



FIVE: FAX JAMMING

THE PURPOSE OF FAX JAMMING IS TO GET YOUR STORY OUT TO THE PUBLIC AND TARGET THE APPROPRIATE GROUPS THAT CAN MAKE SOME CHANGES THAT ADDRESS THE DEMANDS RAISED IN THE FAX.

FAX JAMMING CAN BE HELPFUL to campaigns that are active and have already attempted to draw attention to campaign demands on campus with the administration and students.

THREE SUGGESTIONS FOR THE RECIPIENTS OF THE FAXES ARE:

1 The university administration may be appropriate if you are trying to seek access to your contract and have run into barriers doing so, are trying to convince them not to sign onto a lengthy exclusive contract and/or renew an existing contract, etc.

2 The Canadian headquarters of Coca Cola Beverages Ltd. And Pepsi Co.'s Canada Ltd. are also appropriate targets given that they have a role in the pursuit of beverage exclusivity contracts, and are complicit in the allegations raised by the fax's demands.

■ Coca Cola Beverages Ltd. Head Office Fax # 416-467-2223

■ Pepsi Co. Canada Ltd. Head Office Fax # 905-212-7337

3 You can also send a copy of the fax with a press release to your campus newspaper and radio station, as well as local community media. Approaching the media in a bid to raise awareness of your concerns and demands, can be effective.

■ Make sure to include an email address that your group can be reached at if the recipients of the fax wish to contact you

■ Finally, if someone asks you to stop faxing a specific target, you may want to consider doing so (activists in the U.S. have been threatened by civil lawsuits in the past for continuing to fax jam businesses).

HOW TO SEND A FAX FROM YOUR EMAIL ACCOUNT / ONLINE

■ If you can't access a fax at your student union and/or through student groups on campuses and have windows XP, use the following link to learn how to add a fax function to your computer. If you have Outlook, this page will also walk you through the set up of a function on your account that can send faxes:

http://www.microsoft.com/windowsxp/using/setup/learnmore/crawford_02october21.msp

■ If for some reason this doesn't work, use a free fax service (you can only send 2 online faxes a day) from Fax Zero, it is very user friendly : <http://faxzero.com>

SEE NEXT PAGE FOR SAMPLE FAX TEMPLATES...