

# TACTIC

## VISIBILITY ACTION

An action that seeks to draw public attention to a cause or an injustice by making it visible. For example: protesters drop a banner over a highway bridge, or supporters hold up signs in a public square.

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### RELATED TOOLS

#### Stories

- 99% Bat Signal
- Billionaires for Bush
- Citizens' Posse
- Clandestine Insurgent Rebel Clown Army
- Conflict Kitchen
- Disrupting Obama's town hall in Myanmar
- Harry Potter Alliance
- Justice for Janitors
- Modern-Day Slavery Museum
- Orange Alternative
- Pimp My . . . Carroça!
- Public Option Annie
- Pyramid of Shoes
- Who Would Accept?
- Yellow Pigs in Parliament
- "You'll never have a home in your f\*\*\*ing life!"
- Zapatista Caravan

#### Tactics

- Artistic vigil
- Banner hang
- Distributed action
- Flash mob
- Flotilla
- Guerrilla projection
- Human banner
- Inflatables
- Lamentation
- Light Brigade
- Media-jacking
- Music video
- Reverse graffiti

#### Principles

- Breakfast is persuasive
- Bring the issue home
- Build strength through

repetition

- Do the media's work for them
- Don't dress like a protester
- Focus on basic needs
- Seek safety in support networks
- Stay on message

### **Theories**

- Glitch feminism
- Postcolonialism

### **Methodologies**

- Spectrum of allies

### **TAGS**

Corruption, ,