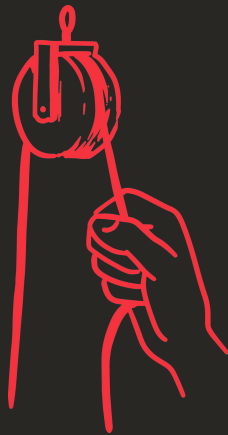
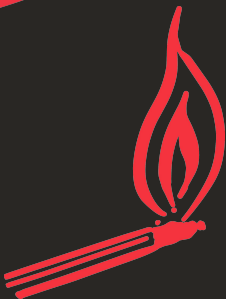


THE • CENTER • FOR ARTISTIC ACTIVISM



Welcome to *the Audience Energizer Lab*

On the bottom left of the screen, click on the **green pencil** to let you draw/annotate on the screen and answer these questions. **Have fun!**

What's your go-to 6pm beverage?

WATER

WHISKEY

SELTZER

**THE TEARS
OF MY
ENEMIES**

**MORE
COFFEE**



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What's your favorite chip mood?

WAVY

SOUR
CREAMY

BBQ

VINEGARY

THE
WEIRDER
THE
FLAVOR
THE
BETTER



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What's your current method of escape?

READING

**DOOM-
SCROLLING**

TV

**SCREAMING
INTO THE
VOID**

“SUBSTANCES”

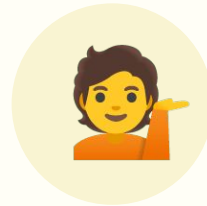
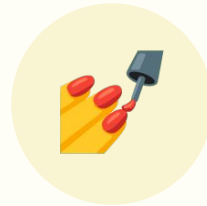
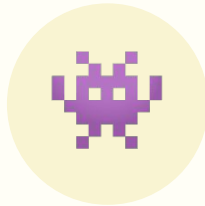


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On the bottom left of the screen, click on the **green pencil** to let you draw/annotate on the screen and answer these questions. **Have fun!**

How's your day been?



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**THE • CENTER • FOR
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The Audience Energizer Lab

WELCOME!

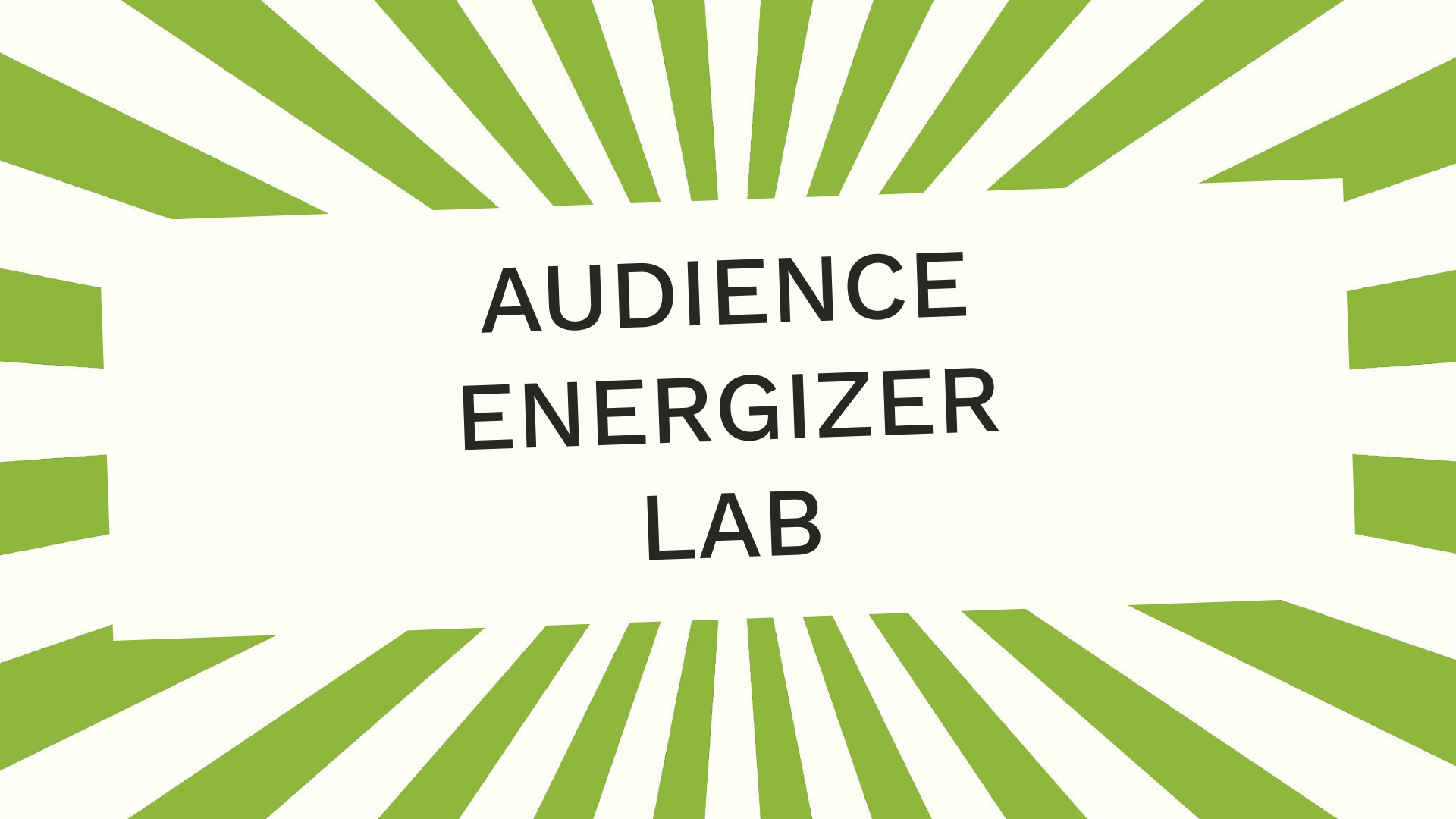


***Will you come
to my child's
birthday party?***

***It's Saturday
from 2pm to
whenever. In
Beacon, NY.***

***Why don't people come
to my thing?***

They have good reasons!

A green sunburst graphic with multiple rays emanating from the center, framing the text.

AUDIENCE ENERGIZER LAB

IN THE CHAT:

- 1. Where in the world are you?**
- 2. Finish this sentence: I'm here today because...**

How you can help

Let's see you: Turn your camera on

Let's hear from you: Emojis and reactions give us useful feedback. We want your questions, too.

Be ready to discuss and share: We'll ask for your ideas throughout.



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We help people use their
creativity and culture to effect
power.

Steve + Rachel



HOW TO ENERGIZE OUR AUDIENCES

A FIVE-STEP
CHECKLIST

Last time we talked about

ACTION ENERGIZER LAB

1. THINK

2. FEEL

3. DO

4. HEIGHT

5. WIDTH

6. DEPTH

7. START

8. MIDDLE

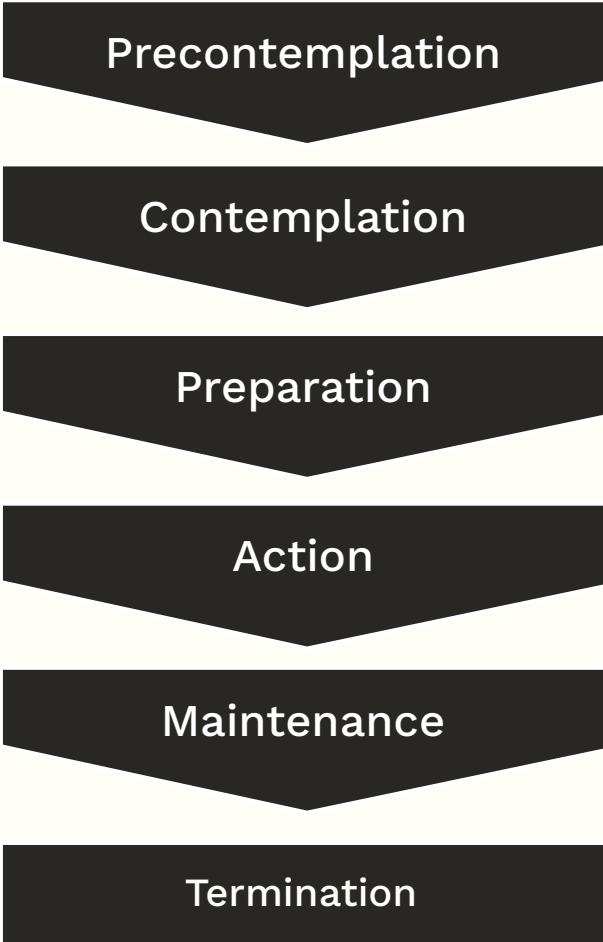
9. END

This time we'll talk about

- 1. What are the stages of change?**
- 2. Who is the audience?**
- 3. Why would or wouldn't they act?**
- 4. Do they believe?**
- 5. Do they feel belonging?**

1:

**What are
the stages of change?**



Precontemplation

Contemplation

Preparation

Action

Maintenance

Termination

Precontemplation

Contemplation

Preparation

Action

Maintenance

Termination

no/huh?

ok, maybe

planning, committed

do

keep going

this is me

1. It takes time
2. Not everyone progresses
3. People can slip back

Precontemplation

Contemplation

Preparation

Action

Maintenance

Termination



Think, feel

Do

Precontemplation

Contemplation

Preparation

Action

Maintenance

Termination

**WHERE IS YOUR
AUDIENCE?**

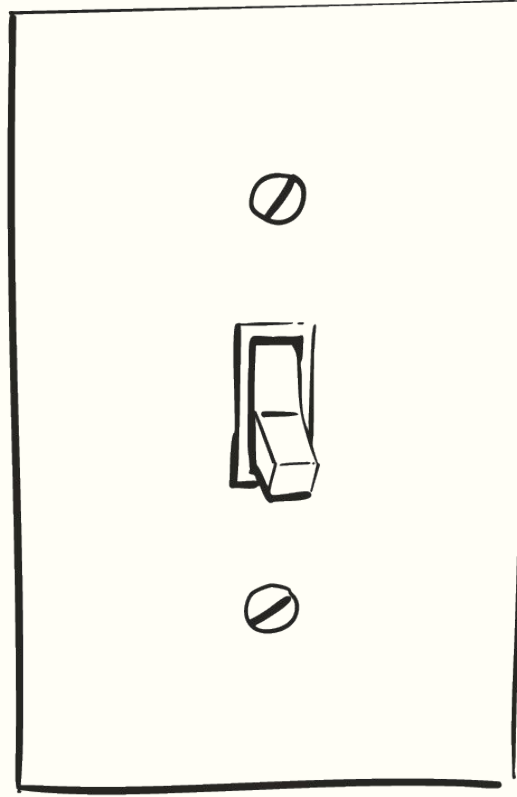
**HOW DO YOU MOVE
THEM ONE STEP?**

#2

Who is the audience?

**Choose audiences
strategically**

POWER



Patients for Affordable Drugs



**LONDON SCHOOL OF HYGIENE
AND TROPICAL MEDICINE**





PATIENTS FOR AFFORDABLE DRUGS

A woman with short blonde hair and glasses is shown in profile, speaking. She is wearing a light-colored cardigan over a dark patterned top. The background is a blurred outdoor setting with greenery and a white pillar.

I've got to thank you for that.

Today...





EVENT

Drug Pricing Roundtable



But what if...



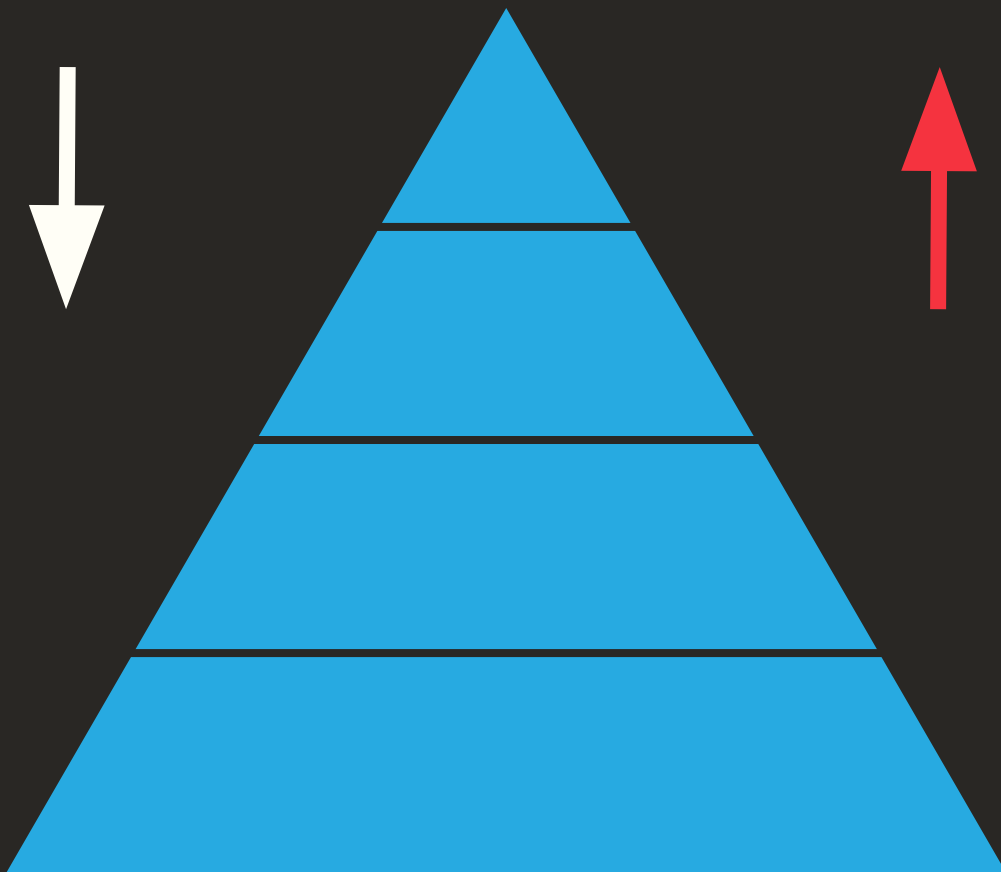
**HEWLETT- PACKARD
HEADQUARTERS**



THE END?



HOW?



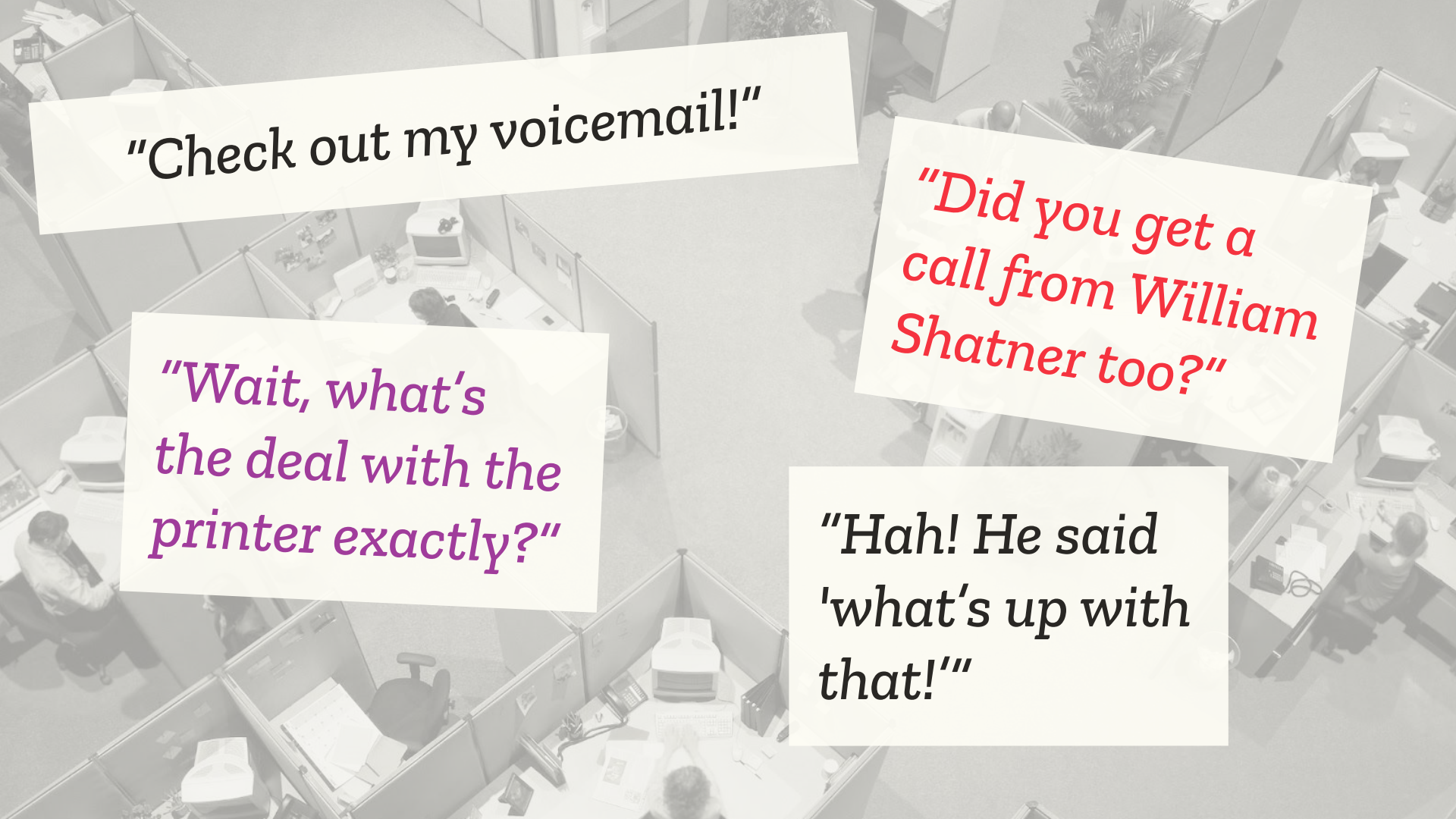


STAR TREK



PEOPLE KNOW
WILLIAM SHATNER
AND HE IS WEIRD





"Check out my voicemail!"

*"Did you get a
call from William
Shatner too?"*

*"Wait, what's
the deal with the
printer exactly?"*

"Hah! He said
'what's up with
that!'"

**OKAY. BUT,
THEN WHAT?**

2 years
later...

Culture

Greenpeace puts HP in top spot in greener-electronics guide

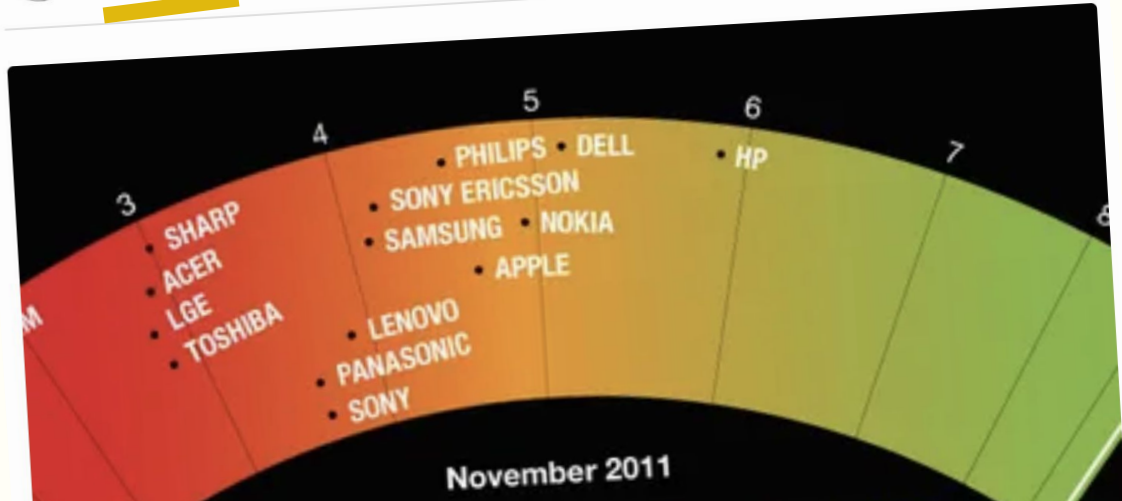
Although it still ranks low for e-waste recycling, HP scores well for its sustainability efforts in supply chain management, according to the greener-electronics guide.



Candace Lombardi

Nov. 9, 2011 2:34 p.m. PT

2 min read



**ASSUME YOU
HAVE ALLIES**

Precontemplation

Contemplation

Preparation

Action

Maintenance

Termination



#3

**Why would
or wouldn't they
act?**

old behavior

new behavior

benefits

costs

old behavior

new behavior

benefits

costs

old behavior

new behavior

benefits

costs

old behavior

new behavior

benefits

costs

old behavior

new behavior

benefits

costs

old behavior

new behavior

benefits

costs

LET'S TRY IT

old behavior

new behavior

benefits

costs

**It helps us better
understand people
who are not like us,
and who are
not in our position.**

THROUGH COST-BENEFIT ANALYSIS WE LEARN:

WHY people continue old behaviors

PERCEPTIONS people have around changing their behavior

MATERIAL BARRIERS in the way of changing their behavior

**People are smart and
reasonable.**

NEW BEHAVIOR

Highlight benefits

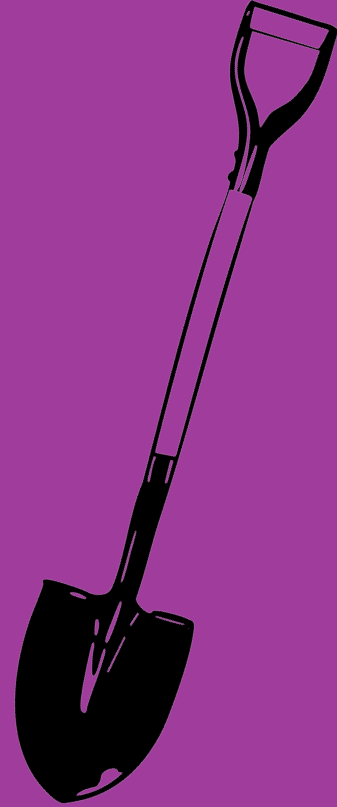
Minimize costs

OLD BEHAVIOR

Minimize benefits

Highlight costs

BARRIERS



APATHY

LAZY

PARALYSIS

OVERWHELMED

ANXIETY

SCARED

APATHY

Make it easy to do the right thing

Make it hard to do the wrong thing



***Do it now,
get a free stamp!***

APATHY

Make it easy to do the right thing

Make it hard to do the wrong thing

Make it interesting

More interesting than the alternative

PARALYSIS

Make it clear the best path to take

裝備篇



抗惡法

香港生存指南 · 裝備篇



反送中 · 抗惡法



/3M護目鏡
/泳鏡



/防毒面罩
3M5301/5201/
5101/6006/7052
/3M口罩



PARALYSIS

Make it clear the best path to take

Limit choices

Wear a costume!
OR
Wear purple!

ANXIETY

Nothing to fear if they do the action

Something to fear if they don't

#4

Do they believe?

BELIEVE

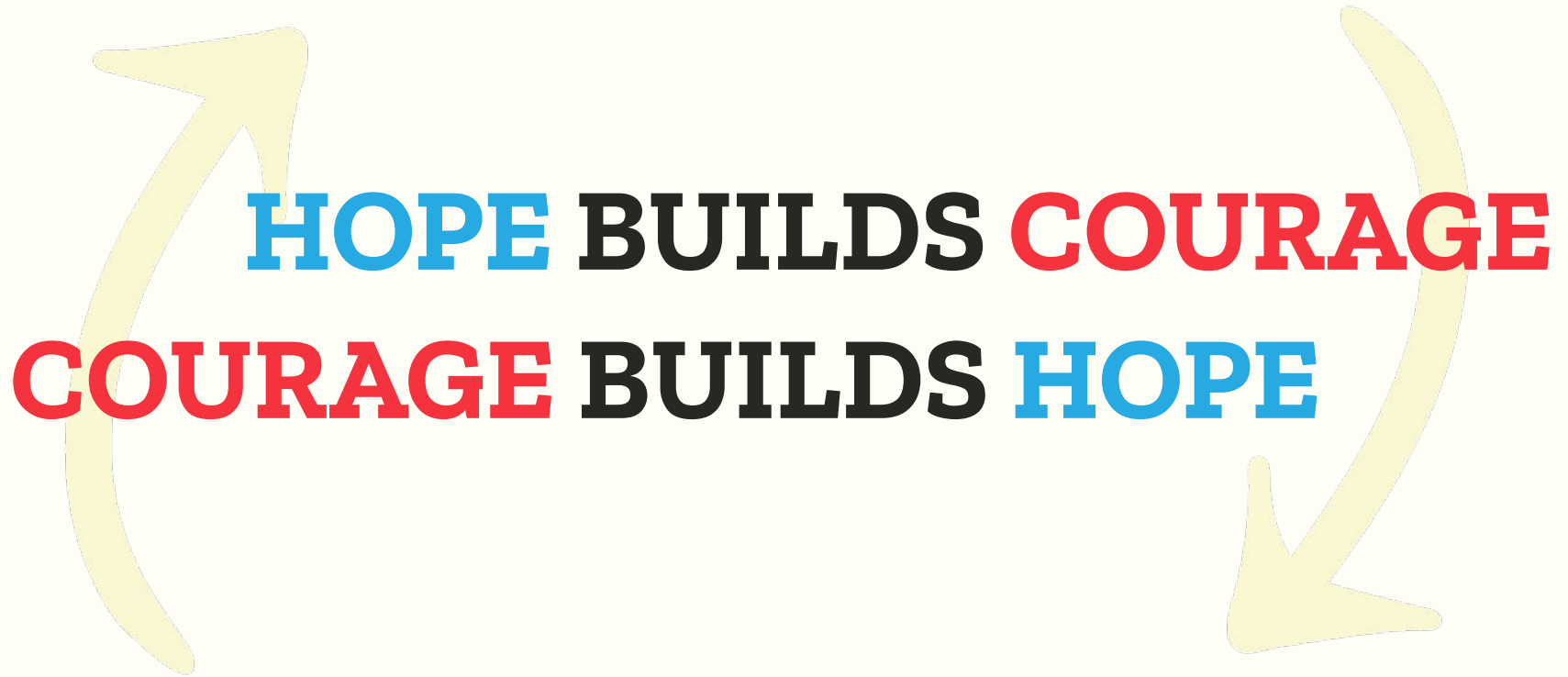




EFFORT



REWARD





Talk about it

Build courage
Build hope

Precontemplation

Contemplation

Preparation

Action

Maintenance

Termination



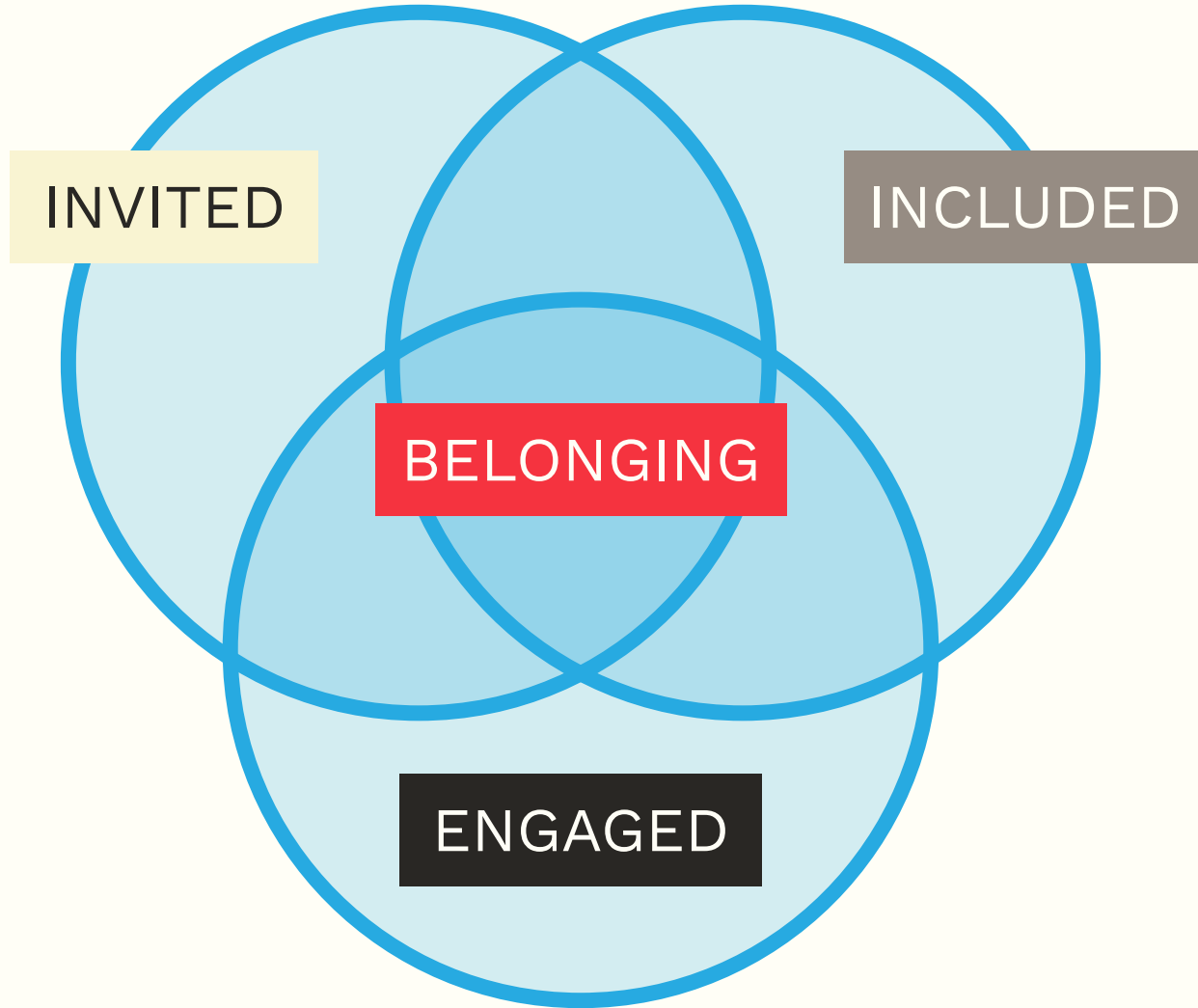
***You do come to my child's
birthday party...***



#5

Do they feel belonging?







The first five minutes shape everything

**FROM FIRST TIME
TO EVERY TIME**

LONGEVITY

To summarize

1. What are the stages of change?
2. Who is the audience?
3. Why would or wouldn't they act?
4. Do they believe?
5. Do they feel belonging?

THANK YOU!

Before we say goodbye...



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On three in the chat!

1. Key takeaway from this session.
2. Thing you want to learn next

SURVEY TIME!

What's it worth?
c4aa.org/donate



**WHAT'S
NEXT?**

Look for the **follow up email!**



- Links from today!
- A recording!
- Opportunities!
- Free office hours!
- Work with us!
- !!!

INNOVATION FOR IMPACT LEADERSHIP INTENSIVE

THIS FALL!





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GOODBYE!!!

Center for Artistic Activism

c4aa.org | @thec4aa | manager@c4aa.org