

IF YOU SAY SO

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

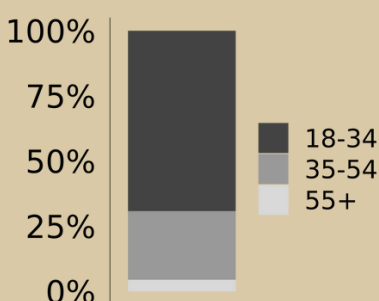
Politicians lie, cheat, and steal—corporations too. The system can't be trusted. We have to look out for ourselves, here and now. Why not have fun doing it? I wish we could solve society's problems, but a lot of people suck, and there's no way the system is going to change.



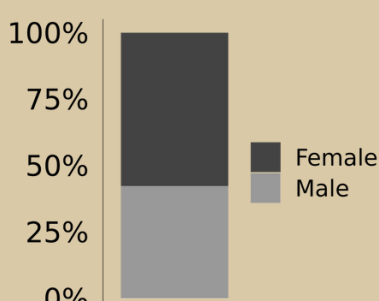
DEMOGRAPHICS

for persuadables

AGE



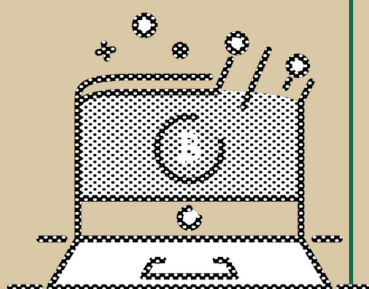
GENDER



RACE

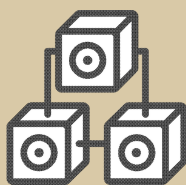


"We have to look out for ourselves."



CORE VALUE

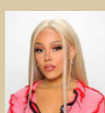
There may be no one way to succeed, but freedom to make our own choices is paramount.



FAVORITE MEDIA & PLATFORMS



Playlist of Top Artists
(click or scan)



NUKES CONTENT



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



Rick and Morty

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

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



65% of persuadables are on YouTube



47% of persuadables are on Instagram

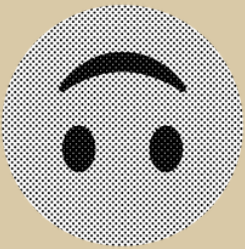
OPPORTUNITIES

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.**



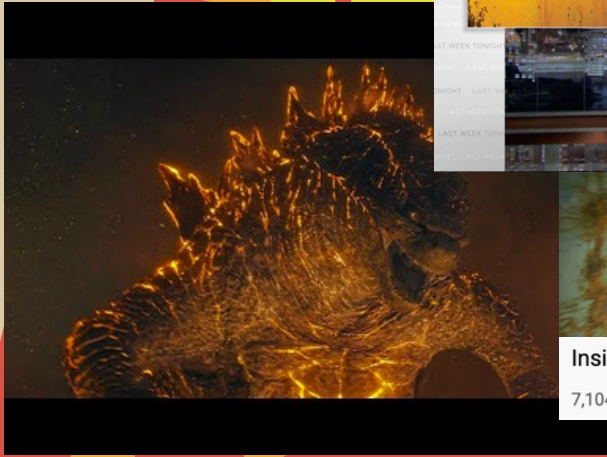
OPPORTUNITY AREAS



IF YOU SAY SO

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

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



What if We Nuke the Moon?
14,472,085 views • Dec 15, 2020



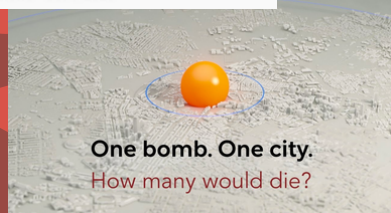
Inside the doomsday bunker for the super rich
7,104,946 views • Jul 6, 2020



Simulation of a Nuclear Blast in a Major City
Views • Oct 1, 2020

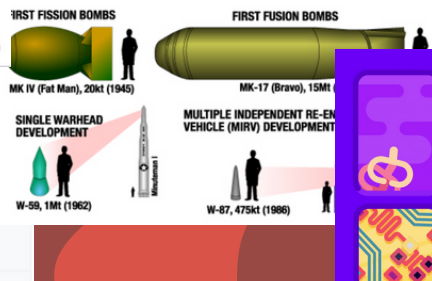


A strong interest in learning, information-gathering, and historical context.



North Korea: Last Week Tonight with John Oliver (HBO)

List of nuclear close calls



Legal Right to Own Nukes

Asked 3 years, 11 months ago Active 1 year, 10 months ago Viewed 7k times

5

As per the [Second Amendment](#) of the [United States Constitution](#) one has to wonder if there are any restrictions with regard to the type (or destructiveness) of arm you shall bear.

If someone could afford the bill and be in safety/inspection/regulation compliance and seek to bear the arm of [nuclear weapons](#) one has to wonder if this would be their constitutional right.

Do people have a legal right to own nuclear weapons? Why or why not and has anyone ever taken such concerns to a court for a legal judgement on the matter?



tsutomu Yamaguchi in 2009

The B-41 (also known as Mk-41) was a thermonuclear weapon deployed by the United States Strategic Air Command in the early 1960s. It was the most powerful nuclear bomb ever developed by the United States, with a maximum yield of 25 megatons of TNT (100 petajoules). The B-41 was the only three-stage thermonuclear weapon fielded by the U.S.^[1]



The casing of a B-41 thermonuclear



5 Nuclear Detonations that went WRONG | Top 5 Countdown



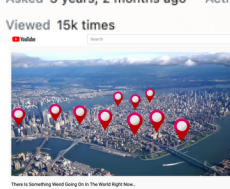
YouTube explainers – without a classroom aesthetic – are a huge hit

List of states with nuclear weapons.

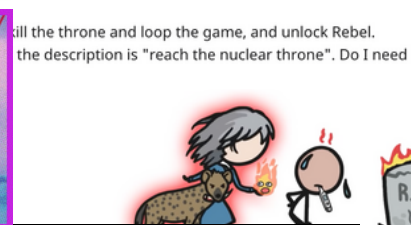


How dan
nuclear w

Asked 3 years, 2 months ago Active 1 year, 10 months ago Viewed 15k times



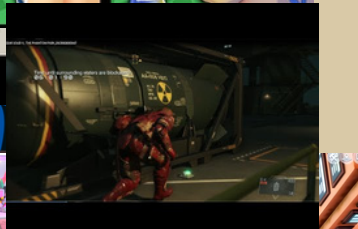
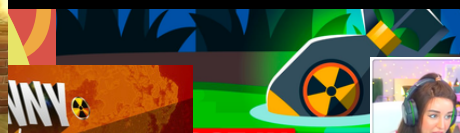
Question about unlocking rogue



Tones of skepticism, humor, fun, and irreverence.

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

Tennison Gambit





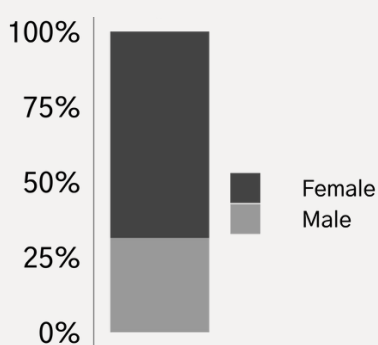
TOUGH COOKIES

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.

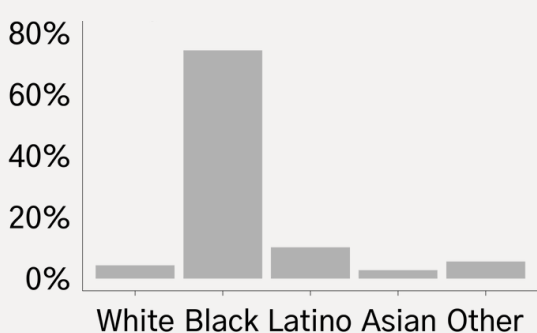


Demographics for Persuadables

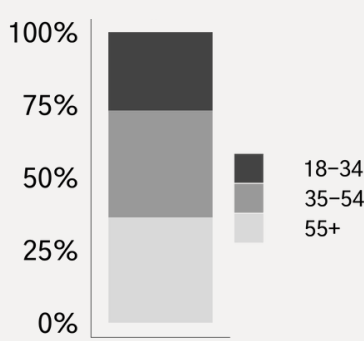
gender



race

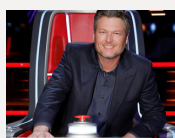
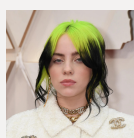


age



Core Values & Interests

"Playing by the rules is the key to success."



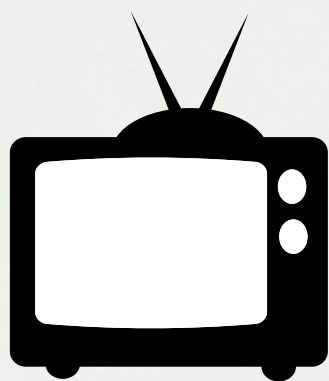
Playlist of Top Artists
(click or scan)



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.

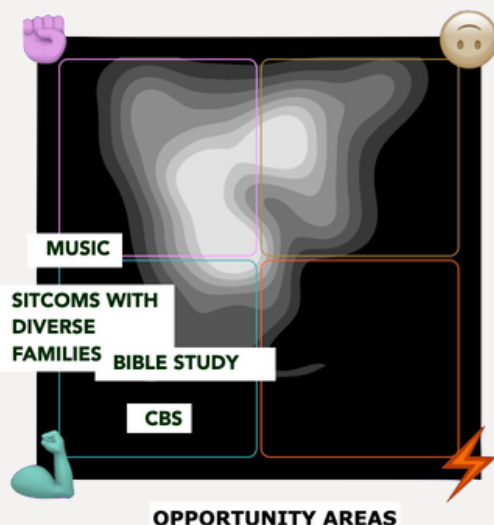


Bible Study Tools

modern family



Bible Gateway



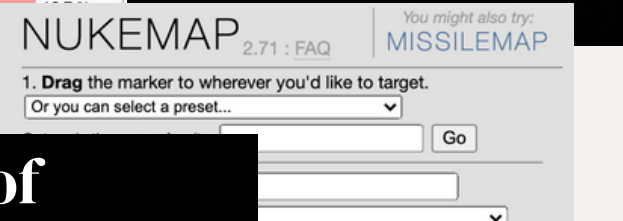


TOUGH COOKIES

ALL THE BOMBS



City	Country	Population (millions)	Estimated deaths from nuclear explosion (millions)	Percent deaths
United States	United States	1.32	0.22	
United States	United States	1.3	0.3	

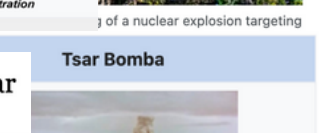


An abundance of technical and historical information gives a piece well-researched depth and truth

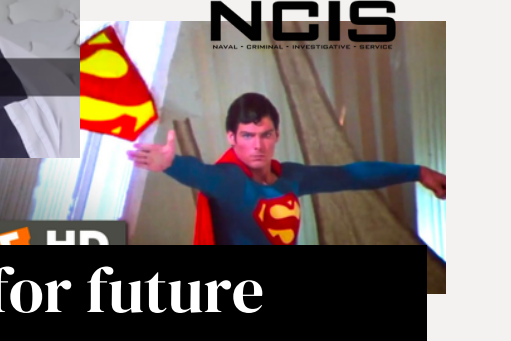
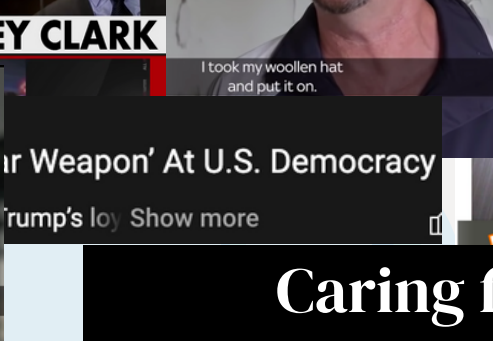
ected death tolls
r attacks on cities



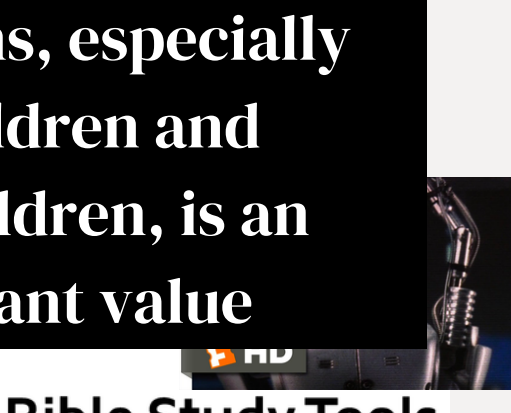
Estimated death tolls from nuclear attacks on cities



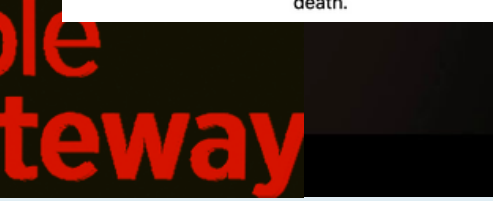
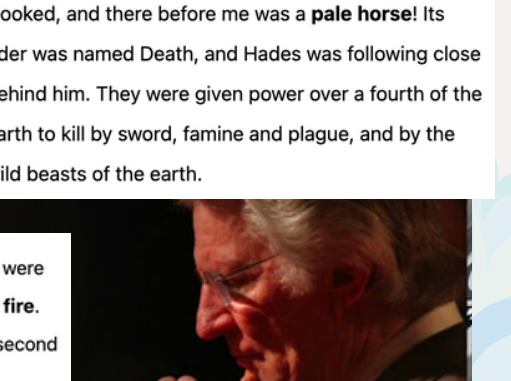
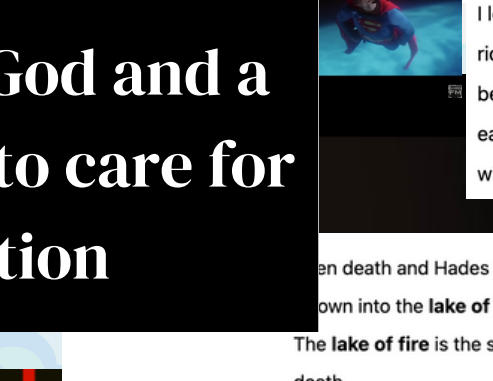
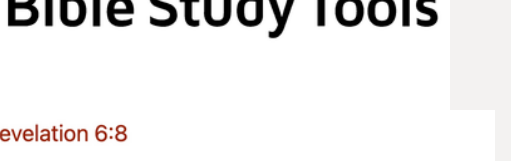
Traditional appearing experts are interviewed, documentary-style



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



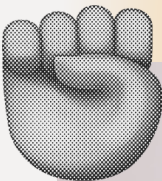
Emphasis on God and a responsibility to care for His creation



People Power

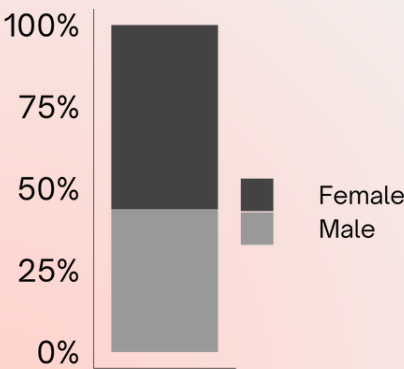
All kinds of people coming together in community can fix the system.

"THIS IS NOT A MOMENT, IT'S A MOVEMENT."

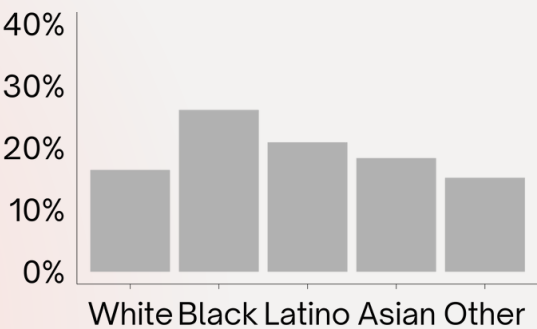


Demographics for Persuadables

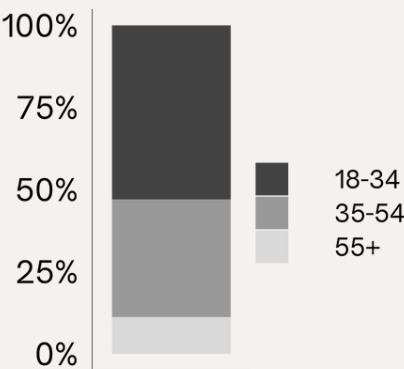
GENDER



RACE



AGE



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

60% OF PERSUADABLES ARE ON YOUTUBE

44% OF PERSUADABLES ARE ON INSTAGRAM

19% OF PERSUADABLES ARE ON TIKTOK

Russia and weapons of mass destruction

What is the difference between nuclear fission and radioactive decay?

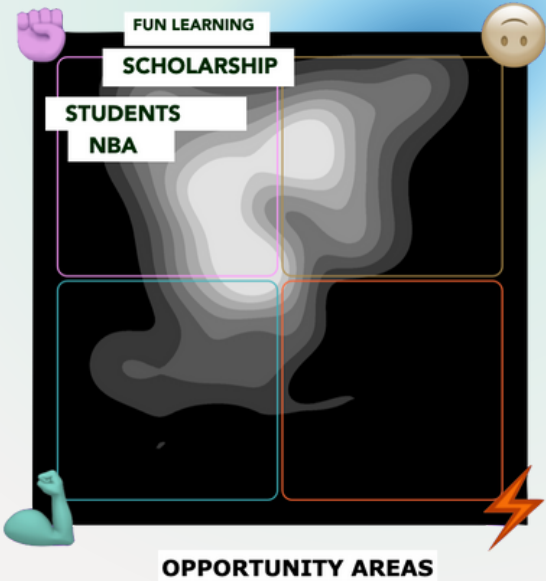
Pelosi asked the Pentagon about preventing Trump from using the nuclear codes.

Trump won't hand Biden the nuclear football. Here's how the handoff will happen.

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

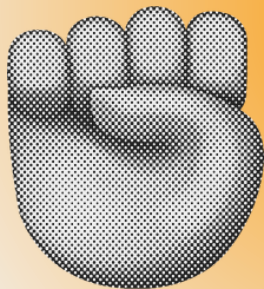
learning

imagining



People Power

"THIS IS NOT A MOMENT, IT'S A MOVEMENT."



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

Explicit calls-to-action for groups to unite on and create change

Comedians are political pundits covering current news

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

Trump won't hand Biden the nuclear football. Here's how the handoff will work.

Hawaii About Sent in Error

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

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

THE GHOSTS OF FUKUSHIMA

Quora

Open in App

Sign In

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

Russia and weapons destruction



WIKIPEDIA

Gold Codes

VICE News Tonight on HBO MON-THURS AT 7:30PM



News

Beirut Explosion: Massive Blast Injures Thousands in Capital

568 views · Aug 4, 2020 · A massive explosion at Lebanon. Show more

