



WHO

Andy Bichlbaum and Mike Bonanno. These two—and their network of accomplices—have an unusual hobby: posing as top executives of corporations they hate.



WHAT

Armed with nothing but thrift-store suits, the Yes Men lie their way into business conferences and parody their corporate targets in increasingly extreme ways—doing everything they can to wake up their audiences to the danger of letting greed run our world.

WHERE

Salzburg. Sydney. New York. Paris. New Orleans. The world.

WHEN

Since 1999.

WHY

The duo is passionate about effecting change in the market by exposing the inner workings of company executives and other prominent figures. They hope that, upon learning the truth, people will be motivated to push for change.



HOW

In the words of the Yes Men, “when trying to understand how a machine works, it helps to expose its guts. The same can be said of powerful people or corporations who work hard to make themselves richer—regardless of the consequence for everyone else. By catching powerful entities off guard, you can momentarily expose them to public scrutiny. This



way, everyone sees how they work and can figure out how to control them. We call this identity correction. These two pranksters infiltrate conferences, panel discussions, and TV news reports by creating fake websites and waiting for event organizers to contact them. Once their

presence has been requested, the Yes Men masquerade as executives and give presentations to all kinds of audiences.



THE YES MEN FIX THE WORLD

DISCUSSION QUESTIONS

The Yes Men have taken activism against major corporations and political figures whose practices they disagree with to new heights. These two jokesters pose as employees of the companies that they dislike and find opportunities to publicize these organizations' mistakes. They use controversial methods to put pressure on those companies and incite a reaction from the public.

- What are some of the major differences between the activist strategies used by The Yes Men and more traditional methods, like those used in the civil rights movement? How are both types of activism effective?
- How have new activist tactics affected the traditional strategies and can both be used to further the food movement?
- Where is the line between a lie with good intentions and a lie that does damage?
- Why is the media an important part of activism? How have The Yes Men utilized the media as a tool in their activism?
- When The Yes Men took on Dow Chemical on the BBC, the people of Bhopal were felt a sense of relief and closure. And, at the same time, Dow's stock value decreased by two billion dollars along with—briefly—the credibility of the BBC. Although The Yes Men brought attention to Dow's attempt to shirk responsibility, multiple parties were hurt by the stunt. In the end, what was gained and was it worth it?
- What can your Slow Food on Campus chapter adapt from The Yes Men to increase change on campus?
- In Yes Men style, what will you do to fix the world?



SO NOW WHAT?

WEBSITES

- www.beyondtalk.net
- www.avaaz.org
- www.theyesmenfixtheworld.com/takeaction

FILMS

- The Yes Men
- The Age of Stupid
- Collapse

BOOKS

- *Turkmeniscam* by Ken Silverstein
- *Cultural Resistance Reader* by Stephen Duncombe
- *The New Media Monopoly* by Ben Bagdikian

