

ADDING POP TO POLITICS: IDEAS TO PLAY WITH

TALK ABOUT IT! *Tear down the walls!*



- TALK POP FAVORITES SHOWS AT STAFF MEETINGS
- READ POP+POLITICS NEWS FROM SITES LIKE COLORLINES, MIC, FUSION, BITCH MAG, THE ROOT

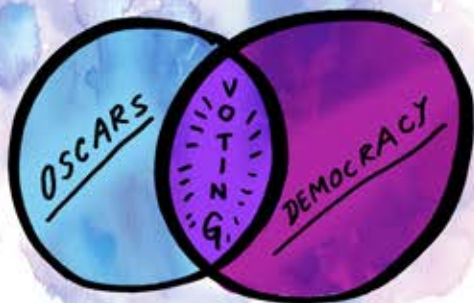
MAP RELEVANT POP CONTENT.



- FIND THE SHOWS, MOVIES, GAMES, SONGS THAT HIT YOUR ISSUES.
- ASK YOUR ALLIES, MEMBERS, AND VOLUNTEERS VIA SURVEYS AND SOCIAL MEDIA
- KEEP A RUNNING LIST ON THE OFFICE WALL

LINK STORIES TO STRATEGY

CONNECT YOUR SOLUTIONS
TO HOT TOPICS.



- START A POP CLUB IN YOUR ORG OR COALITION TO TALK MESSAGES AND MEANING

LISTEN TO THE FANS



- JOIN FAN GROUPS ON FACEBOOK
- FOLLOW TUMBLR BLOGS AND HASHTAG CONVOS ON TWITTER
- READ FANDOM PLATFORMS, SUCH AS TVTROPES.ORG AND WIKIA.COM

NEXT LEVEL: PARTNER WITH CREATIVES, CULTURAL STRATEGISTS, AND OTHERS WHO CAN HELP CREATE AND DEPLOY YOUR POP STRATEGY.