

TACTIC

PHONE BLOCKADE

When large numbers of people repeatedly dial the key phone lines of your target, you can tie up their service, and pressure them to comply with your demands.

CONTRIBUTED BY

Juman Abujbara

Juman is a human rights lawyer, social justice organizer, and an aspiring philosopher.

Phones are a vital part of the operation of most business and government offices. If you can deliberately tie-up their phone lines for an hour or two (or a day or two!), they'll be more likely to respond to your campaign's demands.

Not only are you applying economic pressure by interrupting business-as-usual, you are delivering a message with every call. Also, it is a mass democratic tactic and distributed action: it can be done from anywhere, and it's easy for people to participate. This tactic is both a good way to escalate an ongoing campaign, and a quick way to respond in the wake of public outrage.

RELATED TOOLS

Tactics

- Blockade
- Distributed action
- Phone banking

Principles

- Choose your target wisely
- Personalize and polarize
- Simple rules can have grand results
- Think narratively
- Use organizing strategies that scale

Theories

- Action logic
- Hacking

Methodologies

- Battle of the story
- Ladder of engagement
- Points of intervention
- Theory of change

TAGS

Direct action, Communications, Campaign strategy