



How To Use This Research

The primary goal of this research is to provide actionable insights to people using cultural strategies to achieve social change. Here are some examples of how this research project can help artists and activists in media, entertainment, journalism, advertising and philanthropy:

Understanding Your Audience

- Some audiences are easier to reach than others. Use this data to identify where audiences receptive to your message are tuning in. Use the openness indicators to inform your strategy.
- Know your limits - you can't reach everyone, and you can't change everyone's mind. Understanding who might be too difficult (or too expensive) to reach will help you develop realistic strategies.
- Knowing ahead of time whether there is more likely to be resistance to a social justice storyline can be tremendously helpful to storytellers who hope to change hearts and minds.
- Even "members of the choir" - those who may already share a progressive vision - need to be cultivated and reminded about the important social consequences of discrimination and inequality. If a TV show is associated with viewers who hold progressive views on social justice topics, that should not stop social justice advocates from working with the show; instead, it should inform the strategy for doing so.

Segmenting Your Audience

- Decoding the media habits of your target audience can help you locate them: like commercial marketers, activists can be more effective if they know where their audience is already tuning in. Understanding their entertainment preferences, in particular, can help you devise storytelling strategies that will resonate with them.
- The key is finding out not only *what* your target audience is watching, but *why*. For example, although **Reds** are infrequent TV watchers, they do watch *NCIS* which they say provides them with an *adrenaline boost*. Prioritizing this element in future content could help attract and retain a conservative audience, which can be difficult to reach through entertainment TV.
- Use knowledge about values and entertainment preferences to define the target audiences critical to the success of your campaign.

- Explore the media preferences of those who say your issue is *not* important to them. Put your key issues on your audience's radar by working with existing shows to introduce compelling characters and stories that will raise awareness.

Locating Mass Audiences

- If your goal is to reach a very broad audience, consider working with shows like *Criminal Minds* that appeal across ideological divides.
- We identified five shows that could be considered cultural touchstones: if your plan is to develop content that brings divergent political groups together, study the distinctive features of these shows, and consider what they might have in common.

Activating Your Audience

- Don't shy away from issuing explicit calls to action to groups with high self-efficacy.
- Develop and mobilize engaging characters to provide behavior modeling to groups with low self-efficacy. Use compelling storytelling to let them know they, too, can play a role in improving the world.
- Regardless of your target audience, consider devising a **Purple** strategy. Given their high self-efficacy and their voracious appetite for entertainment TV, a pop culture strategy would likely benefit from a focus on this ideological swing group, which is open to learning things from entertainment content.