Web Sites For Advocacy and Community Organizing: Basics, Essentials, and Best Practices

Reaching and Educating Audiences

These training materials have been prepared by Aspiration in partnership with Radical Designs

Funded by the Community Technology Foundation of California

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Learning Goals

► Explore several approaches for reaching and educating your intended audiences
► Illustrate “Culture Jamming”
► Appreciate the power of rich multimedia
► Understand the potential of viral marketing to spread your message beyond your traditional audience
► Define “wiki” collaborative tools
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The internet provides a range of techniques and avenues for reaching and educating your intended audiences.

We'll cover four popular approaches:

- “Culture jamming”
- Rich multimedia
- “Viral” marketing
- “Wiki” web sites
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Culture and brand jamming

- Plays off the importance of the branding process of a target to pressure them
  - Turns brand value on its head
- The most important asset that a corporate target has is brand recognition and value
- Can get attention much faster than traditional tactics
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Culture and brand jamming tactics

- Create look-alike sites that spoof “real” sites
- Use google rankings to target and educate
  - Victoria’s Dirty Secret: www.victoriasdirtysecret.net
- Use of “close” domain name
  - The Yes Men and GATT.org
  - micros0ft.com
We're back to schooling Victoria's Secret.

The one million catalogs produced by Victoria's Secret are destroying forests -- so we're teaching them a lesson.

Now they're considering a more environmentally friendly catalog paper. Send an e-mail to the CEO.

News from the campaign including our new blog:

We schooled Victoria's Secret this weekend -- 9/18/06
Schooling Victoria’s Secret at Union Square -- 9/16/06
City What? -- 9/14/06

The Truth Behind the Cover

A five-part series on the destructive legacy of the Victoria's Secret catalog
Victoria's Secret
www.VictoriasSecret.com  Special offer: Save $15 on a $100 order w/code. See site for details.

Victoria's Secret - Wikipedia, the free encyclopedia
Victoria's Secret is a retail marketer of women's clothing and beauty products, ... A Victoria's Secret promotion in England during the spring of 1998. ...
en.wikipedia.org/wiki/Victoria's_Secret - 25k - Cached - Similar pages

CBS.com | Victorias Secret
THE VICTORIA'S SECRET FASHION SHOW, featuring some of the world's leading supermodels, will mark the final "Victoria's Secret Fashion Show" appearance for ...
www.cbs.com/specials/victorias_secret/ - 10k - Cached - Similar pages

Victoria's Dirty Secret
Victoria's Secret is no angel. Click here to uncover Victoria's Dirty Secret.
www.victoriasdirtysecret.net/ - 11k - Cached - Similar pages
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► Catchy videos and flash animations

▪ Use multimedia to attract attention to your issue and drive traffic to your site

▪ Examples

  ▪ www.themeatrix.com
    ▪ Jams on The Matrix
  ▪ www.notyoursoldier.org
    ▪ Leverages popular artist / genre
  ▪ heroes.booksnotbars.org
    ▪ Jams on Arnold movie roles
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► Catchy videos and flash animations
  ▪ Watch how much money you invest in the production
    ▪ It can get expensive
  ▪ Balance budget with an outreach plan
    ▪ Otherwise multimedia money is wasted
  ▪ Target the production to the audience you wish to reach
Watch/Listen: Our Multimedia Page

Welcome to Watch/Listen, EllaBakerCenter.org's multimedia page. You can find all our online videos, music and podcasts here. Just choose from the dropdown menu below to find what you're looking for.

Videos  Music  Podcasts

Alternatives for Youth
Length: 11.00

Silence the Violence Day
Length: 14.43

Growing Oakland Green
Length: 5.53

The CVA is California’s youth prison system.

It houses 3,200 youth and costs California $400 million per year to operate.

It has been under scrutiny for over 20 years.

Most Recent BLOG Posts:

Ten Years Ago Today ...

We started out in the back of the Lawyer's Committee for Civil Rights. My office was literally an empty closet.
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Video tool survey

- YouTube.com
- blip.tv
- Google videos
- Archive.org
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“Viral activism”: creating a vehicle to get others to spread your message exponentially

Best viral practices

- Have a promotion plan
  - Simply putting it out there will not make it go viral
- Keep it short
  - Never produce a trailer or quick item that is longer than 3 minutes
- Relate it to current events or pop culture
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Best viral practices

- Make sure to have an ask
  - Use it a list building opportunity
  - Having a gimmick with no plan for involvement or an excuse to get contact information is a waste
- Make sure your ask is compelling
- Make it easy for people to sign up
Now it's time to get busy
Sign the Not Your Soldier Pledge and get a free ringtone

Learn more about 'Sir No Sir'
the revolutionary documentary
and the troops
that said NO!

Why did the name change?
Reaching & Educating Audiences

► Viral Activism - “Kearns Questions”

- Does the message really motivate the desired changed in behavior? Can it spread?
- Is this a "remarkable" communication or campaign effort?
  - Would I really tell my brother, sister or roommate about the campaign?
  - Could they explain the campaign after being 2 steps away from the source?
- How does this strategy connect people to each other?
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- **Wikis**
  - Wikis are collaboratively edited websites
  - Enable large amount of information to be searched and edited by a large number of people
  - Wikipedia is the classic example
    - Make links in wikipedia to help spread your message or increase your google ranking
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► Wikis

► Examples
  ▪ congresspedia.org
  ▪ prwatch.org

► Tools
  ▪ MediaWiki
  ▪ MoinMoin
  ▪ SocialText
  ▪ PBWiki (simple hosted wiki)
End Of Section

► Questions?
► Comments?

Thank You!

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