

# Make someone's day.

A practical field guide for Peace Love Awakening. NYC pilot: Friday, September 18, 2026, 1-5 PM Eastern.  
Organizer: Kevin Ellerton. Social: @peaceloveawakening.

## The idea in one sentence

Gather a few kind people in a suitable public space to offer smiles, listening, optional hugs, music, and a moment to breathe together.

## Your first pop-up, made simple

- ☐ Choose 3-6 adults and one named lead. Pick a date and a 60-120 minute window for your first local event.
- ☐ Check landowner/local rules and any event, music, filming, park or station permissions. A famous landmark is inspiration, not permission.
- ☐ Choose a roomy edge or approved gathering area with clear exits and an accessible route. Never stand in a crossing, bike lane, station safety zone or pedestrian bottleneck.
- ☐ Bring five readable signs, a QR join sign, water, a phone, and a trash bag. Flowers and acoustic music are optional.
- ☐ Brief the team: ask, never pressure. Hug only after a clear yes. No filming requirement. No need for anyone to explain a no.
- ☐ Run a short round, check pedestrian flow, rotate roles, and end with a cleanup and debrief.

## The invitation

“Hi! We’re here to bring a little more kindness to the city. Want a free flower, a hug, or a moment to tell us about your day? Totally okay to keep walking.”

Your local chapter is a host proposal until the organizer confirms it. Do not claim the global scenes on the website are scheduled events.

NYC PILOT / THURSDAY SEPT 17

# Tonight: get ready.

Pack in two groups: light, handheld bridge gear and optional off-bridge meditation gear.

- ☐ Confirm the Partiful meeting point, arrival instructions, named lead, and off-bridge alternative. Do not announce an unverified base camp.
- ☐ Assign roles and share the invite, meeting point, and contact method with your team yourself.
- ☐ Check tomorrow's hourly wind, gusts, cloud cover, rain and thunder forecast. Record the forecast time; recheck in the morning.
- ☐ Buy a DSLR-compatible SD card; verify required speed/capacity in the camera manual. Back up existing files before formatting any card.
- ☐ Charge DSLR batteries, phone, RODE Wireless GO transmitters/receiver and power banks. Test camera + mic audio together with headphones. Fit furry windscreens.
- ☐ Make 5 big signs: I LOVE YOU; HAVE A BEAUTIFUL DAY; FREE HUGS; MEDITATE WITH US; TELL ME ABOUT YOUR DAY.
- ☐ Print the QR sign. Test with two phones on cellular data, then complete one labeled test signup and confirm it saved.
- ☐ Print this kit, interview card and release pages. Pack pens, clips, gaffer tape and a waterproof folder.
- ☐ Pack water, hats, sunscreen, comfortable shoes, wipes, trash bags, thick markers and flowers if desired. Avoid loose glitter.
- ☐ Pack guitar and Meditation Magazine shirt if available. Set aside bowls (Kevin's and Trish's), cushions and rug for a suitable off-bridge area only.
- ☐ Leave drone, incense and palo santo out of tomorrow's bridge kit. Shave/groom if you want to, and get some sleep.

NYC PILOT / FRIDAY SEPT 18

# Tomorrow morning.

Plan to arrive around noon for a practical setup check before the 1 PM start.

- ☐ Recheck the hourly noon-5 PM forecast, including gusts and thunderstorms. Bring smaller handheld signs if wind makes larger ones hard to control.
- ☐ Choose go / adapt / relocate / postpone based on actual conditions and venue instructions. Do not set up exposed signs during unsafe weather.
- ☐ Verify Partiful's latest details and communicate any changes. Confirm who carries each bag.
- ☐ Run a 20-second mic/camera test outside. Listen back. Confirm storage and charge. Clean lenses.
- ☐ Open the landing page and scan the final QR again using mobile data. Confirm public access and a successful saved test signup.
- ☐ Count signs, flowers and water. Pack sunscreen, hats, release sheets and charged devices.
- ☐ Check the route, transit conditions and restrooms. Allow time for carrying gear without rushing.
- ☐ At arrival, inspect crowd flow and accessible passage before choosing a position. If the space is too tight, relocate before inviting people to stop.
- ☐ Brief volunteers: ask before touch, record and publish only with permission, keep exits open, honor every no immediately.
- ☐ Locate the off-bridge spot before unpacking bowls/cushions/rug. If no appropriate area is confirmed, keep those items packed.

## Weather note

No verified live hourly forecast is included in this kit. Use the National Weather Service New York hourly forecast shortly before departure. Bridge wind can feel stronger than at street level. Protect microphones and secure every loose item.

NYC PILOT / FRIDAY SEPT 18

# At the event.

1-5 PM Eastern. Use the schedule flexibly; pedestrian flow and participant comfort come first.

## **12:00-12:40 | Arrival and site check**

Walk the location, confirm permissions and crowd conditions, identify exits and a quieter off-bridge interview/meditation area. Keep bags out of walking lanes.

## **12:40-1:00 | Team huddle**

Assign roles. Confirm consent routine, stopping signal, bag responsibility and water breaks. Record a short origin-story intro.

## **1:00-2:00 | First connections**

Start with handheld signs and welcoming smiles. No shouting or intercepting people. Capture wide context without making unsuspecting passersby featured subjects.

## **2:00-2:15 | Reset**

Check flow, water, sun exposure, batteries and audio. Move or pause if a cluster forms. Rotate roles.

## **2:15-3:30 | Stories and small moments**

Offer optional interviews and a one-minute meditation in a suitable area. Log clip IDs and permissions. Invite interested adults to scan the QR.

## **3:30-4:30 | Second round**

Rotate hosts. Capture flowers, hands making signs, music and consenting interactions. Keep listening even when the camera is off.

## **4:30-5:00 | Close and clean**

Record a group reflection, pack all gear, remove litter, count bags and check everyone has a route home.

# Give every role an owner.

## Lead / Kevin

Makes location and weather calls, liaises with staff, handles issues and keeps the gathering welcoming. Assign a backup if Kevin is interviewing.

## Flow steward

Watches the full walking lane, exits and accessible route. Politely disperses clusters and calls pauses. This role stays off camera duty.

## Interviewer + consent lead

Asks before recording, explains where clips go, obtains adult written permission, logs clip IDs and respects declined questions.

## Camera + sound

Frames consenting subjects, checks microphone levels and wind, captures vertical and horizontal coverage, protects files.

## Welcome / signs / flowers

Makes gentle invitations, gives hugs only after a yes, points to the QR, and accepts refusals without a second pitch.

## Meditation / music host

Offers an optional 60-second pause or gentle acoustic music in a suitable area. No therapeutic promises, forced closed eyes or breath holds.

## Floater / wellbeing

Handles water, breaks, bags, supplies and cleanup. Can provide a camera-free conversation while others record.

With 3 people: lead + welcoming; flow steward + supplies; interviewer + camera + consent. Film only while the flow steward is available. With 6+, split roles further. Never leave gear unattended.

POCKET INTERVIEW CARD

# Listen first. Camera second.

## Before pressing record

“We’re Peace Love Awakening. We ask people about happiness and human connection. Would you like a short interview? We may share it on our website, Instagram, TikTok and YouTube. Saying no is completely fine.”

Confirm they are 18+. Explain the release and obtain a signature before featuring them. Record a short verbal confirmation too, but keep the signed release as the publication record.

## Pick two or three questions

What has made you smile today?

If you feel like sharing, how happy do you feel with your life right now, from 1 to 10? What’s behind that number?

When was the last time a stranger made your day better?

What helps you feel connected to other people?

What is something you’ve learned about happiness?

What would you say to someone having a difficult day?

Would you like to take a quiet minute together?

## Follow the person, not the script

“Tell me more.” “What was that like?” “Thank you for sharing that.” Do not label someone as broken, pressure them to disclose trauma, or promise to make them happy. If distressed, offer to stop recording and simply listen. Do not publish a vulnerable moment just because it is dramatic.

## A 60-second invitation

“You can keep your eyes open. Feel your feet on the ground. Notice one thing you can see and one thing you can hear. Let your breathing be natural. There is nothing to achieve. When you’re ready, look around. Thank you for taking this moment with us.”

# A clear yes, at every step.

## 1. Invite without pressure

Ask permission before recording a featured interaction. Explain the project, intended platforms and that participation is optional. People can enjoy the event without filming or signing up.

## 2. Use the adult release

Check 18+ and obtain the signed, dated release on the next page. Record verbal agreement at the start of the clip too. For tomorrow, avoid featured interviews with minors; general participation does not authorize publishing a child.

## 3. Link permission to the footage

Use clip IDs such as NYC-0918-A001. Write the same ID on the release and media log. Do not film the release sheet or private contact details.

## 4. Let people stop

If someone changes their mind while filming, stop immediately, flag the clip DO NOT USE, and exclude it from edits. No explanation is required.

## 5. Review before posting

Confirm a release for every featured person. Crop/blur incidental identifiable people when appropriate, especially children. Do not assume a public location gives unlimited promotional rights.

## 6. Protect the records

Keep releases and contact details in a restricted folder. Give editors only the permission status they need. Do not put signed releases in the public website download folder.

## 7. Handle removal requests

Track the request privately. Pause queued use, confirm the person and clip, and remove content from channels you control where feasible. Explain that third-party reposts may remain.

Template, not legal advice. NY Civil Rights Law §51 addresses advertising/trade use without written consent. Have a lawyer adapt this release for repeated international campaigns, minors, paid ads, or broader uses.

PRINT ONE PER FEATURED ADULT

# Photo & interview permission

Peace Love Awakening / Kevin Ellerton • NYC pilot, September 18, 2026

Clip ID: \_\_\_\_\_ Date / location: \_\_\_\_\_

Participant full name: \_\_\_\_\_

Optional private contact for this release: \_\_\_\_\_

I confirm that I am 18 or older. I voluntarily agree to be photographed and/or recorded for Peace Love Awakening by Kevin Ellerton and the event team.

I give Kevin Ellerton permission to use my image, voice and interview from this event in Peace Love Awakening's organic social posts, website and videos, including Instagram, TikTok and YouTube, to tell the event's story and invite people to the movement. Publication may be viewed worldwide. No payment is promised.

The team may edit for length, clarity, captions and format, but should not materially misrepresent what I said or create a false endorsement. This permission does not cover selling my likeness, third-party advertising, political endorsements, paid advertising, or synthetic imitation of my voice or likeness. Those uses require separate permission.

I can decline a question or stop recording at any time. I understand online content may be copied by others. I can request that future use stop or ask for removal from channels the organizer controls by contacting @peaceloveawakening on Instagram or the organizer directly. Third-party copies may be outside the organizer's control.

This permission is separate from email/text signup and does not grant permission to contact me for marketing. I had the opportunity to ask questions and understand where the content may appear.

Participant signature: \_\_\_\_\_ Date: \_\_\_\_\_

Organizer / witness: \_\_\_\_\_

Give the participant a copy/photo of this completed page. Keep the original private. This is a working template for organizer review, not a substitute for local legal advice.

# Capture the connection.

Prioritize good sound, permission, and honest stories. Vertical phone video is the main format. Take a few horizontal DSLR clips for a longer story.

## Origin story | 5-10 seconds each

Signs being made; packed bag; feet arriving; recognizable location; Kevin explaining why you came. Use actual event footage, not the site's concept art presented as documentary.

## Human moments | 5-8 seconds each

A consenting hug; a flower offered and accepted; smiling eyes; hands holding signs; quiet listening; music; a meditation invitation. Capture the interaction without obstructing others.

## Interviews | 30-90 seconds each

Frame close enough for clear sound; choose a quiet edge; record 5 seconds before and after answers. Ask 2-3 questions. One interviewer, one voice at a time.

## Practical coverage

One wide shot proving there is room to pass; team water break; cleanup; QR scanning with phone screens and contact details kept out of view.

## Closing reflection | 15-30 seconds each

What surprised you? What did someone teach you? What would you repeat? Invite future hosts to join via the website.

## First five posts

Launch: "We spent an afternoon making strangers' days a little brighter." End with Join the movement.

One happiness interview with thoughtful captions and context.

Flower/hug montage from people who agreed to be featured.

A quiet minute together, without claiming a mental-health transformation.

Behind the signs: what it took and how someone can host in their city.

Suggested caption: A smile. A conversation. A little more human connection. We're starting Peace Love Awakening in NYC and inviting the world in. Join the movement through the link in our bio. @peaceloveawakening

# Turn a good afternoon into a beginning.

- ☐ Back up footage to two separate locations. Check sample files open before formatting any card.
- ☐ Create a private media log: clip ID, subject, signed release location, permission scope, editor, published link, removal status.
- ☐ Separate approved footage from DO NOT USE footage. Keep releases and signup details restricted.
- ☐ Review sound and select 3-5 short stories. Caption accurately; do not cut answers into a misleading message.
- ☐ Check signup records saved. Confirm spreadsheet sync before relying on the sheet as the complete list.
- ☐ Deduplicate contacts before outreach; honor email and text preferences separately. Do not add people to groups without permission.
- ☐ Prepare a short welcome and next-event update. Send only to the channels people opted into.
- ☐ Count only what you actually recorded: consenting interviews, signups, host interest and volunteers. Do not invent impact totals.
- ☐ Debrief: what created connection, what impeded flow, what felt pressured, what gear was unnecessary?
- ☐ For the next city, confirm a local host, venue permissions and a clear meetup plan before announcing an event.

## Draft welcome message

Thanks for joining Peace Love Awakening. We're bringing people together through kindness, listening, music and small moments of calm. We saved your interest and city, and we'll share relevant ways to participate. For the NYC pilot on September 18, see the Partiful invite for meeting details. You can reply to stop updates anytime.

# Keep these close.

## Join the movement

Public launch form. Test before printing or distribution.

<https://peaceandloveproject.org/#join>

## NYC event invite

Confirm exact meeting point, any venue change, and updates.

<https://partiful.com/e/5as22Y7osqBK0C7srpSd>

## NYC filming guidance

Handheld filming and non-exclusive use have specific criteria; event or venue permissions are separate.

<https://www.nyc.gov/site/mome/permits/when-permit-required.page>

## Brooklyn Bridge pedestrian flow

DOT describes bridge crowding and obstruction concerns.

<https://www.nyc.gov/html/dot/html/pr2024/nyc-dot-brooklyn-bridge-safe-travels-pedestrians-cyclists.shtml>

## NY written consent reference

Advertising/trade uses of a person's likeness or voice can require written consent.

<https://www.nysenate.gov/legislation/laws/CVR/51>

## Hourly weather

Use the latest local hourly forecast, not an old summary.

<https://www.weather.gov/okx/>

Sources checked September 17, 2026. Event time and packing preferences supplied by Kevin. Global website scenes are aspirational AI-created concepts, not venue authorizations or established chapters.