

Principles of
creative action
design & how to
boost your message



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@CounterActOz

Acknowledgement



Three types of nonviolent action

- Protest and persuasion
- Noncooperation
- Nonviolent intervention



Thinking outside the box

- Why use creative tactics?
- What are the best examples you have seen, and why?

Boring
actions

... what
is
boring?



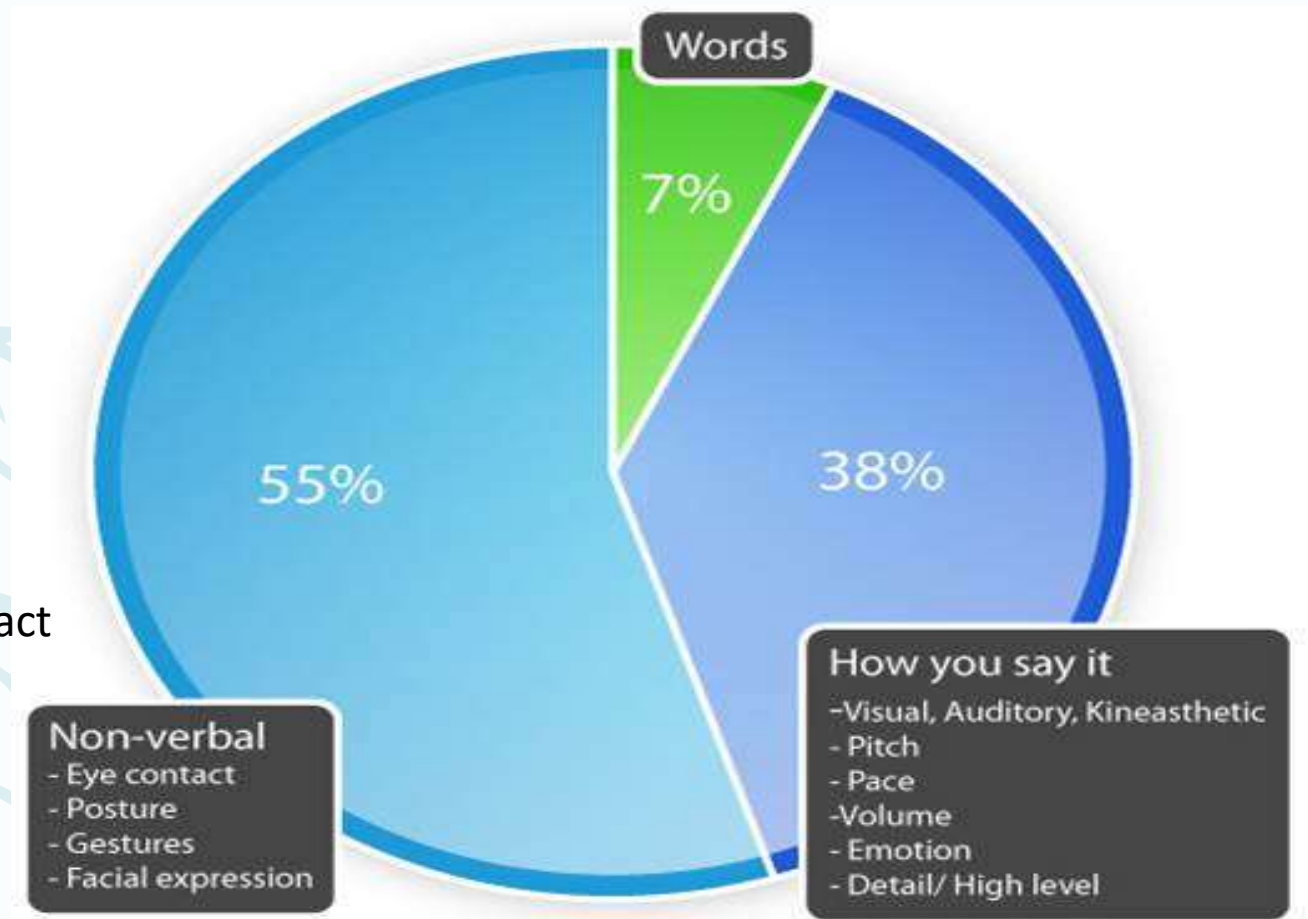
Action design principles

- Decision Dilemma – FFFAD (share video)
- Unusual suspects – Priests
- Action logic – does it make sense to look at?
- Thinking outside the box
Is it fun, creative, interesting? Has it been done before?
Artists committee are a great example (eg front page pic)



How do humans communicate?

So how should that impact our action design



POLITICS 22/06/2018 11:40 PM AEST | Updated 23/06/2018 4:25 AM AEST

38k



Protesters Outside Kirstjen Nielsen's House Play Audio Of Detained Migrant Children

The DHS secretary had to walk by protesters shouting "Shamel" as she left her house.



By Philip Lewis



TRENDING



Reasons Why You Gained Weight All Of A Sudden



12 Everyday Foods Which Contain Magnesium



How Long It Takes To Lose Weight (And How To Do It Properly)



How Long It Takes To Gain Weight After Quitting

Think about the senses

- Sound
- Vision
- Smell
- Touch
- Taste
- Space
- The vibe of the thing! If you don't set the tone, someone else will



Old ways, new
tricks...
and the cycle
continues

Physical stop work
actions are tried and
true... dress them up
and make them
interesting





Symbols are
important



Carbon Indictment Notice

234185-99-05

The Carbon police planetary enforcement unit thinks you are so hot right now, which is not cool. And henceforth lays the COMPLAINT upon you having been laid before me that the offences checked hereunder, in breach of the Be Not Right Now Act of 2009 (SHRN), accusing AN AUSTRALIAN CITIZEN of the following, said CITIZEN is hereby commanded to appear forthwith before me wearing Routers to answer their case.

CARBON CRIMES

- ☐ Singing 'its getting hot in here, so take off all your clothes.' Not cool. Really.
- ☐ Belching coal into the atmosphere whilst accusing others of eco terrorism.
- ☐ Believing in the existence of Steve Fielding.
- ☐ Still bothering to wonder... how does he sleep while his bed is burning.
- ☐ Saying clean coal will save us. With a straight look on your face.
- ☐ Voting for Kevin Rudd under the misguided assumption he was gonna do something.
- ☐ F*cking with mother nature. She is bigger than you.
- ☐ Driving a prius. It just makes everyone else look bad.
- ☐ Suggesting giant sunshades in orbit, iron filings in the ocean, breeding super algae or bringing back Elvis to deal with climate change.
- ☐ Thinking that elvis couldn't actually help us right now.

A finding of guilty can result in the following penalties

Scale

- patting a street dentists' plasma crown to it
- trying to hold a national conversation with Steve Fielding
- an apocalyptic nightmare future like Mad Max. Keep on it that ball!
- staying back to have the lights out on on Tuesday

The defendant is to be admitted to bail at the
sum of \$ _____ bail is denied



Affinity
groups...
break up
the group





Guerilla
projection



No issue too hard to take the
piss out of

(nazi video)



Iconic
back
drops

or work
with what
you have
got



Buga up

We didn't have time to
Share this example but
Check their video on our
Youtube channel



Big characters



PARKING VIOLATION



THIS VESSEL MUST BE REMOVED
IMMEDIATELY. FAILURE TO DO SO WILL
RESULT IN ITS BEING TOWED AWAY,
DISARMED AND PAINTED PINK AS A
WARNING TO OTHER WARSHIPS.

VESSEL MAKE

NUMBER

VESSEL NAME

LOCATION

MONTH

DAY

YEAR

TIME

AM

PM

FINE US\$2.7 TRILLION

(proposed US military budget allocation for the next six years*)

* CDI Center for Defense Information

TO CONTEST THIS INFRINGEMENT YOU MUST CONTACT THE WORLD COURT IN THE HAGUE WITHIN
THIRTY (30) DAYS TO ARRANGE FOR A COURT DATE.

FAILURE TO PAY THIS CITATION MAY RESULT IN THE PEOPLE OF PLANET EARTH SUSPENDING
YOUR RIGHT TO ROAM THE SEAS AT WILL THREATENING TO BOMB FAMILIES IN THEIR HOMES JUST
BECAUSE THEY HAPPEN TO LIVE WITHIN A HUNDRED MILES OF AN OILFIELD.

DO NOT IGNORE THIS CITATION. US TAXPAYERS CAN NOT AFFORD TO FINANCE A US EMPIRE,
AND THE OTHER 95% OF THE WORLD'S PEOPLE DON'T WANT ONE ANYWAY.

PROCEEDS FROM YOUR FINE WILL BE SPENT ON PROVIDING CLEAN WATER, A SAFE
ENVIRONMENT AND A FEW COLD BEERS FOR EVERYONE ON EARTH.

ISSUED BY
THE CITIZENS OF:

OFFENCE/S (TICK APPLICABLE)

- | | |
|---|---|
| <input type="checkbox"/> Invading other countries over and over again | <input type="checkbox"/> Bailing out of the Kyoto Protocol |
| <input type="checkbox"/> Driving an ugly boat | <input type="checkbox"/> Putting the oil industry in charge of your country |
| <input type="checkbox"/> Sailing around the planet threatening to drop bombs on people. | <input type="checkbox"/> Operating under the influence of Country & Western music |
| <input type="checkbox"/> Inventing nuclear weapons and then using them | <input type="checkbox"/> Leaving Iraq in a much bigger mess than you found it |
| <input type="checkbox"/> Taking orders from a speech-impaired Texan who can barely tie his own shoelaces. | <input type="checkbox"/> Allowing John Howard to kiss your bums |
| <input type="checkbox"/> Inciting the biggest protests in history and then ignoring them | <input type="checkbox"/> Leaving a mess of depleted uranium wherever you go. Seriously, that shit is bad for you. |

Signed:

ANZ hoax— case study



PAGES

- Organic reach is tiny
- Small money can boost well
- Ask allies to share, tag and give credit
- Take photos with lots of folk, get them to tag themselves
- Video is king, then photos
- Facebook live: stay steady, be prepared, 2 ppl if possible, don't pan wildly

GROUPS

- Good for active allies and new people to campaigns
- Get people involved, ask questions
- Get people to signal boost all posts and "troll patrol"

PERSONAL

- Make better use of your personal page
- Set your campaign shares to "public"
- Tag friends, be judicious in your asks

FACEBOOK QUICK TIPS

– are we
doing the
best we can?





WHAT MAKES A
GOOD PHOTO?

- WHY IS IT AN OPPORTUNITY?

- Two way conversation
- Access to journalists
- MPs pay attention

- It is a two way conversation. It is the social media platform with the biggest drop off. People don't follow you unless you have something to say. You have to put in effort for a period of time

- Help each other out – digital solidarity
- Good hashtags – are self explanatory, short determined on your terms, announced regularly during events

- Feed the beast

- Tell stories
- Don't just take crowd pictures, tell stories of people

- Two simple tips to make life easier

- *Tweetdeck, scheduling*

TEN TOP TIPS FOR TWITTER



HOW TO LIVE TWEET

Plan ahead

Make sure you have passwords, access to twitter or tweetdeck

Ensure your phone is completely charged, consider a battery back, bring your charger

Have some photos ready to go,

IE – leard blockade crew took ‘twitter portraits’ beforehand with a short statement

Have pre-prepared tweets –background to your campaign, a bio on someone participating etc

On the day

Take photos as action unfolds

Get quotes from people as to why they are participating

Have your photographers upload an album as soon as possible on flickr and facebook – link to that

FB and twitter are different audiences, not interchangeable

Make sure you finish!

Often people are so relieved it is all over they forget to sign out





Creative in
thinking and
creative in
our politics

BUT WE HAVE TO CHANGE
FROM WITHIN

Nope. People have tried that for
decades and we are in crisis.

When people are being
murdered by this government's
refugee and climate policies the
only REASONABLE response is to
intervene directly.

Direct action is a response
commensurate to the scale of
the emergency.

Resources

Sign up and we will send you an extensive follow up email and let you know about upcoming trainings

- www.counteract.org.au
 - Youtube channel
 - Live tweeting guide
- www.facebook.com/counteractive
- Beautiful Trouble
- Actipedia
- Buga Up
- Rev Billy
- Vulture jam
- Liberate Tate
- Center for Artistic Activism
 - <https://artisticactivism.org/c4aa-training-programs/school-of-creative-activism/>