PREPARED FOR

Nuclear Threat Initiative
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REWRITING THE NUCLEAR STORY FOR THE PEOPLE POWER AUDIENCE

OBJECTIVE	Create content that helps the People Power audience be transported into a goal narrative about a nuclear weapons-free world.
CURRENT PROBLEM	The People Power audience consumes a lot of "nukes" content in the news—but they want to know where to go from here. They need future-looking solutions outside of news and policy to start organizing their community toward a weapons-free future.

OPPORTUNITIES
- People Power already comprises the majority of the opportunity zone. They already self-educate but need future-looking solutions to organize toward a weapons-free future
- Make avoiding nuclear apocalypse an actual, possible future
- This audience loves fun, gaming, culture, music, education, national news, and local mobilization/activism
- Opportunity areas: fun learning, scholarship, student-related content, NBA

PERSUADABLE AUDIENCE

Consistently progressive on social issues, vote regularly, and believe in collective solutions to social problems. Believers in liberating themselves from the status quo, especially for the marginalized and oppressed.

PERSUADABLE DEMOGRAPHICS
- 56% female
- 26% Black; 21% Latinx; 16% white
- 52% ages 18-34

CORE VALUES & DESCRIPTIONS
- "All kinds of people coming together can fix the system."
- "We have to liberate ourselves from the status quo. It's time to live up to our ideals, especially for the marginalized and oppressed."
- Playing, creating, learning, imagining

KEY TONE & MEDIA INSIGHTS
- 60% of persuadables are on YouTube, 44% of persuadables are on Instagram, and 19% of persuadables are on TikTok
- YouTube videos with "expert" commentary, deep news analysis, even comedy has a news/information edge
- 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
- Light, modern fonts and aesthetic, social media-ready imagery
- Pinks, purples, oranges

POPULAR MEDIA

See specific programs, platforms, brands, and YouTube channels on pages 2-3.
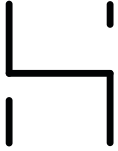
POPULAR MEDIA

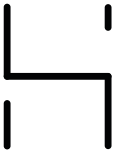Channel, video, and program lists are based on raw reach in the persuadable audience.

PROGRAMS & SHOWS

- Beat Shazam
- CNN Newsroom Live (CNNI)
- Capital One College Bowl
- Living Single
- LEGO Masters
- MasterChef
- Mental Samurai
- A Different World
- The Fresh Prince of Bel-Air
- South Park
- Rick and Morty
- Fast Money
- Strange Inheritance
- Black Dynamite
- Black Dynamite

- Castle
- 2 Broke Girls
- American Ninja Warrior
- CNN Newsroom with Isa Soares
- America's Got Talent
- The Office
- The Venture Bros.
- Star Trek
- The View
- In the Arena
- It's Always Sunny in Philadelphia
- My Hero
- The Wayans Bros.
- The Young and the Restless

PLATFORMS & BRANDS

- The New York Times
- The Washington Post
- Spotify

- Wired
- TedX

YOUTUBE CHANNELS

- Movieclips
- Kurzgesagt – In a Nutshell
- Veritasium
- The Game Theorists
- Kyle Hill
- NBC News
- Fox News
- Neil Halloran
- The Infographics Show
- Flashback FM
- BuzzFeed Unsolved Network
- MSNBC
- The Daily Show with Trevor Noah
- CNN
- Kindly Keyin
- Real Time with Bill Maher
- The Try Guys
- BBC Studios
- LastWeekTonight
- MrBallen
- Plainly Difficult

- Sky News
- VICE
- VICE News
- 60 Minutes Australia
- Bloomberg Quicktake: Now
- Bosnian Ape Society
- CrashCourse
- Fox Business
- HISTORY
- The Food Theorists
- The Spiffing Brit
- TheCGBros
- Vox
- ABC News
- Cool Worlds
- DW News
- Peaked Interest
- Real Engineering
- TED-Ed
- The New York Times
- The Sun

YOUTUBE CHANNELS (CONT.)	• The Sun	• Nolofinwe86
	• TheRussianBadger	• RealLifeLore
	• Thoughty2	• Subject Zero Science
	• Al Jazeera English	• The Late Show with Stephen Colbert
	• Brian Tyler Cohen	• TODAY
	• DragonForce	• YouTube Movies
	• Matt Maltese	
	• Neil deGrasse Tyson Videos	

YOUTUBE VIDEOS - NUCLEAR CONTENT	• Veritasium	• NBC News
	• Kurzgesagt – In a Nutshell	• Peaked Interest
	• Neil Halloran	• The Try Guys
	• BuzzFeed Unsolved Network	• TheRussianBadger
	• Flashback FM	• Bosnian Ape Society
	• Sky News	• Brian Tyler Cohen
	• Veritasium	• Cool Worlds
	• Kurzgesagt – In a Nutshell	• Neil deGrasse Tyson Videos
	• Kyle Hill	• Real Engineering
	• Kyle Hill	• Real Time with Bill Maher

APPENDIX For this report, Harmony Labs used opt-in internet and television panel data between January 1, 2020 and October 31, 2021, touching 300,000+ people in the U.S. and offering a minute-by-minute view into the content audiences care about, wherever they consume or create it.

Online news content was from 1/1/21 to 8/31/21. YouTube content was analyzed from 1/1/20 to 9/30/21. Online search content was from 1/1/20 to 10/31/21. TV was from 6/1/21 to 8/31/21. The earlier starts for online search and YouTube compared to online news accounts allowed for more nuclear content, and the different ending dates was due to different windows of complete data. The timeframe of TV data was relatively short because of the large amount of TV transcript data available for any given time period.

Nuclear content is defined as any found media consumed on those dates that uses the keywords "nuke" and "nuclear." We searched for these keywords on YouTube video titles, descriptions, and tags, online news article text, online search text queries, and TV transcripts. We excluded found media when the text surrounding the keyword indicated that the media was unrelated, such as when "nuclear" was followed by "family."
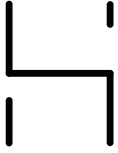
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REWRITING THE NUCLEAR STORY FOR THE IF YOU SAY SO AUDIENCE

OBJECTIVE	Create content that helps the If You Say So audience be transported into a goal narrative about a nuclear weapons-free world.
CURRENT PROBLEM	The If You Say So audience is currently receiving a widespread, salient narrative about nukes, one that describes "unhinged perpetrators" and cartoonish villainy of nuclear attack. They believe nuclear weapons are capable of world-ending destruction, unhinged individuals will cause our downfall, and there is no other future.
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 • If You Say So 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 in their opportunity areas • Opportunity areas: games/gaming, Spanish-language TV, Asian media, creating (i.e. YouTube Studio, many are creators themselves)
PERSUADABLE AUDIENCE	Highly skeptical, deeply autonomous, prone to question authority, and a little irreverent.
PERSUADABLE DEMOGRAPHICS	• 57% female • 53% Black; 32% Latinx; 15% white • 69% ages 18-34
CORE VALUES & DESCRIPTIONS	• "Politicians lie, cheat, and steal—corporations too. The system can't be trusted." • "We have to look out for ourselves. 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." • "There may be no one way to succeed, but freedom to make our own choices is paramount."
KEY TONE & MEDIA INSIGHTS	• 65% of persuadables are on YouTube and 47% of persuadables are on Instagram • Skepticism, humor, irreverence, game-centered, "fun learning" • Technical aspects of nuclear weapons (specs, etc) • Reds, oranges, yellows • A strong interest in learning, information-gathering, and historical context • YouTube explainers—without a classroom aesthetic—are a hit
POPULAR MEDIA	See specific programs, platforms, brands, and YouTube channels on pages 2-3.

POPULAR MEDIA

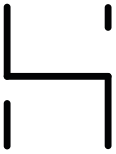Channel, video, and program lists are based on raw reach in the persuadable audience.

PROGRAMS & SHOWS

- The Fresh Prince of Bel-Air
- Fatal Attraction
- Living Single
- Best of the Week
- Rick and Morty
- Robot Chicken
- The Simpsons
- The Parkers
- South Park
- Cheers
- All American
- One on One
- A Different World
- Aqua Teen Hunger Force
- Paid Programming
- black-ish
- Celebrity Dating Game
- World's Most Evil Killers
- Ridiculousness

- My Wife and Kids
- Bones
- My Hero
- Black Dynamite
- Arrow
- Family Game Fight!
- The View
- Family Matters
- The Drew Barrymore Show
- Supernatural
- Hip Hop Uncovered
- Home Hunter
- Iyanla: Fix My Life
- American Dad!
- Family Guy
- Futurama
- Impractical Jokers
- Infomercials

PLATFORMS & BRANDS

- YouTube
- Instagram
- Nintendo
- Reddit

- Bitcoin
- Minecraft
- Discord
- Twitch

YOUTUBE CHANNELS

- The Infographics Show
- Kurzgesagt – In a Nutshell
- Movieclips
- Flashback FM
- The Game Theorists
- Matt Maltese
- The Daily Show with Trevor Noah
- MrBallen
- NBC News
- The Try Guys
- Fox News

- Kyle Hill
- OverSimplified
- TED-Ed
- Veritasium
- Plainly Difficult
- Swagg
- BBC Studios
- GrayStillPlays
- LastWeekTonight
- Neil Halloran
- The Late Show with Stephen Colbert

YOUTUBE CHANNELS (CONT.)	• Vox	• ExoGhost
	• Camodo Gaming	• Jacob Geller
	• Filmento	• Mike Habjan
	• Jimmy Kimmel Live	• Pack A Puncher
	• Nikocado Avocado	• SciShow
	• Polygon	• Seeker
	• VICE News	• Sky News
	• Animation Domination on FOX	• The Sun
	• Brian Tyler Cohen	• TheRichest
	• BuzzFeed Unsolved Network	• Timer Topia
	• CoryxKenshin	• VICE
	• DDGVEVO	• WatchMojo.com
YOUTUBE VIDEOS - NUCLEAR CONTENT	• Flashback FM	• BBC Studios
	• Kurzgesagt – In a Nutshell	• Brian Tyler Cohen
	• OverSimplified	• DDGVEVO
	• The Try Guys	• Jacob Geller
	• Kurzgesagt – In a Nutshell	• Kurzgesagt – In a Nutshell
	• MrBallen	• Kurzgesagt – In a Nutshell
	• The Infographics Show	• Mike Habjan
	• Neil Halloran	• Movieclips
	• Kurzgesagt – In a Nutshell	• MrBallen
	• Veritasium	• MrBallen
	• BBC Studios	

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REWRITING THE NUCLEAR STORY FOR THE TOUGH COOKIES AUDIENCE

OBJECTIVE Create content that helps the Tough Cookies audience be transported into a goal narrative about a nuclear weapons-free world.

CURRENT PROBLEM The Tough Cookies audience is currently brought-in to the urgency and nature of the threat, but don't believe the apocalypse is avoidable.

OPPORTUNITIES
- Make avoiding nuclear apocalypse an actual, possible future
- 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
- Opportunity areas: music, sitcoms with diverse families, Bible study, CBS

PERSUADABLE AUDIENCE Rule following hard workers who put faith and family first. They understand life's a grind and never fair, but you've got to keep going, treat others right, and prioritize your family.

PERSUADABLE DEMOGRAPHICS
- 69% female
- 74% Black; 10% Latinx; 4% white
- 73% ages 35+

CORE VALUES & DESCRIPTIONS
- "Playing by the rules is the key to success."
- "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."

KEY TONE & MEDIA INSIGHTS
- 43% of persuadables are on YouTube and 23% of persuadables are on Instagram, but persuadable Tough Cookies spend more time on TV than social
- News, expert-opinions, faith-focused, family sitcoms
- Tight lines, clean structure, straightforward stationary-like design
- Dark blues, reds
- An abundance of technical and historical information gives a piece well-researched depth and truth
- Traditionally formal historical experts interviewed, documentary-style
- Caring for future generations, especially our children and grandchildren, is an important theme
- Emphasis on God and a responsibility to care for his creation

POPULAR MEDIA See specific programs, platforms, brands, and YouTube channels on pages 2-3.

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1 of 3

POPULAR MEDIA

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PROGRAMS & SHOWS
- The Fresh Prince of Bel-Air
- The View
- S.W.A.T.
- A Different World
- The Parkers
- Living Single
- Best of the Week
- NCIS: Los Angeles
- Fatal Attraction
- CNN Newsroom Live (CNNI)
- Cheers
- All American
- American Voices with Alicia Menendez
- Jimmy Kimmel Live!
- Walker, Texas Ranger
- Kung Fu
- To Tell the Truth
- The Young and the Restless The Price Is Right
- NCIS: New Orleans
- Family Matters
- American Dad
- Conan, black-ish
- Hip Hop Uncovered
- The Walking Dead
- The Rachael Ray Show
- The Drew Barrymore Show

- DC's Legends of Tomorrow
- Iyanla: Fix My Life
- Let's Make a Deal
- Grey's Anatomy
- Bob's Burgers
- Arrow
- Paid Programming
- The Wayans Bros.
- Mike & Molly
- The Cosby Show
- Family Feud
- The Rookies
- Good Morning Kansas
- The Unseen World
- Robot Chicken
- The Goldbergs
- General Hospital
- Live With Kelly and Ryan
- Dr. Feelgood
- HUNTERS
- Murder, She Wrote
- George Lopez
- My Wife and Kids
- Young Sheldon
- Funny You Should Ask
- Victory Today
- Chrisley Knows Best

PLATFORMS & BRANDS
- Bible Gateway

- Bible Study Tools

YOUTUBE CHANNELS
- The Infographics Show
- NBC News
- Sky News
- Movieclips
- Flashback FM

- Kurzgesagt – In a Nutshell
- The Game Theorists
- Ahava Jerusalem
- MSNBC
- The Ring of Fire

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YOUTUBE VIDEOS - NUCLEAR CONTENT

- Sky News
- Ahava Jerusalem
- The Infographics Show
- Flashback FM
- MSNBC
- Kurzgesagt – In a Nutshell
- NBC News
- Top 5 Best
- Hollywood Land
- Kurzgesagt – In a Nutshell
- Brian Tyler Cohen

- The Daily Show with Trevor Noah
- MrBallen
- Kurzgesagt – In a Nutshell
- Sekani Motion Design
- Movieclips
- The Game Theorists
- GrayStillPlays
- V-103 Atlanta
- Kurzgesagt – In a Nutshell

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