

#TOWNHALLCHALLENGE



A GUIDEBOOK FOR THE IGNORED CONSTITUENT

## WHY DISRUPT?

If you have **emailed and called** your elected officials and they still make choices that hurt people, it's time to get them out of their position of power. Sometimes electeds don't listen, but they can still hear you. By confronting them publicly, we can draw attention to the issue. By filming, we can share it widely. **Here's a practical guide to be "rude" in service of doing what's right.**

## PREP WORK

### WHAT TO DO WHEN YOUR ELECTED OFFICIAL IS A FASCIST.

This is the playbook for becoming un-ignorable.

Joni Ernst laughed at her constituents when she voted to gut Medicaid to pay for ICE. It took one person yelling out of turn for the public backlash to end her political career.

It's time to reveal their true nature. **You can do this too.**

Decorum is cancelled as long as fascism is alive. Godspeed.

1. **Research your speaker:** their social media, recent news, their views, their proposed legislation, voting record. Watch them speak.
2. Decide a **10-second(or less) question** that demands a clear, simple response.
3. **Test out going live** at home
4. **Bring friends** and sit in different parts of the room.
5. Bring an **external battery pack, charger, tripod.**

## UPON ARRIVAL

### SOCIAL MEDIA PLATFORMS

Mainstream media sources usually don't care what happens at town halls. **We are the media now.**

You can clip and recycle any part of your live indefinitely on **Instagram and Facebook Live** by screen recording.

**TikTok Live** permits you to clip livestreams only for a limited time so get this work done fast.

Use *#townhallchallenge* to share your clips and to see examples of this in action.

1. Arrive early to get a **front/center seat.**
2. Label livestream with **speaker and location.**
3. Don't start stream early, most livestream platforms **limit duration to 1 hr.**
4. Keep your audio clean — **no fidgeting sounds.**
5. Hold still or use a **tripod.**
6. Frame the person to be in the **center** of the shot with **space above their head and below their feet.**

## YOUR QUESTION

### CLIP IT

**Clip with this in mind:** what gets attention/emotion in the first 3 seconds, what inspires the viewer to comment or share to raise awareness.

**Text title** above their head (keep it very brief and attention-grabbing)

**Subtitles** are important

**Caption with context:** who they are, how they voted, anything you found in your research. Don't give your opinion. Ask the viewer what they think.

Share publicly, share to other platforms/groups, encourage others to share.

Make quiet nonverbal negative cues (**clear throat, hmmm, shake head**) often. Call out the first "lie" out loud with a firm, short "no" or "not true." Always let the speaker return to speaking. Keep dissent **audible but brief.** Ask your question either **first** to set the tone OR **last** when your speaker is fatigued. **Ten second question,** then stay silent for complete answer. **The crowd responds** to the answer to your question, not you. **Note the time** of the most important moments to clip and share.