Table 1

*List of Participating Activist Organizations and Their Issues*

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| **Activist Organization** | **Issue(s)** | **Target Corporations** |
| 18 Million Rising | Asian-American and Pacific Islander community issues | The American Girl Doll Company; Facebook; Gap; Marvel Comics; Netflix |
| 2nd Vote | Corporate funding of “liberal advocacy” | Macy’s; Target |
| Action on Smoking and Health | Tobacco-related issues | Philip Morris |
| Appalachian Voices | Appalachian environmental issues | Duke Energy |
| As You Sow | Health and environmental issues | McDonalds; Starbucks; Trader Joe’s |
| Campus Pride | LGBTQ issues | Chick-fil-A |
| Center for Food Safety | Food safety issues | Bayer; In-N-Out Burger; McDonald’s; Orville Redenbacher |
| Collectively Free | Animal and human rights | Chick-fil-A; Hershey’s; Nathan’s Famous Hot Dogs; Nestle; Starbucks |
| DeFund DAPL | Bank investment in the Dakota Access Pipeline | Wells Fargo |
| Environmental Working Group | Health and environmental issues | Johnson & Johnson; L’Oréal |
| Gays Against Guns | Gun reform | BlackRock; FedEx; Hertz; Wyndham Worldwide |
| Greenpeace USA | Environmental issues | Kimberly Clark; Procter & Gamble |
| Life Decisions International | Anti-abortion | Starbucks |
| Making Change at Walmart | Responsible employer practices | Walmart |
| Moms Demand Action | Gun reform | Albertsons; Chipotle; Facebook; Fresh Market; Kroger; Starbucks; Target; Trader Joe’s |
| Other 98 | Issues pertaining to big banks, big oil, and big money in politics | ExxonMobil; Facebook; Mylan; Shell; Wells Fargo |
| People for the Ethical Treatment of Animals | Animal rights | Armani; Ben & Jerry’s; Land O’Lakes; Ringling Brothers; SeaWorld |
| The Sierra Club – Beyond Coal | Environmental issues | Colstrip coal plant; Duke Energy; Puget Sound Energy |
| US Right to Know | Health issues | Coca-Cola; Disney |
| Unnamed environmental organization | Human rights and environmental issues | International clothing retailer; multinational food and beverage corporation |
| Unnamed progressive organization | Economic, health, and environmental issues | Multinational technology company; transnational food and beverage company |

Table 2

*Activist tactics applied during corporate campaigns*

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| **Tactic** | **Example** |
| *Organizing Activities* | |
| Town Hall/  Public Hearings | Appalachian Voices held public hearings about coal ash pits |
| Leafleting | CFS distributes literature at events |
| *Informational Activities* | |
| Reports | EWG uses reports to have a “major impact in the media” |
| Advertising | PETA posts controversial ads |
| Websites | 2nd Vote publishes corporate donations |
| Social Media | All groups used social media to amplify their messages and establish relationships with supporters |
| Films | Appalachian Voices showed a series of films on the effects of coal |
| *Symbolic Activities* | |
| Email Campaigns | EWG emails representatives (“When they get emails, a large number of emails about a particular issue, they notice.”) |
| Letter Writing | PETA mailed letters and copies of *Blackfish* to members of Congress |
| Call-Ins | DeFund DAPL encouraged supporters to call banks financing the Dakota Access Pipeline |
| Hijacking | PETA hijacked the #AskSeaWorld campaign |
| Guerilla Activism | An environmental organization placed stickers on a retailer’s price tags containing information about the firm’s practices |
| Petition Deliveries | A progressive organization delivered a petition at a firm’s headquarters |
| Protest | Held in a storefront (Collectively Free), at the location of corporate partners (Greenpeace), industry conventions (unnamed environmental organization), or CEO homes (PETA) |
| Performances | Involves flash mobs (Action on Smoking and Health) or die-ins (Gays Against Guns) |
| Boycotts | Moms Demand Action initiated a “Skip Starbucks Saturday” boycott |
| *Civil Disobedience* | |
| Blockades | The Other 98 staged a blockade using kayaks to delay an oil rig |
| Illegal Activities | Greenpeace broke into Procter & Gamble’s headquarters to hang banners |
| Hoaxes | 18 Million Rising created a faux website and Twitter account, impersonating Gap |
| *Legalistic Activities* | |
| Petitions | Moms Demand Action posted a petition for Chipotle, which quickly accumulated more than 10,000 signatures, forcing Chipotle to respond within 24 hours |
| Stakeholder Resolutions | As You Sow proposed at resolution for McDonald’s to eliminate Styrofoam packaging |
| Regulatory Agencies | PETA filed a petition with OSHA to prohibit humans from physically interacting with animals at SeaWorld |
| Legislation | The Sierra Club pushed a Washington State bill encouraging Puget Sound Energy to phase out Colstrip |
| Lawsuits | PETA sued SeaWorld, claiming that five wild-caught orcas performing is a violation of the 13th Amendment |
| Information Requests | U.S. Right to Know files Freedom of Information Act requests |