Tactical Media Project

Genetically Modified Organisms (GMOs)

December 9, 2015

**Create a vision** (Ahmad & George): Figure out where the class wants to go with the project. “We hope to make it easier to understand to everybody that….”

* Hashtag for our project

Short term goals: Strategies are important to execute the “day of action”

Ask yourselves:

1. What does a world without GMOs in our project look like?
2. How many food are there that contain GMOs?
3. What do you define as food? Anything that is edible
4. Maybe we should target one specific food group that contains GMO (i.e. fruits and vegetables)
5. Do you know what you’re eating and do you know what it really costs?

Most heavily GMO’d food: corn (88%) and soy (94%)

**Ideas:**

* GMO category ratings for restaurants
* Pizza food chains: Dominos, Papa John’s, Little Caesar’s - look into the ingredients used to make the pizza
* Make our own GMO label to stick on the fruits and vegetables picket label in grocery stores
* A day of action to go into grocery stores
* We can speak to social media administrators who are anti-GMO to post and share our idea
* Hand out a cherry/tomato with a tagline “do you know I’m not supposed to look like this”
* Target audience- People who eat “fresh” produce
* Expand the target (recruit people from Park Slope) to Brownsville, Buschwick, etc.
* The poster will initially raise awareness about our campaign
* Find a grocery store located on a side walk
* A written declaration of our vision statement (i.e. Zapatistas “Ya Basta!”)

What will occur on “the day of action”?

* Take a trip to a grocery store (i.e Stop & Shop) and hand out tomatoes as an active statement with stickers containing the passive statement

For those who have the role of **Map the Terrain:**

Research the GMO demographic in different grocery chains before picking a location for day of action

**\*Due Monday (December 14, 2015)**

Everyone should have a rough draft (or write up) of what they’ve come up with and found so far

**\*By Wednesday (December 16, 2015)**

We should have a name for the project and the vision statement