



Effective Activism: Mapping Tactics & Strategies, Allies & Opponents

Dr. Michael Loadenthal

Visiting Professor of Sociology & Social Justice (Miami University)

-- Director, the Prosecution Project (tPP)

Executive Director, Peace and Justice Studies Association (PJSA)

What is direct action?

“Nonviolent direct action seeks to create such a crisis and establish such creative tension that a community that has constantly refused to negotiate is forced to confront the issue. The purpose of direct action is to create a situation so crisis-packed that it will inevitably open the door to negotiation”

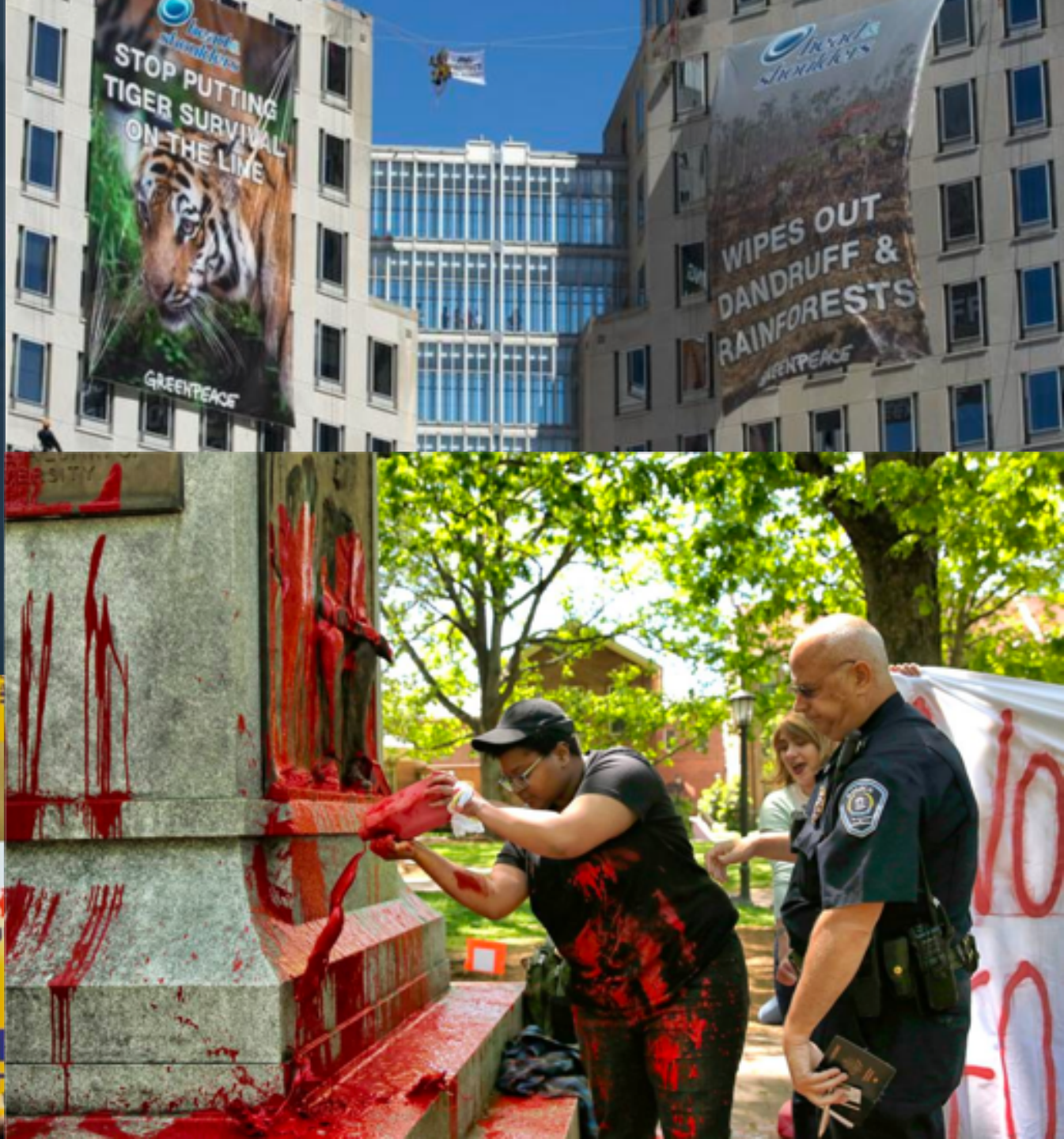
“Direct action is the strategic use of immediately effective acts to achieve a political or social end, and challenge an unjust power dynamic.”

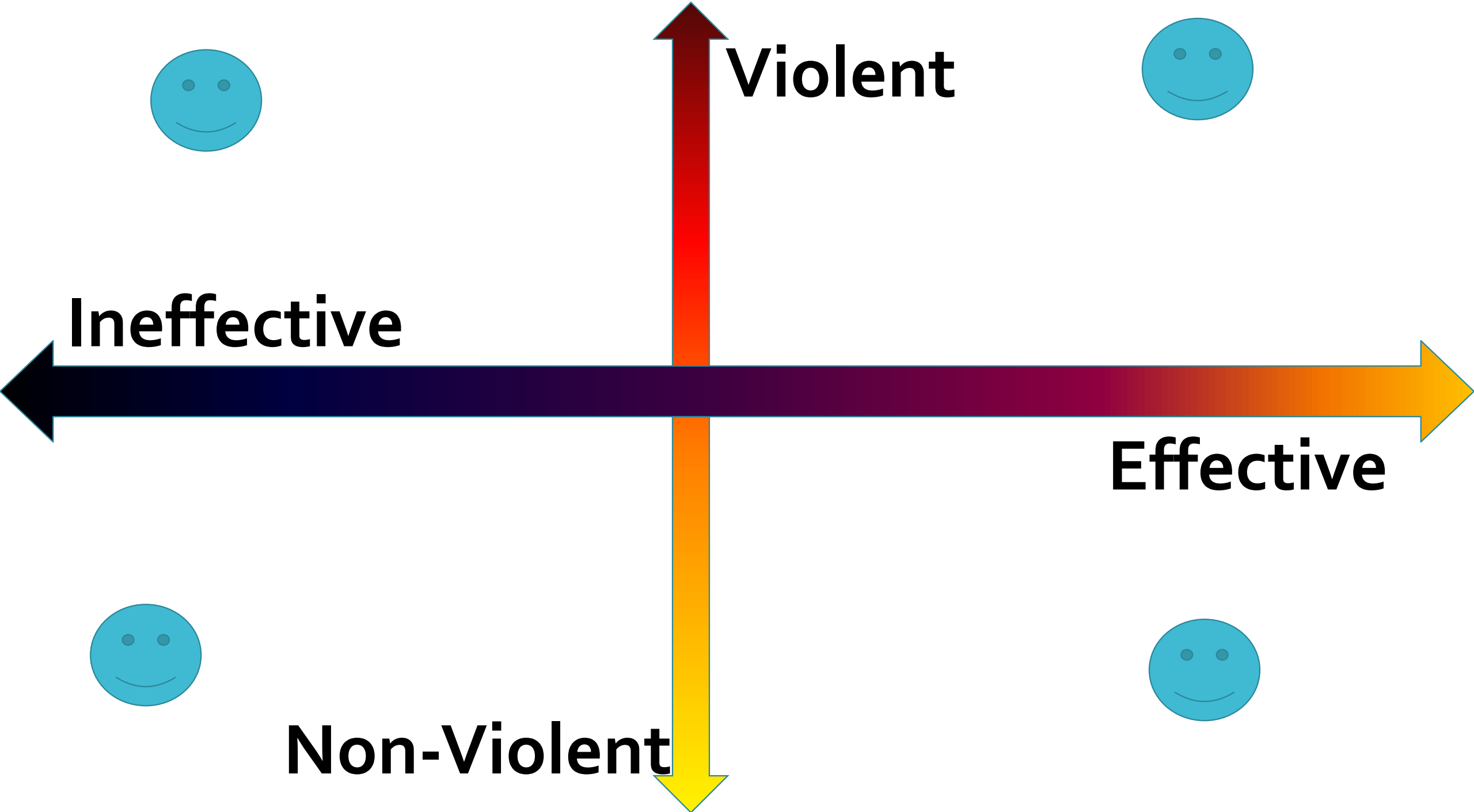


#ENOUGH

NATIONAL SCHOOL WALKOUT

— MARCH 14, 2018 —





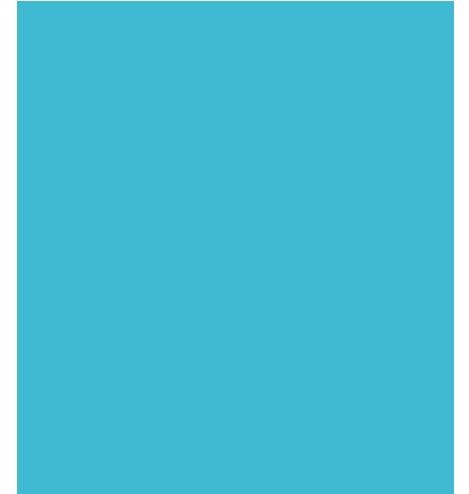
4 PRESUMPTIONS ON VIOLENCE

Violence is viewed positionality
state v. social movement, occupier v. occupied

Violence is divergently viewed by the creator and recipient
Rioter v. police, army v. civilian, assailant v. survivor

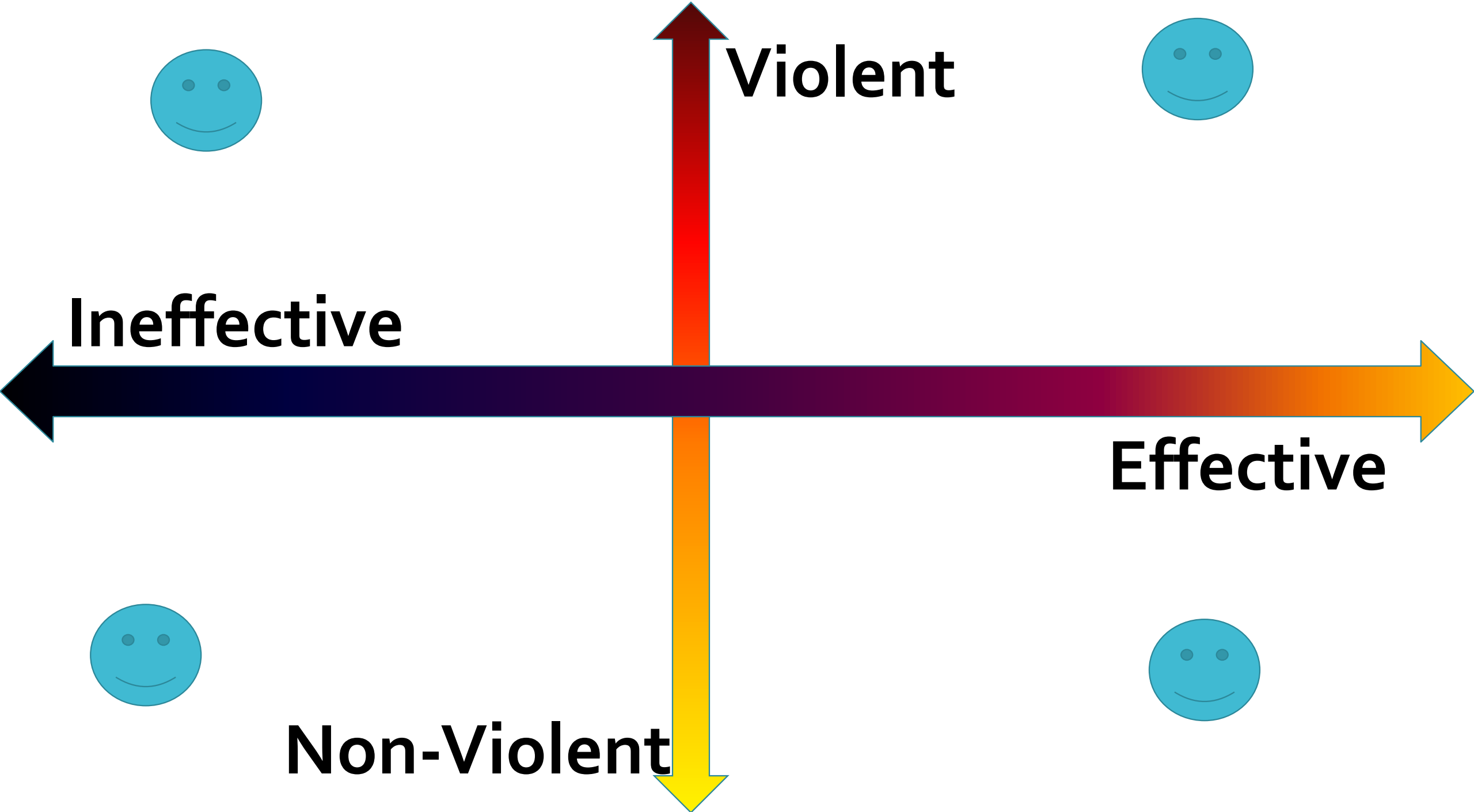
State-sponsored violence is viewed as
"justified," "necessary," "rational," "legal,"
"moral," "ethical"...

Non-State sanctioned violence is viewed as
"chaotic," "short sighted," "unnecessary,"
"crazy"...



Terrorists are simply the members of their societies who are the most optimistic about the usefulness of violence for achieving goals that many, and often most, support. (Pape, 2005)





MAPPING THE CONFLICT



- Mapping the conflict
 - Allies
 - Opponents
 - Resources
- Developing strategy
 - Choosing appropriate tactics
 - Order of deployment & plans for escalation
 - Means of assessing success





Tool 2: Power Mapping



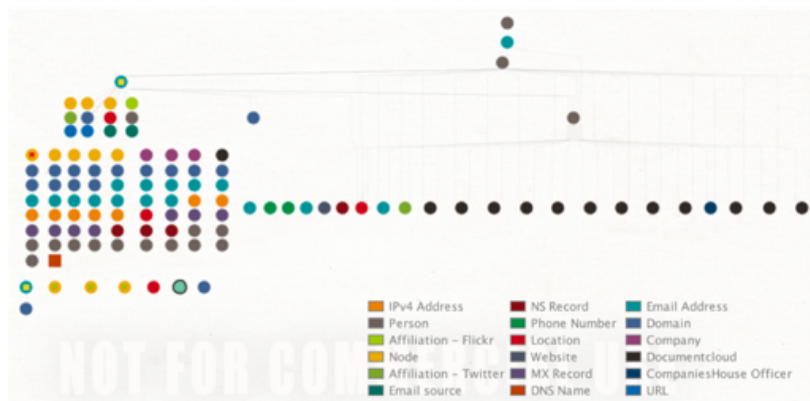
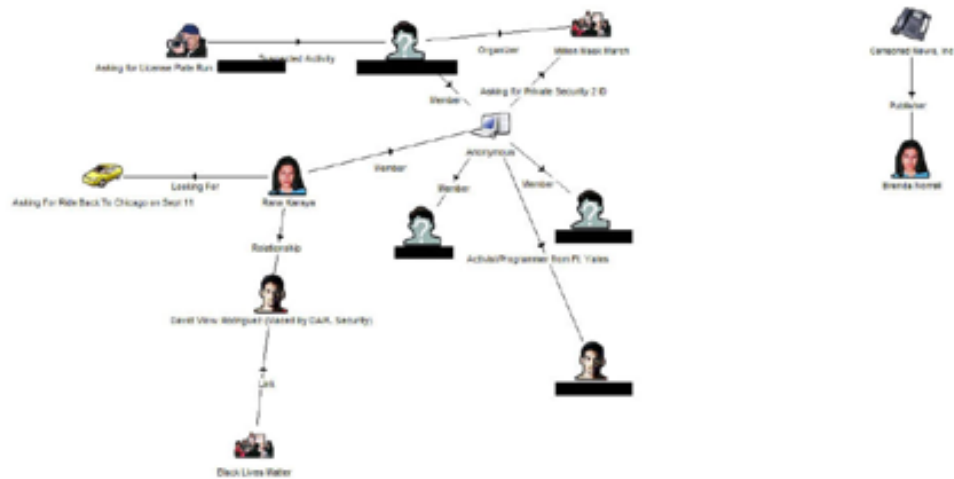
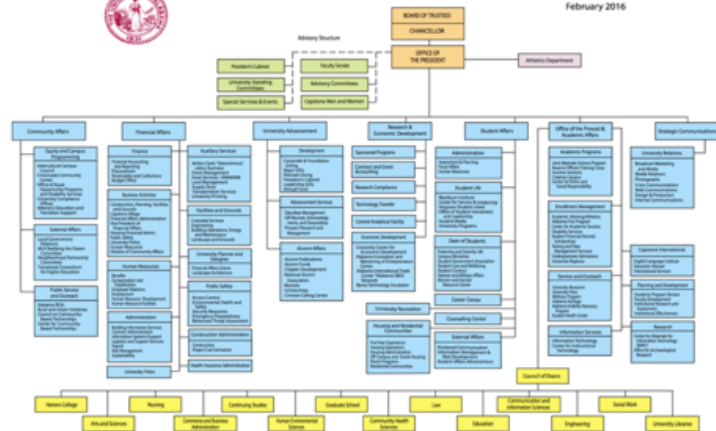
1. Who has the power to decide? Put them in the center
2. Who are the less powerful players that influence decision maker? Write their names down in the appropriate category
3. Who of these have the most influence? Circle them
4. Who do we have access to? Star them
5. Look over list – whom do we know that has access to and can influence those identified or the decision-maker directly?

POWER MAPPING



THE UNIVERSITY OF ALABAMA

February 2016

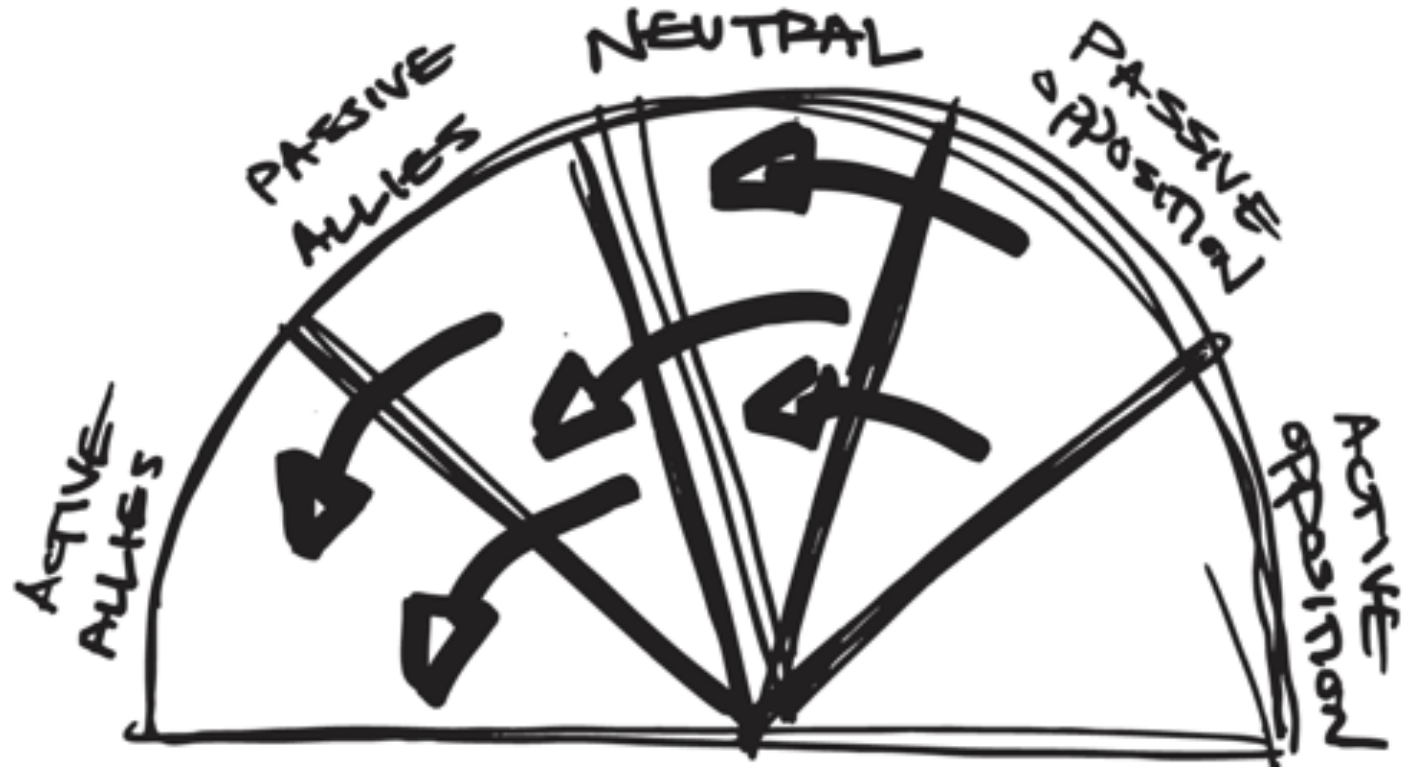


Mapping allies and opponents

Allies can include: Direct support people, Movement servicers, Amplifiers, Bridges, Mobilizers, Cultural workers, Community organizers, Institutional gate keepers

SPECTRUM OF ALLIES

- **ACTIVE ALLIES:** agree with you & will fight alongside you
 - **PASSIVE ALLIES:** agree with you but inactive
 - **NEUTRALS:** fence sitters
 - **PASSIVE OPPOSITION:** disagree with you but inactive
- **ACTIVE OPPOSITION:** disagree with you & will fight against you



Mapping allies

- **Direct support people:** working directly with/for campaign
- **Movement servicers:** offer a particular skill set to different groups/networks (e.g. trainers, facilitators, researchers)
- **Amplifiers:** Focused on engaging networks, media, finding new audiences
- **Bridges:** those working at the intersections of movements/networks, coalition builders
- **Mobilizers:** those who can mobilize large numbers of people in a short time period or leverage preexisting networks
- **Cultural workers:** artists, musicians, actors, poets....help create cultural shifts necessary for political shifts
- **Community organizers:** embedded in communities and working directly on a long-term basis
- Others
 - Institutional gate keepers...?



From l to r: Unknown, Joe Phy, Scott Costa, Jason Cunningham, Ian McCorts, Unknown, Bob Gaus, Bryan Vanagaitis, AJ Olsen and Nunzio Pellegrino of Keystone State Skinheads. All except unknowns were profiled as part of KU Exposed.

AntiFash Gordon @AntiFashGordon · Apr 4
Say hello to Stephen William Amquist, a member of the white nationalist group Identity Evropa, recently rebranded as the American Identity Movement.

Stephen is a teacher at @Skyline_Raiders High School in Dallas, Texas.

Let's let them know about Stephen. ❤️🖤🟡



IdentifyEvropa @Identify_Evropa
This morning Eugene Antifa identifies Stephen William Amquist as a member of Identity Evropa. Stephen is a Japanese teacher at Skyline High School in Dallas, Texas. identifyevropa.org/stephen-william... ...

Show this thread

If you recognize any of the Nazis marching in #Charlottesville, send me their names/profiles and I'll make them famous #GoodNightAltRight



6:43 PM - 12 Aug 2017

60,337 Retweets 74,450 Likes



1.7K 60K 74K

Charlottesville 2.0

#announcements

Use Quick Switcher to get around Discord quickly. Just press: CTRL + K

TEXT CHANNELS

- # announcements
- # dialo-lyrics
- # mod_help
- # confirmed_participants
- # shuttle_service_informat...
- # code_of_conduct
- # questions_for_coordinat...
- # flags_banners_signs
- # promotion_and_cyberstr...

EVENT COORDINATOR—1

- MaxDinner

MODERATOR—2

- Chel Geyser - TX
- Kurt - VA

PSD—3

- General II

STATE ORGANIZER—1

- von Diez - NC

WHEATFIELD DWELLERS—3

- BellaDashwood
- Sallie
- VenusFröst

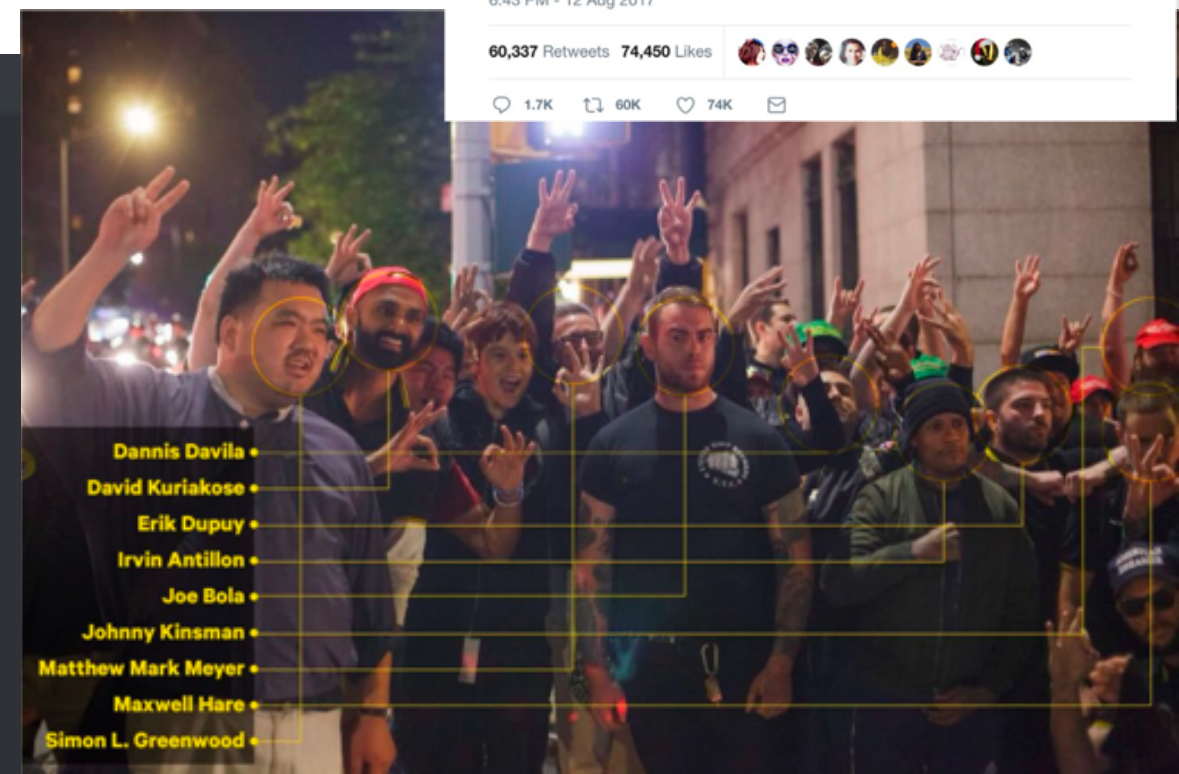
Erika @everyone If you are a member of Identity Evropa, ATL-Right, Traditionalist Workers Party, Vanguard America, League Of The South, Identity Dixie, or any other organization I failed to name, please DM me. I set up private, organization specific channels so members in each group can coordinate and socialize with each other.

MaxDinner @everyone I highly recommend you use this website to help find the lowest possible airfare. If you have flexibility with which airport you can fly out of and which date you're leaving it can work wonders

<https://traveltipsforfree.com/>

Erika @everyone I made the new role @State Organizer. If you're the individual tasked with setting up lodging, carpools, flights, etc. for your state, DM me so I can assign you your role.

June 7, 2017



Dannis Davila •
David Kuriakose •
Erik Dupuy •
Irvin Antillon •
Joe Bola •
Johnny Kinsman •
Matthew Mark Meyer •
Maxwell Hare •
Simon L. Greenwood •





POINTS OF INTERVENTION

WORKSHEET

This exercise is intended to help grassroots activists identify points of intervention in both physical and cultural/idea space where they can take action in order to make change. Points of intervention are places in a system, be it a physical system (chain of production, political decision making) or a conceptual system (ideology, cultural assumption etc.) where action can be taken to effectively interrupt the system. The first four points are physical locations in a system while the final point—assumption—is in the story of the system you are targeting. This can often be layered on top of one of the first four physical points through a “reframing action” or sometimes a point of assumption might be an entirely different location (symbolic site, location of anniversary, a previously invisible part of the system etc.) In the first column identify where the point exists in your campaign and in the second explore ideas for how to stage some form of intervention at that point. What type of action could you do? How would it help reframe the issue? These are just five general points of intervention perhaps there are other points in the system you are confronting? This exercise is intended to encourage holistic strategic analysis. Be creative!



THE POINTS OF INTERVENTION	IDENTIFY THE POINT	INTERVENTION IDEAS
Point of Production Factory, crop lands. The realm of strikes, picket lines, crop-sits, etc.		
Point of Destruction Resource extraction such as logging, mines, etc. Point of toxic discharge, etc. Realm of road blockades, tree-sits, etc.		
Point of Consumption Chain stores, supermarkets. Places where customers can be reached. The realm of consumer boycotts and markets campaigns.		
Point of Decision Corporate HQ. Slumlord's office. Location of targeted decision-maker.		
Point of Assumption Challenging underlying beliefs/control mythologies such as: environment must be sacrificed for jobs, or poor people are lazy. Could also be actions tied to cultural moments such as anniversaries or pop culture trends. Or prefigurative actions that actualize alternatives, like transforming an empty lot into a garden, turning a government office into a day care center, etc.	What is the assumption we're challenging?	

Tactics and strategy

A **campaign** is a specific fight to win a specific demand(s) from a **target**. It is coordinated with a **strategy** to get from 'point A' to the 'campaign goal.'

Tactics are the stepping stones along that campaign.

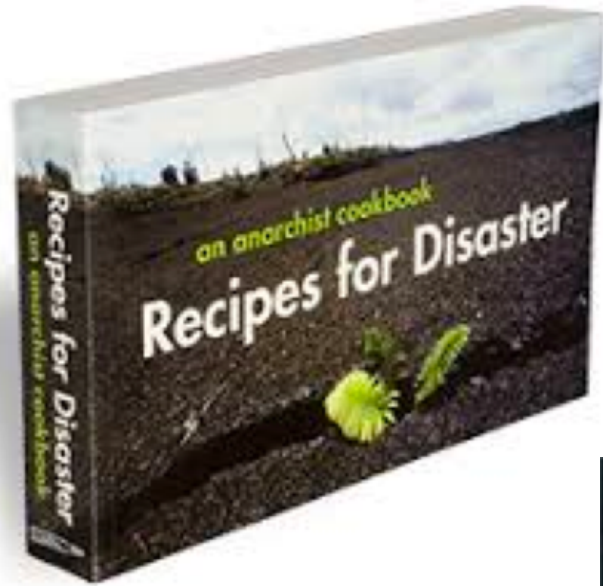
- Goals should be:

- **S**pecific
- **M**easurable
- **A**chievable
- **R**ealistic
- **T**ime-bound

- AN ACTION REQUIRES...

- Choose target
- Research and scout
- Form an affinity group
- Hold meetings
- Built art & equipment
- Practice
- Prepare media/support
- Deploy action
- Media work/jail support
- Debrief

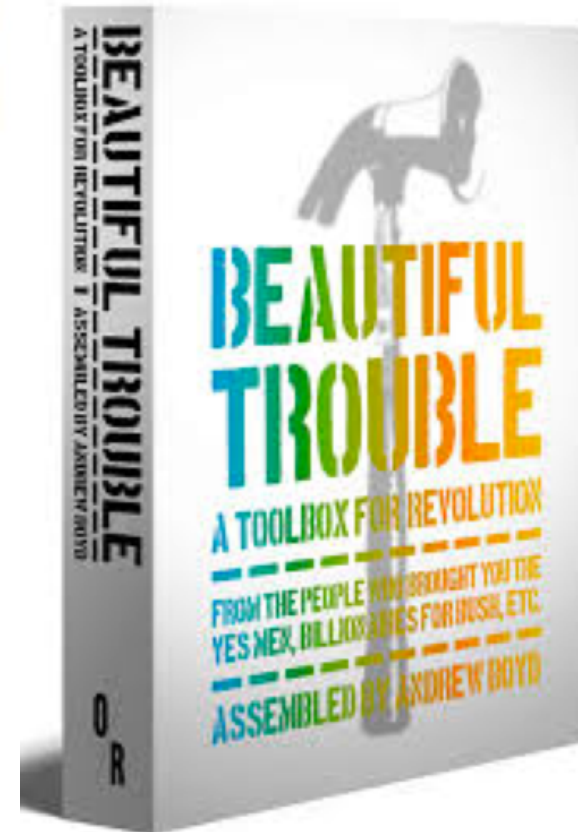
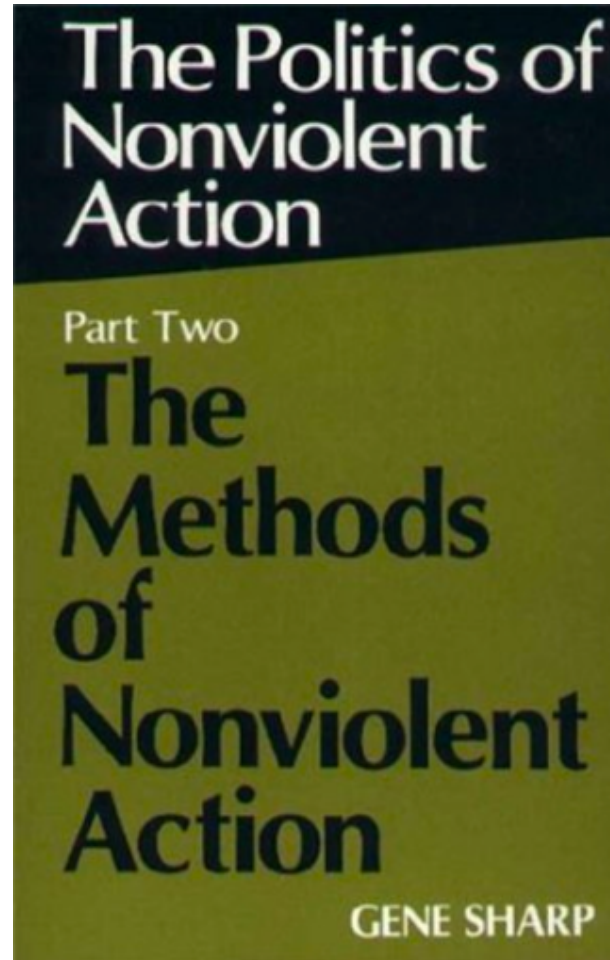




Earth First!
Direct Action Manual



Third Edition



So many
tactics...

Principles Guiding Movement Action

PGA Points of Unity (2002)

1. A very clear rejection of capitalism, imperialism and feudalism; all trade agreements, institutions and governments that promote destructive globalisation.
2. We reject all forms and systems of domination and discrimination including, but not limited to, patriarchy, racism and religious fundamentalism of all creeds. We embrace the full dignity of all human beings.
3. A confrontational attitude, since we do not think that lobbying can have a major impact in such biased and undemocratic organisations, in which transnational capital is the only real policy-maker.
4. A call to direct action and civil disobedience, support for social movement struggles, advocating forms of resistance which maximize respect for life and oppressed peoples' rights, as well as the construction of local alternatives to global capitalism.
5. An organisational philosophy based on decentralisation and autonomy.

St. Paul Principles (2008)

1. Our solidarity will be based on respect for a diversity of tactics and the plans of other groups.
2. The actions and tactics used will be organized to maintain a separation of time or space.
3. Any debates or criticisms will stay internal to the movement, avoiding any public or media denunciations of fellow activists and events.
4. We oppose any state repression of dissent, including surveillance, infiltration, disruption and violence. We agree not to assist law enforcement actions against activists and others.

Practice,
Apply,
Improve,
Repeat

Identify

Identify a campaign—real, potential, imaginary, historical

Map

Map the 'powerful' & 'less powerful' players in the conflict, identifying them as allies/opponents

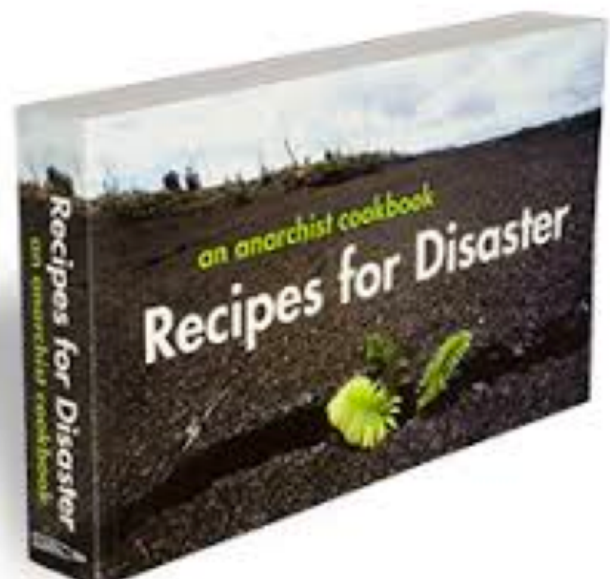
Plan

Backwards plan a campaign including short term goals

Tactics

Add tactics to your overall campaign placing them in escalating order

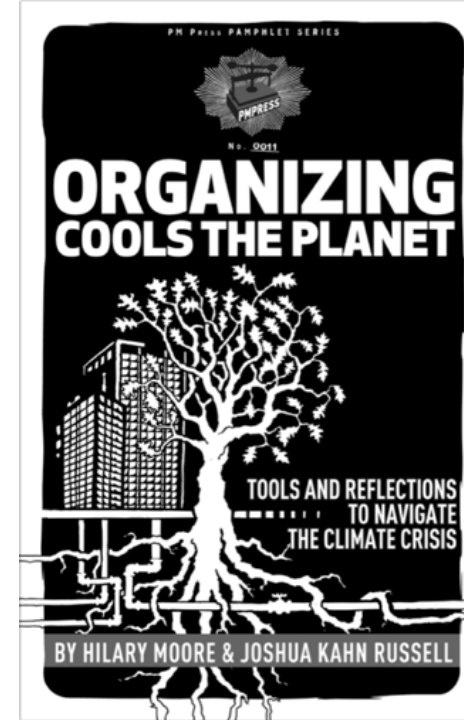




Earth First!
Direct Action Manual



Third Edition



TRAINING FOR CHANGE

providing activist training for groups standing up for justice, peace, and the environment through strategic nonviolence



American Friends Service Committee



Questions?

- Michael Loadenthal, Ph.D.
 - LOADENM@miamioh.edu
 - LOADENTHAL@PROTONMAIL.COM
 - **TWITTER:** @Mloadenthal
 - <https://michaelloadenthal.academia.edu/>
 - ARTICLES
 - BOOK CHAPTERS
 - SYLLABI
 - PRESENTATIONS