

Activists spokespersons

Situation, June 5th (two days before the occupation)

Your group 'In charge of our biobank' has decided to occupy biobank X on June 7th. Approximately 50 people will participate in the occupation of the wing of the hospital where biobank participants are examined.

You will block the doors for visitors, replace sign posts referring to the biobank by your own texts. You will put up banners, including one huge banner which covers part of the building. Texts include: 'Give us back our DNA', 'NOT in our genes' and 'Bank holiday!'. You will urge personnel to leave the building (without using violence). You will bring sleeping bags and food in order to stay until the biobank is closed.

You

You are a small team of activists responsible for communications. Two days in advance of the operation you have to fine-tune about communication strategy. You have already tipped *De Volkskrant* about the upcoming occupation. Their journalists will be at the scene the moment the occupation starts. Already, you have a plan ready for attracting as much press coverage possible. You now need to come up with a story. What are you going to tell the world?

1. Start by analyzing the problem:

- What legitimizes the occupation?
 - o Scientific reasons?
 - o Privacy reasons?
 - o Fundamental criticism?
 - o
- Why this particular action?
- Whom do you (say you) represent?
- Are you willing to discuss the issue with biobank staff?
- What is the press likely to ask?
-

2. What is your message?

- What are the main points you would like to make (make them up!)
- What is your tone of voice (do you see yourself as victims or combatants, will you leave any room for negotiation?)

3. How to answer the press?

- Who is spokesperson (and why)?
- What to do (outside the building, press conference, press release...)
- If you have some time left, make a short press release.