

VISIBILITY BRIGADE™

Rush Hour Resistance

Part 1: Visibility Brigade: A Template for Action

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www.VisibilityBrigade.com

Media and general inquiries: *info [at] visibilitybrigade.com*

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Rush Hour Resistance



Part 1 - Visibility Brigade: A Template For Civic Action

“Action is the antidote for despair!”

(Please read, use and share)

Origin and Mission: The Visibility Brigade model was born in 2020 out of a frustration due to the lack of physical messaging in the real world regarding the existential crisis we face as a nation. People need “social proof” to

know how best to act and we deliver this weekly. We present our messages at a pedestrian walkway over Route 4 in Paramus, New Jersey. Our goal is to remind folks of this crisis, to suggest simple actions to take and to support pro-democratic state and national candidates. Our actions comfort heartbroken voters and let them know that they are not alone.

Our mission, however, goes beyond our overpass. Harvard political scientist, Erica Chenoweth, confirms that 3.5% of a population that actively engages in resistance can ensure serious political change. That's approximately 11 million Americans we need to connect with and activate. With most of the mainstream media now controlled by billionaires, we serve as a modern day version of Morse Code, telegraphing the truth directly to citizens, to help us reach that number. Creating your own Visibility Brigade brings us closer to that goal. Thank you for doing your part!



Who We Are And What We Do: as Margaret Mead once wrote: "Never doubt that a small group of thoughtful, committed citizens can change the world, indeed, it's the only thing that ever has." A Visibility Brigade needs only a handful of dedicated members (3 minimum) to create weekly actions. This requires a weekly dedication of 60-90 minutes a week of placing a simple message in a public location, usually an overpass or other well-trafficked locale.



Waving - The Magic Ingredient: but it's not just the message that's important. If it is possible, have volunteers standing over the letters as opposed to just leaving a message over the highway by itself as the waving makes it more personal. Consistently conducting this activity every week creates a relationship between the team and commuters, who will most likely see them more than once and often anticipate that interaction. (And if your overpass doesn't permit you to stand over your letters, consider this [clever hand-waving extension](#) that a chapter group in Harrisburg created!)

Impact and Safety: our goal is to present public messages in a personal but safe way. Actions are weather dependent. Participants interact with passing cars by waving at them from the overpass. Day of action and time can be changed often as per group availability. Messages are created and selected each week by members, giving them input and agency.

Messaging Do's and Don'ts: messages are generally one to five word phrases for quick comprehension from a passing vehicle. These messages

are typically specific and pointed. Sometimes they amplify an important news alert that some people may not have learned. Sometimes it's just to remind people that they are not alone with their worries and concerns about our democracy. While the messages are often strongly worded, it is best to avoid profanity (there could be kids in cars) or words that have been co-opted by right wing messaging. Keep away from using negative phrases like "isn't" or "not" as people will make the associations with the main words psychologically and skip the nuance. (Think "I am not a crook.") Also, it is best to avoid messages that are too generic and don't really say anything specific (ie "Peace and love.") Consider also avoiding outdated ableist language such as "crazy," "lame," "mad," "moron," "idiot," "loon," etc. These words have been used to marginalize disabled people in the past, so it's advisable not to continue their use today.

We encourage you to read Antonia Scatton's very brief print versions of The Do and Do NOT Associate Lists as well as George Lakoff's FrameLab. Anat Shenker-Osorio put out a useful toolkit as well! You will learn to make more potent messages and avoid some propaganda traps. As Anat said recently, "If you want to be in the news, make news," so be bold in your messaging choices and start a much-needed conversation!

Each week we try to get to the heart of what's going on and tune out the distractions (47's crazy spouts) and then craft a message that can be the most helpful for protecting our democracy. We read Heather Cox Richardson's posts as well as Robert Hubbell's, Jessica Craven's and Rebecca Solnit's and many others. There are other useful sources and we encourage you to review them as well as other sources that have proven themselves tried and true in the face of fascism. Sometimes we create our own message, other times we amplify a message that we agree with. It makes for a weekly creative puzzle to figure out, especially given the limit of words that a passing car can read while driving at 55mph.



Word Salad: before placing your message on your overpass, you might want to map out how the letters are spaced. That way you can avoid things like people wondering what they just read. Got milk, anyone?



Note how we adjusted things:



Current Messaging Advice:

There's a quote from the Hunger Games series that we think is important to heed: "Remember who the real enemy is." That's good advice when crafting messages. Our messages currently focus on the greedy billionaires that have taken control of our government. That's something most Americans, despite political leanings, can agree on. No one feels happy about the ultra rich taking everything for themselves - which is what they are doing. So, while it might make you feel better to attack 47 specifically or Maga, the more potent messages focus like a laser beam on who is behind the grift. That's where we come in.

ICE (U.S. Immigration and Customs Enforcement) have become the new version of the Nazi Gestapo and more people need to understand the level of danger these masked thugs, bearing no identification, often acting without a legal warrant, are to our republic.



With the passage of the GOP's monstrous bill, billions of dollars are now being spent to create a police state with concentration camps. It is important to call these things for what they are, so the people can respond appropriately to this grave threat.



We generally avoid using 47's name as it amplifies his brand. We also do not advise the use of "8647" as it is interpreted by the opposition as a violent threat and we avoid any messaging that in any way could be construed as condoning violence.

We often present the American flag on our overpass in Paramus to accompany our messages and encourage you to do the same. Recently, we have been hanging the flag upside down as it commonly is understood as a national sign of distress and we feel that this is warranted.



However, we also understand that it may be a turn-off for some people who see it as being disrespectful to the flag, but that is the choice we make. We also understand that to do this in other areas of the country may not be the smartest decision, so we respect your group's decision on the matter.



We also have been focusing our messages on issues that people will feel directly impacted by, such as the theft of medicare, medicaid and social security.



Democracy and fascism may be too abstract for people to absorb, but focus on the sinking stock market and people feel it more viscerally!



Where to do this? Choose any overpass of a busy thoroughfare which is safe for pedestrians and offers adequate screening to patently negate any accusations of people throwing rocks at cars. (Yes, the opposition will do this.) Parking should be available nearby for at least 8 to 10 cars. (Need help finding an overpass? [Try this app!](#))

What's an ideal location? A municipal/state-built pedestrian overpass which has a dedicated approach and has fencing, screening. i.e. The overpass we use has an elevator and a walking ramp to assist those with disabilities.

Timing: we generally plan an action for once or twice a week, preferably during rush hour traffic to maximize visibility. Our actions typically last 90 minutes from start to finish and in the Spring-Summer-Fall occur from 4:30pm-6pm and during the winter months: 3:30-5pm. The chosen day of the action is often shaped by availability and the weather. Best to avoid doing this in the rain, but if you must, consider [clear-bagging](#) your letters so they don't get destroyed. They actually work surprisingly well!



Our Motto: “Action is the antidote for despair.” When we get out there and start waving at cars, with a message we believe in, we feel better. Our actions feel like having a mammoth umbrella against the firehose of bad news that is being blasted at us. We don’t waste our time with lots of planning meetings. We spend the majority of our time just getting out there and making a difference - which makes us feel better! And sometimes miracles even happen!



Creating Letters: we recommend using large, plastic corrugated or foam boards with letters attached. Size depends on what is available. We use 20”x30”. Test message size with cardboard first on an overpass, etc. There is an initial cost and work time to create the necessary letter inventory. Originally, we built letters from foam core sold at Dollar Tree, which is inexpensive but not durable for wet conditions. We purchased white foam boards to cut out the letters and black foam boards for the backing. We used duct tape to attach the white letters onto the backing and double-back the tape to make them sticky on both sides. We created our own stencils of letters and then kept those stencils for future letter creation. (The letters are on average 15” across and 24” high.)

Our experience is that white letters on a black backing read quickest for drivers moving past at 55 miles an hour. However, some groups do choose

to have black against white and you should experiment to see what works best for you. Other groups paint their letters on, but our experience is that the paint wears down much quicker and is not as vibrant as the cut-out white foam board letters.

Regarding stencil creation, you might get it done quicker by ordering a downloadable paper stencil template set [like this one](#). Letter building parties can be a lot of fun and really help bond the group. It's also a great activity for those who are more introverted but want to be involved. If you wish to go further, fundraising (bake sale, trivia night, etc.) plus work gatherings help bring awareness to people and engage possible new members (local political groups, social justice groups, union, etc.)



We now use higher quality foam board materials donated by a local distributor, the owner being politically aligned. These foam boards are water resistant and heavier, which makes them more durable. Some of the other brigades across the country have ordered [these boards from Michaels](#). As a general rule, we have 3-6 copies of each letter, with more copies for vowels and more commonly used letters like S. We also have copies of every number as well as %, \$, !, ? and &. We store everything alphabetized for quick and easy message building.

For brigades in damper locations, some of our chapters have found good success using [Con-Tact 18"x16" adhesive shelf liners](#), which are made of vinyl. Letters can be easily cut out using a [template](#) and then added to corrugated boards.

Pro Tip 1: if you are starting out, best to create enough letters for a message and then build as you go. Don't wait to have the whole alphabet.

Pro Tip 2: starting with the inexpensive Dollar Tree boards is also useful as you are creating a stencil set for when you want to use better materials later on.

Pro Tip 3: for simple storage, a [U-Haul Shorty Wardrobe Box](#) can hold about 60 letters.

Attaching Letters to Overpass: people keep asking how we attach our letters and the quick answer is: simply, with bungee cords! We hook the bungees from one end of each section of fencing and then slide the letters in between them, snapping them flat against the fencing. If there's a lot of wind, we double up. We prefer bungees that have plastic hooks as the metal ones can be more of a safety hazard if they snap back. Our bungees are 5 feet long when they stretch, although the needs of your overpass may be different. When it's time to go, breakdown is quick and easy, especially with more people present.



Some groups have used [these curtain rod brackets](#) to secure their letters onto the fencing. Combining with a carabiner can also be useful. See also how letters can be strung together using grommets and carabiners [here](#).



Pro Tip: it's best to overlap the letters slightly so that they read better with a consistent black background.

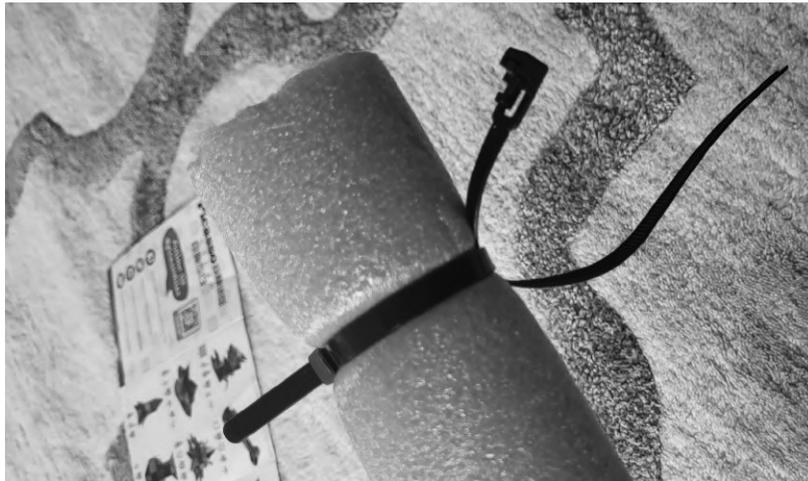
Alternative Solutions for Letter Display: Depending on where your overpass is located, you may have some issues with the police insisting that you do not attach your messages to the fencing (This will be discussed more later,) but don't be deterred! There are many solutions to this challenge.

-In Cleveland they've devised a pole system that uses this material and an 'accordian' approach.



-The Charlottesville Visibility Brigade offers these instructions for connecting letters so fewer people need to hold them.

-The Fort Lee Visibility Brigade has found a creative use of pool noodles + zip ties as a workaround.



Social Media: while the primary purpose of this action should be to interact with people driving past, it is a best practice to take ample photographs and videos of the message for social media purposes. We recommend shooting photos/videos immediately once the letters are in place. In terms of video, it's always best to record the message with a lot of cars honking. Not every

message will attract honks and that's OK. In that case, just use a still photo for social media purposes. On the different platforms, accounts should be created that are designated for posting media of these actions for the purpose of potentially going viral. (See [Instagram account: @VisibilityBrigade](#), [Blue Sky account: @visibilitybrigade.bsky.social](#), our [Facebook group page](#), [Tik Tok](#) and on [YouTube](#).)

Through trial and error, we have come to the conclusion that raw, unedited videos without music or graphics overlaid are surprisingly more successful than the ones that are more produced.

We also do not recommend the use of drones anywhere near your highway action as they are typically very illegal and could create a problem for your group if something were to go wrong. The drone footage, while visually amazing, also doesn't seem to draw as many eyeballs as you think it would.

We find that videos are more successful than still pictures and the more comments the better, regardless of who is making them. On Facebook, you can restrict comments to only people who follow your site if obnoxious comments from the other side and bots bothers you.

For every post that we do online, we always include #visibilitybrigade and if you want a boost from us, feel free to also use @visibilitybrigade as well.

It's Banner Time! Oftentimes, people in passing cars will take photos as they drive past and post online as well, boosting the visibility even further. We now use a banner with @visibilitybrigade so that people can easily find our [Instagram](#) and [Facebook](#) pages.



For your chapter group, however, we recommend you display #visibilitybrigade at your actions using [this banner file](#) for people to better identify you as part of our movement and to more easily find what you post online. (Please note: while we welcome that you use Visibility Brigade and its corresponding logo, understand that they are under trademark and you will first need to [register as an official chapter group](#) before using them.)

Using our downloadable [banner file](#), you can order them inexpensively [here](#) and it takes only a couple of weeks to arrive. The specs should be: landscape mode with width 6' x height 1' with grommets. Single sided (unless you need otherwise), standard 13 oz, no lamination, no wind flaps. Using the grommets, we recommend getting 2" bungees to snap the banner firmly against the fencing.

Group Communications: we utilize a [Signal](#) messenger 'secret group' type communication system because it is supposed to be fairly secure. Signal is great for us private citizens, not so much for Pete Hegseth!



Signal is where we debate what days we are going out, what messages we want to present, etc. We rarely if ever have actual meetings by the way. Better to have our in-person meetings on the overpass to discuss stuff! It's like on a film set: ACTION!

We should also mention that for Visibility Brigade chapter groups, we offer a Signal leader group that has proven to be extremely helpful and supportive for new groups starting out.

Mailing List: when people express interest in participating, best to collect their email addresses and send a weekly notice about the upcoming action(s). When sending out a blast, be sure to have list members in the bcc so that people aren't annoyed with 'reply all' responses. If somebody

consistently shows up and seems to be a good fit for the core team, then they can be added into the internal Signal group communications for each week. We encourage you to vet people before adding them to the list as we had the unfortunate instance of someone who was feeding our communications to the opposing side and we had to purge that list and start again from scratch! Ouch!

Now we have folks complete [this form](#) to join the local Paramus, NJ mailing list, or [this form](#) for individuals looking to join our national Visibility Brigade movement mailing list.

Community Building: while many groups struggle to organize actions, this is an easily repeatable one to do, assuming that you have 5 to 10 dedicated people and enough letters so that the only real effort every week is just figuring out what the message should be and what day to go out. (When we started, by the way, we didn't wait until we had all of the letters built. We just built the needed letters as we went along.) Generally speaking, participants enjoy the camaraderie of being on the overpass because they get to chit chat with each other while they do the action. 60 to 90 minutes per week is not burdensome and then everybody is energized to come back together the following week and make it something that just continually happens.

Building Membership: while our Paramus group now has about 30 core people and hundreds more on our mailing list, we keep building our mailing list and welcome new recruits every week. Besides word of mouth, our social media always directs people to [our website](#), which allows them to either [sign up locally](#) for our Paramus, NJ group or to be [redirected to a more local chapter elsewhere](#).

Once you [register](#) your own Visibility Brigade chapter, we then add you to our website's [group directory page](#) where other people in your area can find you!

After your chapter is registered, we recommend cribbing from [our Paramus sign up form](#), which serves both as a vetting process and for collecting important information, like emergency contacts for members.

Lastly, before new members join you on the overpass, it's best to have them review the rules and protocols in Part 2 or [here's a printable version](#).

Engagement Avoidance: we generally avoid engagement with people from the other side. Expect that others who disagree with the message will give the middle finger or angrily shout while driving past. Best to ignore these.

On occasion, a message that is politically pointed will bring somebody up on the overpass to argue. We recommend everyone in your group watch this [de-escalation training video](#), but here are some specific things that we do on the overpass: most importantly, please do not engage those from the other side as nothing you will say will likely change their minds. If they persist, start video recording them with a cell phone.

Designate one person from the group to take on this role, so that others can continue their activism, unhindered. Video recording is done purely to create a legal record in case the person acts in a really inappropriate manner - something we fortunately have yet to encounter by the way. We had the experience a few months ago of a Trumper crashing our actions and putting up his own signs, etc. It was frustrating as we couldn't tell him to leave as he is also covered under the First Amendment. However, to boost morale when this happened, we created a special sign for him. Humor goes a long way!



Dealing With Counter Protest Groups: we've previously discussed what to do if one obnoxious counter protester shows up, but what if more than

one jerk arrives? What do we do with a group of counter protestors who wish to disrupt our non-violent actions, especially when they may be trying to provoke a violent response?

As peaceful warriors, this is a quandary that we may have to face. Just remember that most of these counter protestors are not the enemy, while at the same time, we must stand our ground and not be deterred by bullies.

If we're nearing the end of an action and they arrive, there's nothing wrong with calling it a day a few minutes early. If we arrive to conduct our action and counter protestors are already on the overpass, it's good to have a Plan B in place - ie. a different location for everyone to go to. Quick communication via a group text chain or Signal group can allow everyone to pivot quickly. It's also helpful for group members to already know where Plan B might be in advance and how best to travel there.

But what if you've just started your action and these goons arrive?

Answer: start clowning around!

We know it may sound ridiculous, but clowns are an effective defense against fascists. Just [read here](#) how the Germans have used clownery to neutralize Neo-Nazi's marching around their towns. Mein Munch!

The truth is that fascists can't stand ridicule and silliness. They don't know how to process it. That's why Tim Walz's verbal punch about them being "weird" landed so well. Fascists have no sense of humor. They take themselves too seriously!



So, have a clown kit ready in case counter protesters arrive. Upon spotting counter protesters arriving, a designated member of the group will call out “Clown up! Stay Frosty!” and begin distributing red noses, wigs, horns, fart makers, rubber chickens, bubbles and anything else goofy. Counter protesters are going to be much more bothered by your group blowing kazoos and bubbles in response to their taunts than angrily yelling back at them.

Why do we also say “Stay Frosty!”? It’s a reminder to keep cool and not overreact. We don’t get into the faces of the counter protestors, but we do stand our ground and keep our space.

While this is all happening, be sure to designate a couple of members to video record this interaction with their cell phones. This could be worthwhile footage to show how ridiculous the counter protesters are on social media. More importantly, it’s about creating evidence in case any further bad behavior occurs. We find that when people are being recorded, by the way, it’s a deterrent for bad behavior unto itself.

Pro Tip 1: hand out ratchet noise makers to participants. They’re small, inexpensive and can easily fit in pockets. Recently, a woman in our group was approached by some argumentative jerk and she just started spinning the noisemaker and it scrambled his brain enough that he just walked away. Like we said, clowning does not compute with fascists!

Pro Tip 2: carry a pair of ear plugs in a snack-size ziploc bag to wear in case a counter protester starts yelling. This will help you ignore the jerk and protect your hearing.

Red Nose Resistance: going beyond the overpass, creating a “Red Nose Resistance” is something to consider when dissenting against fascism and as a statement of personal protest. A red clown nose and kazoo are inexpensive, easily purchased, fit snugly in a small pocket and could be a potent form of protest should the need arise.



Imagine millions of people wearing these noses in defiance! Maybe there could be Clown Brigades with ‘Frosty the Clown’ as the spokesperson! A red dot on stickers or T-shirts could signify unspoken solidarity. We will need this type of creativity should the national climate continue to worsen and first amendment rights be taken away. Anything to demonstrate the ridiculousness of the situation could become a potent form of protest and awaken more people to resist.

Pro Tip: unless you live in a very progressive area, do not publicly advertise in advance about your actions as it too easily tips off people on the other side. Best to use word-of-mouth and private social media groups. We also do not follow an exact schedule every week, as our actions are planned based on weather and volunteer availability. This makes our actions more stealthy and less predictable to target.

PLAN B: what to do if your group arrives at your overpass and there is already an oppositional group in your spot? This is a possibility in case your

mailing list gets infiltrated, or you give advance notice about your action in some other way; and this is where Plan B comes in, which is an alternate location for your group to immediately go to should this occur. In other words, plan in advance for where everybody should go if something like this happens and make sure everybody understands this other address and where parking would be located. So, if you were to call “Plan B” on your Signal chat, then everybody knows just what to do and where to go without any discussion. That kind of planning will keep the morale up with your group, which is key to longevity. You may not be as thrilled with the alternate overpass location, but it’s a heck of a lot better than everybody just grumbling and going home deflated!

Legality and First Amendment Rights: according to the US Constitution, assuming that the overpass is publicly owned and over a federal highway, a group should be able to utilize the space for an action. However, it is important to understand any local laws or restrictions that may hinder this. Also be polite, but understand your rights. Some things that police have said to us previously, which we found to be legally irrelevant: “You’re slowing down traffic.” “You’re distracting drivers and creating a safety hazard.” “You can’t put anything up on the fencing.”

Police Interaction: when you are starting out with your group, **do not contact the police**. You don’t need their permission or the permission of anyone else to protest. You have the right to assemble and freedom of speech under the First Amendment of the Constitution. You have the right to conduct these things in public spaces, including sidewalks, parks, train stations and overpasses - anywhere that is publicly owned.

Now, while we do not seek permission from the police for our weekly actions, we do contact our local precinct as a courtesy to let them know when we will be at the overpass. That said, let them come to you first. We didn’t start calling the local police department until they basically asked us to let them know as a courtesy that we would be on the overpass, so they didn’t have to respond every time someone called to complain that we were throwing rocks at cars or obstructing the walkway - which of course we weren’t! They also know that when we’re done with our actions, we never leave signs up or litter on the overpass. So much of their job is avoiding hassles and our calls and consistency alleviate that for them. But like we

keep saying, first let them come to you first and see if they are going to be respecting your first amendment rights.

Also, even though we're not asking for permission from the police, by calling them we are showing them respect - which they appreciate. Creating a positive relationship with the police department, especially when angry drivers from the other side call to complain, is a wise choice. It is best to designate a member of the group to call on a weekly basis to give the police department a heads up. The woman from our group, who is super lovely and friendly, is now on a first name basis with the officers who pick up the phone at the precinct. That human interaction can come in handy. Lastly, our overpass seems to be under a local jurisdiction, so we've only had interactions with local police and not state ones. We are not sure that giving state police the same heads up would necessarily be as fruitful as with local ones.

The bottom line is that most police just don't want to have to deal with arresting a group of peaceful protesters, particularly when many of our participants are grandparents! Think of all that messy bad press and paperwork!

Davis Visibility Brigade in California has [this useful tip sheet](#) that they share with members.

Pro Tip 1: if and when police pay a visit to your overpass, one useful approach is to share with them the [rules and protocols sheet](#) to demonstrate that your group is organized, respectful and nonviolent. Many chapter groups have found this to be a useful strategy.

Pro Tip 2: avoid carrying or having on your person any utility or Swiss Army style knives while on the overpass. If there is an issue with the police, they could consider that a "concealed weapon."

Advice From a Former Police Chief! We are blessed to have one chapter group leader who is a retired police chief! Here's some things he suggests in terms of our interactions with law enforcement:

"Before engaging in a bridge action, try to check municipal ordinances and regulations to ensure you aren't violating any local laws. It's always best to be armed with this information before the fact. If a police officer advises you that you're in violation of a local ordinance, don't be afraid to challenge the

officer and ask for specific details. You can do this in a respectful, non-confrontational manner. If you believe the officer to be acting improperly or issuing improper orders, ask him to call a supervisor to the scene.”

Don’t Sign Anything! Recently, a group leader was approached by a police chief who asked that they fill out a “gathering permit” and said that it was just a “formality” that would be helpful to them. Fortunately, this leader did not sign this form as she realized that doing so would have allowed this chief to shut them down more easily under the framework of local ordinances. So, be wary of anyone asking you to do this, as you should not need to sign anything when exercising your First Amendment rights.

Pro Tip 1: if an officer asks for your information, it is your right to decline. However, we suggest doing so in a respectful tone like [here](#).

Pro Tip 2: always record interactions with the police. Turn your phone to video record mode and use a wide angle if available. Just as the police have every right to record you, you have the same right. We do recommend doing so, however, in a surreptitious, non-threatening manner, where you are neither drawing attention to what you are doing, nor getting into the officer’s face. Again, see [here](#).

Regulations Against Posting Anything On Fencing: several of our chapter groups have been told by police that nothing can be affixed onto the fencing, but, and we are not giving legal advice here, we have found this to be a specious argument to undermine first amendment rights. We know this because a) officers who respect our rights have consistently not used this argument as we are only temporarily placing our signs there and b) consider all of the American flags that have been permanently affixed onto the fencing of overpasses. It’s key to understand that these flags were not placed there by the state but by individuals.



So, if there happens to be such a permanently-placed flag on the overpass where you are having an action and an officer orders you to take your temporary letters down, you may want to request that the officer first remove the affixed flag before you do so. The last thing an officer wants is to be videotaped doing is removing an American flag. It's a bad look. Just make sure that when you bring this discrepancy up you are doing so in the most respectful and diplomatic manner possible. Treating this like a 'gotcha' moment in any way could seriously backfire, so designate a member of your group who can best rise to the challenge.

Another idea: create a "dilemma action" ([See Pranksters Vs. Autocrats on page 19](#)) whereby you place a cut-out of the current president and affix it on the fencing facing inwardly (not overlooking the cars.) You can add a speech bubble that reads something like "Take me away. I'm a felon!" When the police inform you that nothing can be attached to the fencing, welcome them to take 47 away and be sure to get some useful photos and video as they awkwardly cart off the orange menace!

Driver Responsibility: it's possible that while you are protesting on an overpass, there may be a car accident below. These things can happen, although we've been lucky so far with our overpass. Still, accidents can occur; but keep in mind they may happen whether you are on the overpass or not. Who's to say? And whose responsibility is it? Our understanding is it

falls squarely on the driver, as our signs and waving are no more and probably a lot less distracting than a flashing billboard - and no one is taking those down out of concern of being too distracting! As our former police chief - now chapter leader notes: "Drivers are responsible for driving safely despite the many distractions on the road AND INSIDE THE VEHICLE."

Dealing With News Media: we encourage you to share your actions with local media. This gives your group more legitimacy and exposure. Creating a list of local reporters is also a useful practice and then you can quickly share about your actions. However, understand that not all reporters are on our side and some may even attempt to present you in a negative fashion. We suggest doing your research about local news reporters, to avoid this. If a reporter does a negatively-angled story about you, cross that person off of your list.

If a reporter shows up unannounced at your action and presents themselves as a member of the press, please make sure to see their credentials. One of our chapters recently dealt with an individual from the far right who was pretending to be a reporter.

On our website, we have an email dedicated for press and other inquiries (info [at] visibilitybrigade.com) to reach out. You should consider creating at least a gmail account with the name of your group in the prefix for this purpose.

Pro Tip: if the police are giving you a hard time with holding signs at an overpass, consider reaching out to local media to cover your next outing. Reporters are always looking for a story and it may serve as a deterrent for the police as they probably don't want to be publicized picking on peaceful citizens expressing their first amendment rights.

Supporting Local Candidates and Causes: we decided to endorse Andy Kim for Senate and dedicated one side of the overpass for a message about him on a weekly basis. Beyond the overpass, we made our voices heard loud and clear at rallies and other political functions! You can do the same with your letters.



Recently, the Kalamazoo Visibility Brigade in Michigan decided to create awareness about saving school librarians from draconian budget cuts. While national issues are at the forefront of our minds, we encourage brigades to also be hyper-locally vigilant on occasion as well.



Wrapping Things Up: The national situation we are in is not going to resolve itself anytime soon and so we need to pace ourselves with meaningful action and surround ourselves with people (and furry friends, too!) who feel as we do and care enough to come together every week.



So, we treat our time on the overpass as a celebration, even in the darkest of moments. We bring bouncy music, we dance, we shoot silly videos. Something that has evolved lately, which is very special, is that just a few minutes before we end our action, we all gather together and take a group photo. We often sing some silly chant that is in some way relevant to what our messages are for that day. Like repurposing Animal's song from the Muppets!



When we were speaking out against the gutting of PBS, we sang the theme song to Sesame Street. Recently, we were belting out the chorus of Born in the USA in support of The Boss. Doing this is a great way to cap off our action; and then we say goodbye until the next time. That is how we keep our action going and that is how we keep ourselves going.



Beyond The Overpass: there's a lot of work to be done to activate 3.5% of the American people in order to save our nation. We are expanding our visibility actions to Tesla dealerships, town halls, parks, farmer's markets, train stations, bus depots, park & rides, sidewalks in front of Walmarts and anywhere public that people congregate. You can read more about best practices with our Operation Activate! Toolkit. So, go check out your local calendar and see where people are gathering and remind them that we are in a crisis and need to act accordingly.

Be creative with your presentation and don't let the fascists get you down!



We hope this toolkit is helpful. Create your own local Visibility Brigade chapter and [join us](#)! BE LOUD. BE BOLD and help us save our democracy! You can do it! You are NOT alone!



Complete [this form](#) to join the local Paramus, NJ mailing list, or use [this form](#) if you wish to join our national mailing list.

Thanks for doing your part in saving our country!

All Along The Overpass

All along the overpass
We wave at cars below.
Sometimes it's 95 degrees.
Other times there's snow.

Honks and fingers
That's what we collect
Like catching passing fish
In a highway safety net.

We pay weekly
The rent that is due
For Democracy isn't free
When her freedom isn't used.

We used to just yell at the TV
Or doom scroll on Twitter
But then we decided the truth
Needed a babysitter.

So, we stand here over Rt 4
Our letters in formation
Hoping our messages spread
Across this addled nation.

We are the Visibility Brigade
And we hope our intent is clear:
For as long as our country's in trouble
We'll be waving year after year.

And if you are angry
And want to feel a little bit better
Come join us on the overpass
And take up a letter.

We need you!



www.VisibilityBrigade.com

Media and general inquiries: *info [at] visibilitybrigade.com*



Rules and Protocols

(To be shared with new members)

- 1. We avoid doing anything that could either harm ourselves or anyone else. This includes stepping into traffic, holding a sign where it could fall onto cars below, climbing fencing, etc.**
- 2. We must not block pedestrian and bike traffic, so please keep the middle of the overpass and/or sidewalk clear to allow them to pass.**
- 3. We supply the messages, you supply the waves. However, you are welcome to also display your own poster boards. Just avoid any messaging that would be rated above a PG-13.**
- 4. We don't litter. If we find litter, we pick it up and throw it away.**
- 5. We don't use stickers or anything that leaves a permanent mark on the overpass. However, chalk is okay and even encouraged.**
- 6. If someone from *the 'opposition'* comes up to talk with us, do not engage with them. Best to just ignore them. One member will be designated to handle them and video record any aggressive**

interaction so that you can go right on waving. We also strongly recommend you watch [this de-escalation training video](#).

7. We take lots of pictures and videos during our action for circulation on social media. If you prefer not to be included, please let us know or consider wearing a mask.

8. We typically inform the local police department of our action a few hours ahead of time, but please note that it is only as a courtesy. Our action is protected by the First Amendment. However, should law enforcement pay us a visit, only the designated point person from the group should address them.

9. Ignore the middle fingers and negativity coming from some of the cars below. For every one of those confused folks, you are providing hope to another 100 people!

10. The Visibility Brigade is a non-violent, informal volunteer group in which we all participate with an understanding that our own actions are our personal responsibility and we accept our own personal liability. You participate with this understanding.

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VISIBILITY

BRIGADE™

Rush Hour Resistance

Part 3:

OPERATION ACTIVATE!

America Needs A Hero - And It's YOU



Most people are unaware of their collective power. The fact that you are reading this demonstrates that you are ready to wield yours!



According to Harvard researcher Erica Chenoweth, only 3.5% of a population is needed to non-violently resist authoritarianism in order to overcome it. For

the USA, that's 11 million people who need to awaken from their 'learned helplessness' and start taking action.



Unfortunately, most people are still pretending that everything is normal, because life still appears that way, even though it is NOT. We need to engage them before it's too late!

Here's what YOU can DO right NOW in 3 Simple Steps:

- 1) Create visibility about the crisis we are in.
- 2) Get others to activate as well.
- 3) Repeat daily, weekly, as often as you can.

WHO: It's always been up to you. This is your hero's journey after all. If you need support, find a buddy or, better yet, enlist a posse of friends who feel as you do - the more you are, and the bigger the personalities, the better!



WHAT: Get poster boards, markers, glue or tape. Create your own message or refer to our suggestions, which can be found below. Print out the

QR Code, **also below**, and attach it to your sign. This code will bring people here, just like it did for you. (Alternatively, lawn signs, chalk on sidewalks, bumper stickers and presenting messages on overpasses are also useful!)

WHERE: Wherever it's busy. A train station. A street corner. Sidewalks. A town square. A park. A farmers market. A local fair or public event. Anywhere public where people congregate. The more that people are just mulling about and not in a rush the better!

WHEN: Whenever you can. Going to work. Lunch break. Before pick-up at school. Have a sign ready in the back of your car. Create a routine of doing it on a continual basis. Learn about an event happening in your area? Grab some friends and go there with homemade poster boards! Change your message up as you repeat to keep things fresh. If an event has a theme, like Earth Day, consider tailoring the messages for impact.



HOW: Dress presentably. Hold up your sign. Be polite, friendly and proud that you are standing up for our country. Look people straight in the eye and say something like: “We need you to join us.” Or ask them: “Are you worried about our country?” If they answer yes, then point to the QR code on your sign and suggest they scan it to learn what they can do. In mythological terms, you are now serving as their Herald (like R2-D2), giving them a ‘call to adventure’ to save our nation. Years from now, many will thank you for doing this service.



WHY: Because if you don't do it, how can you expect anyone else to? Be the change you think we desperately need.



LASTLY: Take photos and videos of what you are doing and share online. Include the hashtags #visibilitybrigade and @visibilitybrigade so we can find you and amplify your efforts.

If people need more things to do, share [this sheet](#).
(The QR code + sheet are also pasted in the next 2 pages.)



Remember, as Glinda The Good Witch said in The Wizard of Oz: “You’ve always had the power, my dear. You’ve had it all along.”

Now go save our country!

-The Visibility Brigade

www.VisibilityBrigade.com

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(Print out the QR Code below and paste it onto your poster! It links to [this sheet](#) with hyperlinks. If you wish to print out the document and physically share it, the next page is a [printable](#) copy with smaller QR Codes instead of hyperlinks.)

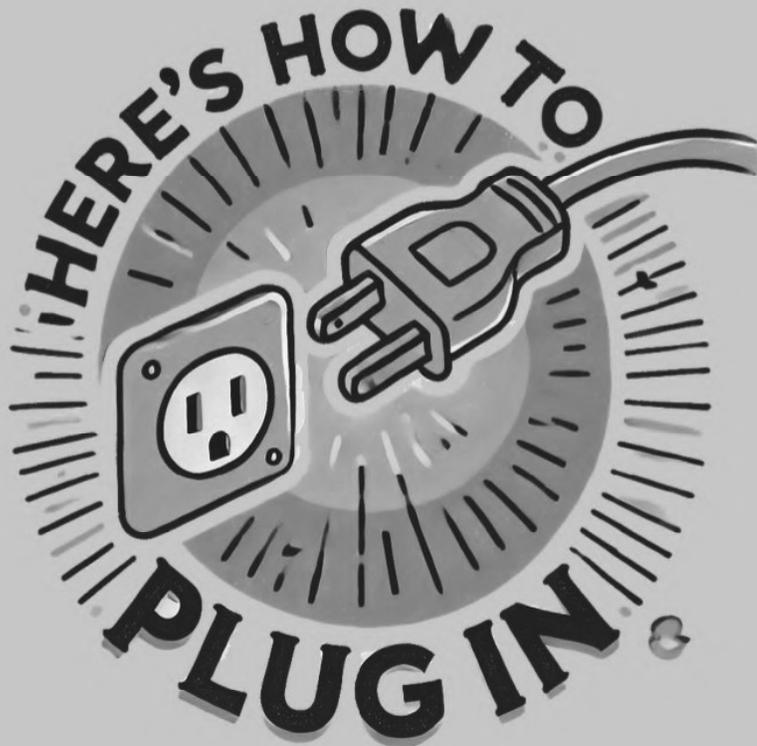


SCAN ME

www.VisibilityBrigade.com

@visibilitybrigade

YOU CAN HELP SAVE DEMOCRACY



Use the 5 Calls App Easily contact your Senators & Reps on issues you care about.

5calls.org



Take Small Actions Follow Chop Wood, Carry Water for good news & to do.

substrack.com/@jesscraven101



Buy Wisely Make informed purchases using the Goods Unite Us app.

goodsuniteus.com



Join a Group Find your local Indivisible group to increase your impact.

indivisible.org/groups



Protest Find protests and rallies happening near you and show up.

mobilize.us



Create Visibility Prominently display signs to wake people up.

visibilitybrigade.com



History shows when 3.5% of the population engages, tyranny can be defeated.

We need every one of you to plug in!

Message Suggestions

Here are some ideas for poster boards in no particular order. We'll keep updating this list as events unfold.

We feel that the messages which empower people are typically strongest, but see what works for you!

Some signs have more wording on them, some less. If people are driving or moving swiftly past, shorter is better.

Feel free to augment as needed, adding color, pasting images, etc! The more creativity, the more engaged people will be with reading it!

YOU HAVE
THE POWER
TO SAVE U.S.

Start here —> [QR code]

<https://www.muzemerch.com/media/catalog/product/cache/1c727567cc4ea744b1d0b745bd76f85c/image/5935718a/rookie-the-riveter-we-can-do-it-poster.jpeg>

AMERICA NEEDS A HERO
And it's YOU

What you can DO → [QR code]

<https://www.brownstoner.com/wp-content/uploads/2024/07/uncle-sam-i-want-you-poster-library-congress-flagg-illustration-feature-3.jpg>

YOUR VOICE MATTERS!
USE IT
Start Here → [QR code]

<https://www.shutterstock.com/image-vector/silhouette-protesting-man-loudspeaker-crowd-260nw-2220714973.jpg>

SUPERMAN
Is NOT COMING
It's up to YOU
To SAVE US

What you can DO → [QR code]

<https://images.app.goo.gl/R9Gzx5jnrM6CW4zg7>

<https://images.app.goo.gl/zBMaBBAiZiiWhY5e7>

ALL WE NEED IS
3.5% TO RESIST.
JOIN US!

Where to start —> [QR code]

<https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcTA9DmPB6-BfAPE0uy-bXgHDP8G-5I5QALDXQ&s>

“This is a MORAL MOMENT.
It is not about right or left.
It is about RIGHT or WRONG.”
-Senator Cory Booker

What you can DO —> [QR code]

<https://www.njspotlightnews.org/wp-content/uploads/sites/123/2025/04/Cory-Booker-speech-April-1-2025.jpg>

AMERICA is being ATTACKED.
PAY ATTENTION

We need YOU to ACT

Start here —> [QR code]

Upset about BILLIONAIRES stealing your

- Social Security • Medicare
 - Civil Rights • Medicaid
 - Tax Dollars
- ?

[visually large question mark to make the list a question]

Here's what you can DO —> [QR code]

FASCISM HAPPENS
ONLY IF
YOU LET IT.
JOIN US + RESIST

Start here —> [QR code]

Worried about losing your
SOCIAL SECURITY?

You are not alone.

What you can DO —> [QR code]

(This messaging should be used in places that typically cater to an older demographic)

Worried about losing your
MEDICARE + MEDICAID?

You are not alone.

What you can DO —> [QR code]

(This messaging should be used in places that typically cater to an older demographic)

WORRIED about CLIMATE CHANGE?

You are NOT ALONE.

What you can DO —> [QR code]

(This messaging should be used in places that typically cater to an younger demographic)

If your house were burning
What would you do?

What about our country?

What you can DO —> [QR code]

Only YOU
Can PREVENT
FASCISM

Please incorporate graphic of Smokey Bear below if possible:

<https://images.app.goo.gl/U2baixiZEy3aHTMYA>

What you can DO —> [QR code]

Worried about our country?

You are not alone.

What you can DO —> [QR code]

(This sign has proved effective as it is non-confrontational in nature for those just getting their feet wet.)

STOP PRETENDING.

This is NOT NORMAL

What you can DO —> [QR code]

America Has No King
America Needs No King
America Will Not Tolerate a King

What you can DO —> [QR code]

WAKE UP!
This is NOT NORMAL

What you can DO —> [QR code]

FIRE! (in big orange letters with red outline)
Your COUNTRY
Is BURNING

What you can DO —> [QR code]

If someone grabbed your wallet
What would you do?

What about your 401K plan?

DO SOMETHING —> [QR code]

Whatever you wish more Germans
would have done in 1933..

...Do that NOW —> [QR code]

Would you have stood up for Kitty Genovese?
What about standing up for our country?

What you can DO —> [QR code]

<https://images.app.goo.gl/82ZG145inibLbLKz7>
