance notifying them of a forthcoming event, a press conference or speech, for example. It should say what the event is and who will be there together with precise details of where it will take place and when. It should also give contact details for further information.

A *Picture Notice* is similar to a Calling Notice, but is sent to picture desks at newspapers giving details of a photo opportunity.

If you can come up with some snappy, catchy phrases, use them. They will help embed your arguments in the minds of the journalists choosing which stories to use and—we hope—the listeners and readers they are going out to.

An example of a press release:

Rummidge NO2ID

52 Cowship Road, Rummidge

PRESS RELEASE

Date: 31 April 2005

Immediate

NO2ID Pickets Local Smartcard Manufacturer

Members of Rummidge NO2ID are demonstrating outside the premises of Xcards on Saturday afternoon. Xcards is bidding to make a chip that will be a key part of the National ID Card.

The ID Cards will be compulsory for everyone living in the British Isles for more than 3 months, and Xcard's chips will link them to the population surveillance system in the National Identity Register.

Campaigners also point out that if the firm gets the contract, 90% of its turnover will be controlled by the state, and jobs and profits will depend entirely on Civil Service decisions.

Irene Cussler, Secretary of Rummidge NO2ID say: "We're not against smartcards if people can choose not to use them, but we don't want them as part of a compulsory Government surveillance system. Xcards should concentrate on exploiting the wide variety of voluntary uses for its technology, rather than making cattle-tags for human beings.