Politicians lie, cheat, and steal—corporations too. The system can’t be trusted. We have to look out for ourselves, here and now. Why not have fun doing it? I wish we could solve society’s problems, but a lot of people suck, and there’s no way the system is going to change.

"We have to look out for ourselves."

"Be the hero of your own story." - Joe Rogan

There may be no one way to succeed, but freedom to make our own choices is paramount.

The content in YouTube Gaming points to a widespread, salient narrative about nukes that regularly reaches IYSS...

...and is reinforced in the cartoonish villainy of nuclear attack in TV shows.

If You Say So visit social media sites every day more than other audiences.

The biggest narrative opportunity for If You Say So persuadables is to take the existing aware-but-cynical narrative and add a nuclear weapon-free future to it. This audience knows that nuclear weapons are a clear danger but believes that unhinged, powerful individuals like Trump or Putin will destroy us all no matter what we do.

We should pick up the story and show how denuclearization is possible.

Playlist of Top Artists (click or scan)
Tones of skepticism, humor, and irreverence.

A strong interest in learning, information-gathering, and historical context.

Fun, game-centered learning is the biggest opportunity here.

YouTube explainers - without a classroom aesthetic - are a huge hit.

Fun, game-centered learning is the biggest opportunity here.

Tones of skepticism, humor, and irreverence.

Notice! the usage of reds, oranges, and yellows.

IF YOU SAY SO

“Be the hero of your own story.” - Joe Rogan
Life’s a grind and never fair, but you’ve got to keep going. We play by the rules. We learned to treat others right, and that family comes first. With a little faith & some hard work, there’s no reason this country’s problems can’t be solved.

**Demographics for Persuadables**

- Gender:
  - Male: 60%
  - Female: 40%

- Race:
  - White: 75%
  - Black: 20%
  - Latino: 5%
  - Other: 0%

- Age:
  - 18-34: 25%
  - 35-54: 50%
  - 55+: 25%

**Core Values & Interests**

“Playing by the rules is the key to success.”

**Nukes Content**

Nukes content has really high reach in news, especially on TV. Anywhere from 10% to 30% of everyone we see watching national TV news in our panels each day sees something about nuclear weapons.

**TV > Social**

Since Tough Cookies spend less time on social than other audiences, TV is the best place to reach them.

43% of persuadables are on YouTube

23% of persuadables are on Instagram

**Tone & Opportunities**

Persuadable Tough Cookies are bought-in to the urgency and nature of the threat, but they don’t believe the apocalypse is avoidable. We need to find and tell them a story of a more hopeful future.
reporter: officials have confirmed a cyberattack has been averted at the Bethesda naval nuclear station.

can we get a comprehensive cyber agreement like we do in the nuclear weapons role?

An abundance of technical and historical information gives a piece well-researched depth and truth.

Traditional appearing experts are interviewed, documentary-style.

Caring for future generations, especially our children and grandchildren, is an important value.

Emphasis on God and a responsibility to care for His creation.
People Power

All kinds of people coming together in community can fix the system.

“THIS IS NOT A MOMENT, IT’S A MOVEMENT.”

Demographics for Persuadables

A Day in the Life

This audience loves fun, gaming, culture, music, education, national news, and local mobilization/activism.

Playlist of Top Artists (click or scan)

Nukes Content

This audience consumes a lot of “nukes” content in the news — but they want to know where to go from here. They are consistently progressive on social issues, vote regularly, and believe in collective solutions to social problems.

Opportunities

People Power already comprises the majority of the opportunity zone. They already self-educate but need future-looking solutions to start organizing their community toward a weapons-free future.

Core Values

playing creating learning imagining
Explicit calls-to-action for groups to unite on and create change

Young online personalities (often men) teaching or reviewing a subject directly to the camera

Comedians are political pundits covering current news

Lengthy, in-depth analysis of world events, often considering structural causes and effects

“THIS IS NOT A MOMENT, IT’S A MOVEMENT.”

Trump won’t hand Biden the nuclear football. Here’s how

Hawaii About a Million Missed
Sent in Error

What are the functions or a moderator and control rods in a nuclear reactor?

A nuclear weapon is a device that uses a nuclear reaction to create an explosion.

Is it legal to build a nuclear reactor as long as I don’t have uranium?