Questions to Consider When Planning a Creative Action

1. Is there a political target? If so, what do they want? What are your goals? What pressure can you bring to bear?

2. Who’s your audience? Is it the general population or a particular constituency?

3. Where does your audience gather? Union conferences, churches, public squares, rush hour subway stations, parades, cultural events? Indoors or outdoors?

4. What does your audience care about? Health care, daycare, job cuts, welfare?

5. What message, styles and mode of delivery will be most effective at reaching your audience (given who they are, where they are and what they care about)? Will it direct (live) or indirect (via the media)? Subtle and sophisticated or more straightforward? Aggressive and challenging or more gentle? Straight or satirical?

6. Are you attempting to nourish and reinforce an audience that already substantially agrees with you or are you trying to persuade and educate an audience with more neutral or mixed opinions? Do you and your audience talk about things in the same way?

7. Is the action fun? Does it demonstrate real power? Does it raise the morale of your own people? Is it likely to get media coverage?

Source: *The Activist Cookbook: Creative Actions for a Fair Economy.*
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