The “Yes Men”
February 26, 2010 post-film discussion

Films of Vision + Hope

2/26 Reflections

The Yes Men Fix the World

- Transition Model uses the paper idea for a different use - visioning
  - It helps you to see where you want to be and then make plans on how to get there
  - It is important to make people laugh - not just doom and gloom
- Volkswagen’s “Fun Theory” got more people to take the stairs
- We’re fallen out of the habit of doing things together
- There are groups meeting we can join (green teams)
- Change needs to bubble up - we need to work together and build community collectively
- Actors is working with neighborhoods
- Parties in parking lots or “Where’s Murphy?” signs to slow people down + build community
- July 4th block parties
- Rolling Street parties in the neighborhood for all to attend
- How about a neighborhood no driving day

- We haven’t heard much in mainstream media about “Yes Men”
- It is interesting how the news portrayed their efforts as bad
- Free speech media report more of these things and show documentaries
- Really liked the vision thing put together at the end
- A paper like that would be great to implement
- We could write our own headlines and stories
- We need to live cooperatively in a society that does not destroy our world
- Our story needs to evoke empathy, responsibility, and not play on fear or anger
- We need to see positive stories of what people are doing on a manageable scale - more intimate
- Maybe we should write a paper on those positive stories of what people are doing
- Get one positive story each day to mainstream press - although media is shifting, this may be hard to do
- If not articles, perhaps we can use advertisements or billboards like in the movies
- Volunteer! We can show that money is not the only motivator
- “Hands Around the City” - Get positive press