



350

WISCONSIN

Icebreaking chat

What's one fall activity that helps you enjoy and/or steward the land?



Let's take a moment to take 2 deep breaths together and reflect on our ties to this land we live on.



Agenda for our Monthly Meeting

- 7:00 Opening chat, land acknowledgement and welcome
- 7:10 **Know your Audience: Communicating to Win your Climate Campaign**
Nikki Darga, Volunteer Coordinator/Business Manager will introduce
Seth Jensen, Co-Lead, Divest and Defund Team
- 7:45 Teams' Action Updates
- 8:00 Optional breakout rooms:
Using the "Spectrum of Allies" tool
1. Divest and Defund
 2. Tar Sands Team
 3. Community Climate Solutions Team
 4. new team on natural climate solutions
- Main room: Newcomer welcome**

“Know Your Audience, Know Your Audience, Know Your Audience.”

- Keviea Guiden,
Energy Burden Coordinator, Citizen Action

“I think it is very important that we ask ourselves Who Are Our Audiences.”

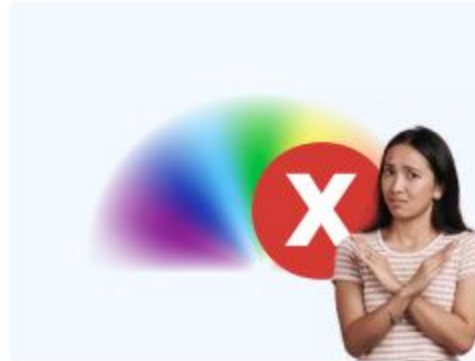
- Susan Millar,
350 Wisconsin Community Climate Solutions

What is a Spectrum?

Answer: A Range of Opinions



On one end of the spectrum is someone with a strong view.



On one end is someone with the opposite view.

(<https://commonslibrary.org/spectrum-of-allies/>)

2011?

I was here in 2011



“Be the generation that frees
America from the tyranny of big
oil.”

–Senator Barack Obama during
his 2008 Presidential campaign

11/10/11 - State Department Decides to Decide (Someday)

Leading to a No KXL Campaign

Target	Actions	Desired Outcome
President Barack Obama	Sit-ins at White House Theatrical demos at campaign offices	Obama denies crossing permit for Keystone XL Pipeline

Spoiler Alert We Won!!!



A protester holds up a sign in front of the White House. (Emma Cassidy, tarsandsaction/Flickr)

“The protest, known as ‘XL Dissent,’ is meant to send a clear signal to President Obama that the base that helped elect him sees Keystone XL as a decision that will define his entire legacy.”

Peter Rothberg, “Youth Plan Mass Civil Disobedience to Protest Keystone XL,” *The Nation* 2/6/2014



Active Allies are people who agree with you and are fighting alongside you.



Passive Allies are people who agree with you but are not doing anything about it.

(<https://commonslibrary.org/spectrum-of-allies/>)



“Deeds, Not Words” Emmeline Pankhurst

Bank Like Appalachia Matters (BLAM)

Target	Actions	Desired Outcome
CEO & top management of PNC bank	Sit-ins at PNC bank branches Other	A PNC bank policy prohibiting loans for mountaintop removal coal mining

“The power of a campaign is related to its design”

– George Lakey, Nonviolent revolutionary



“We embarked on a campaign that increasingly damaged the brand of (PNC) bank.” George Lakey



Passive Allies are people who agree with you but are not doing anything about it.



Neutrals are people who are not involved or do not know about the issue.

(<https://commonslibrary.org/spectrum-of-allies/>)



Image Sourced from Freepik.com

The Bare Bones of a Campaign

Target - An individual(s) with the decision making power to meet your demands.

Actions - What your group does to exert pressure on the target e.g. letters, sit-ins, etc, etc.

Desired Outcome - What you want the target to do e.g. cancel a pipeline, vote for a bill.

BLAM Targets

Primary: PNC CEO & top management

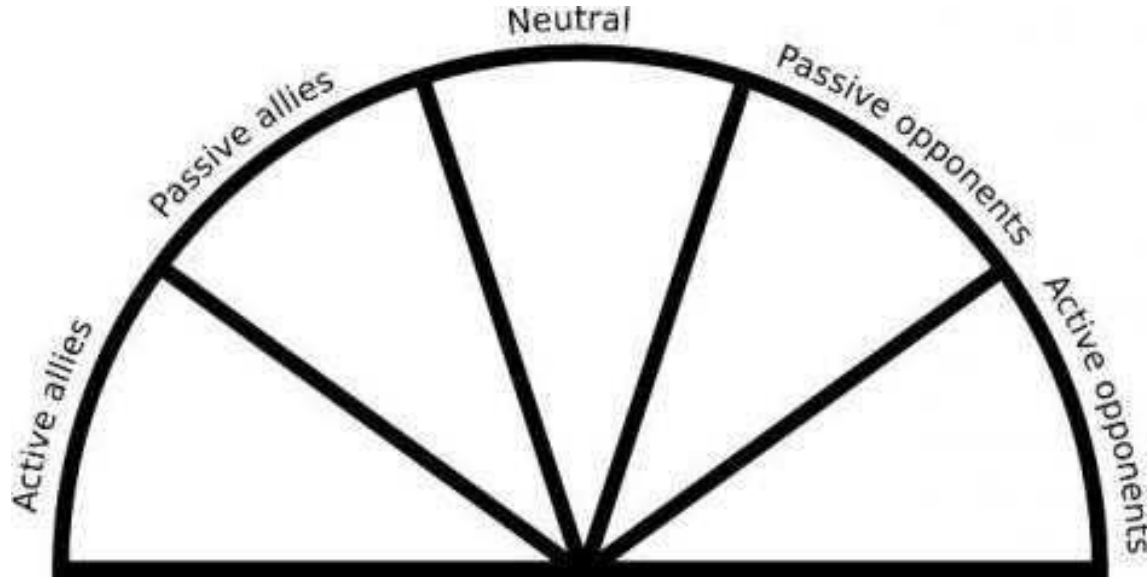
Secondary: PNC Board of Directors

Targets are individuals, people with Proper Names. Often they are immovable until organizers start winning over key social groups aka Audiences.

350 Wisconsin mobilizes grassroots power to change hearts & minds



Spectrum of Allies: who's hearts and minds?



<https://wri-irg.org/en/story/2014/spectrum-allies>

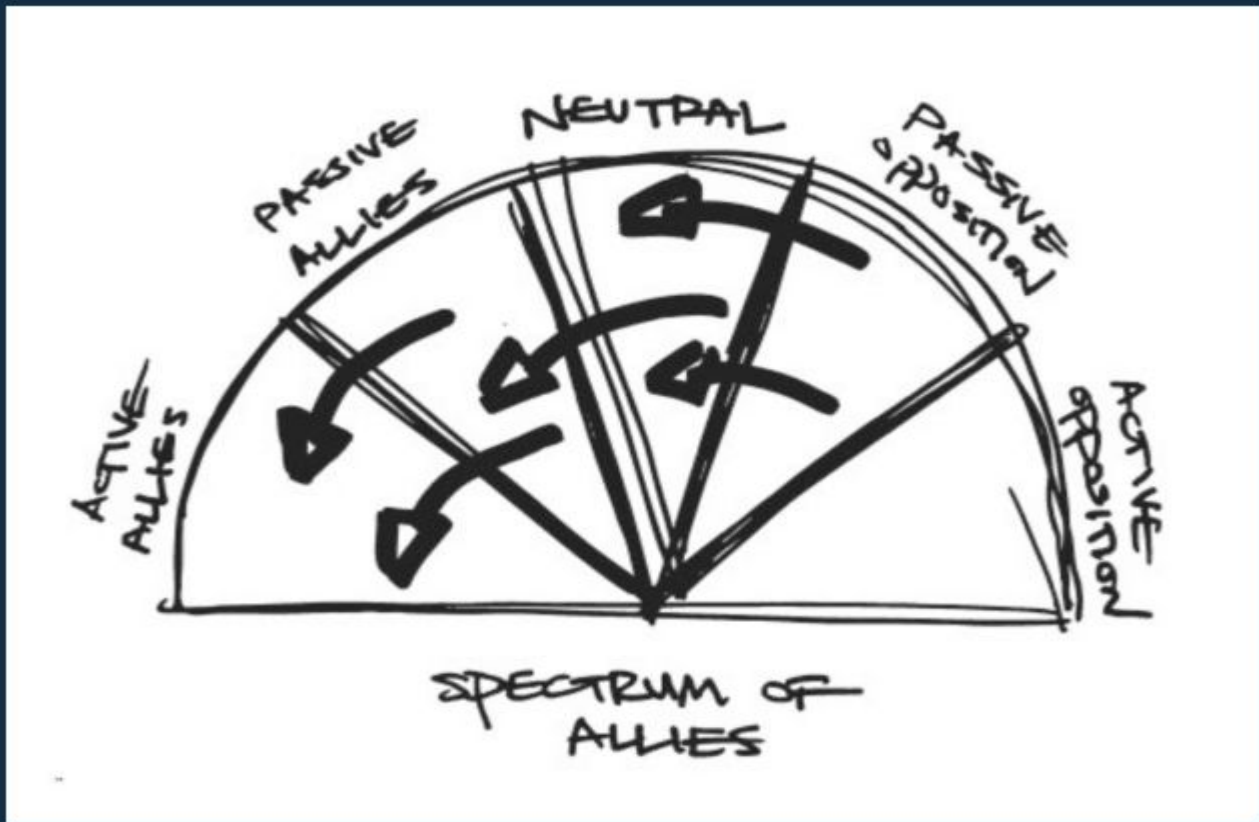


For \$1, Enbridge Energy donated a 2009, Chevy 3500 HD, four-wheel drive diesel truck to the Marshall Fire Department. (*The Courier*, 2/8/2018)

Enbridge has a public relations campaign to shift people toward greater support of the pipelines



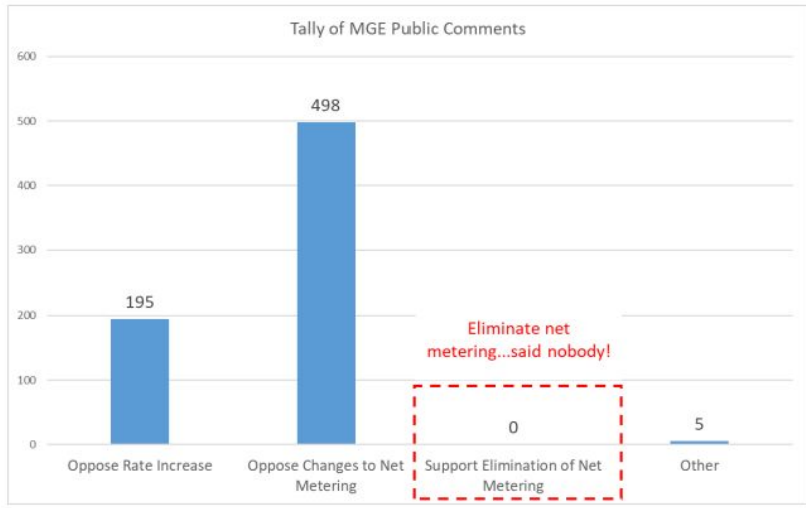
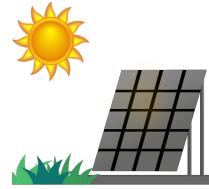
Paid Ad in Wisconsin State Journal 9 - 24 - 23



The spectrum of allies. Art: Josh Kahn

<https://commonslibrary.org/spectrum-of-allies/>

MGE and WPL Rate Cases



1,259 oral & written public comments between both cases to date!

Wisconsin Power & Light (WPL)

- *Submit public comments through Wednesday, October 4*

Make YOUR voice heard! Updated talking points and the link to submit a public comment are available on our blog: <https://tinyurl.com/wpl-update>



Sign up for a Reject Line 5 Yard Sign!

Looking for people to distribute yard signs!
Sign up using the link the the chat!



Hold a Banner Amplifying Peaceful Bank Action



Support those sitting inside banks and increase pressure on Chase to stop funding fossil fuel projects.

Saturdays in October (exact date, time & location a secret), so to get involved, contact Divest.Defund@350wisconsin.org

(or Jessica Hannebert, Julia Isaacs, Seth Jensen, Judy Stadler, who are leading the outside actions)

Help leafleting and tabling also needed.



Seeking storage space for the Chariot of the Great Turning

Russ Bennett
bennett.russ@gmail.com
Dianne Brakarsh
movingfromwithin@gmail.com

GivingTuesday Save the Date: November 28, 2023

- **GivingTuesday Celebration!**

- Garver Feed Mill, November 28th
- Silent Auction
 - Donate art or a handmade craft item – Google Form
 - tinyurl.com/GTCrafters23
- Volunteers Needed: reach out to mariah@350wisconsin.org



Together we give.
Nov 28, 2023

350 WISCONSIN
TOGETHER FOR THE CLIMATE

GIVING TUESDAY

Olbrich Biergarten: Rescheduled for 10/14



NEW team coming to 350 Wisconsin

- Works on sustainable and regenerative agriculture, forest stewardship, and community-led natural climate solutions
- Upcoming events:
 - Webinar & Panel Discussion: A Climate-Friendly Farm Bill, October 17
<https://tinyurl.com/350WI-FarmBill>
 - Film Screenings: October 9: Kiss the Ground; October 18: The Ants & The Grasshopper
- Want to learn more or join the team? Contact Emily Park (emily.park@350wisconsin.org) or Mike Friend (mjfriend0316@gmail.com)!

Volunteer of the Month

Mike Friend



Next monthly meeting

November 6 - Pete Knotek and Anne Steinberg,
Climate Safe Pensions for Wisconsin

On zoom only

Upcoming team meetings

Tar Sands: 1st Mondays 5:30–6:30 pm
Contact: Goetschalex3@gmail.com

Climate Justice: 2nd Mondays 7:00–8:30 pm
Contact: Marian.Fredal@350madison.org

Communication Action (CAT): 3rd Mondays 7:00-8:30 pm
Contact Emily.Park@350wisconsin.org

Divest & Defund: 4th Mondays 7-8:30 pm
Contact divest.defund@350wisconsin.org

Upcoming team meetings

Community Climate Solutions: 3rd Thursdays 5-6 pm

Contact: Susan.Millar@350wisconsin.org

Art Collective:

Contact: Russ Bennett bennett.russ@gmail.com

Dianne Brakarsh movingfromwithin@gmail.com

State Policy: Contact Janet Niewold janet.neiwold@gmail.com

Fundraising: 3rd Wednesdays 7-8pm

Contact stephanie.robinson@350wisconsin.org

Monthly Meeting: Monday Oct 16, 7-8 pm: Contact: Julia.Isaacs@350wisconsin.org

Time for breakouts!

Stay here if you're a newcomer

To practice using the “Spectrum of Allies” tool for specific campaigns, go to:

Room 1 Divest & Defund
- *Seth Jensen*

Room 2 Stop Line 5
- *Britnie Remer & Emily Park*

Room 3 Community Climate Solutions Team
- *Susan Millar*

Room 4 New team on natural climate solutions
- *Steve Glass*

If you are unable to find the button or choose a room, put a message in the chat indicating which room you would like to join.

