

OUR TARGET: READING COMPANY

Why Reading might want to act?

If kids keep writing them, they will feel embarrassed and want to do something

If they are embarrassed in public like through the newspapers

They might feel guilty

They want us to stop annoying them

They might care about their reputation; they don't want to look bad. They want to be a well-respected company.

If we put pressure on their movie theaters and hurt their profits: boycott

It's wrong for them to leave their mess from one industry and just move on

If we sue them and make them pay (we have to find a reason)

Find money they owe in back taxes and make them pay

The City can repossess their property because they owe back taxes

Pressure from FACTS parents

If we have evidence about what's in the soil and if they have more facts about what it's doing to us

Maybe they can get something out of the deal: we take care of a piece for them, they get some rent

If we talk to their shareholders and tell them that Reading is immoral

It depends on how many people want this to change

Why Reading might want not to act?

They are heartless; they don't care

Our tone; we should start friendly and then get more aggressive

Nobody is using the railroad anymore and it is far away

It's a waste of money to take care of a lot that they don't use

They own it and they have authority over it

It's not their problem

They don't care about FACTS

The mess was here before we moved in, so why should they care? It's our fault for moving in across from the mess.

They don't have time

Other newer things are more important to them than the railroad

They owe taxes so they want to lay low

They don't care about Philadelphia but only California

We are far away so they can ignore us

They care about theaters, not about vacant lots

They are not intimidated by us

They aren't paying attention to this

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OUR GOALS:

1. We want Reading to clean up the lot immediately
2. We want Reading to keep the lot clean and commit to cleaning it regularly (like once a month)
3. We want Reading to fix the fence
4. We want Reading to move the fence and rent us a small piece for us to care for