

## REDLINE TACTICS

A “Red Line” tactic is the discriminatory practice of withholding resources, opportunities, or access from a specific group or geographic area. This is done to maintain existing power structures and undermine the community's organizing efforts.

**Identify a Redline to explore** - Consider your own principles and values. Then align this with likely future actions of the Target of your Campaign. You are likely the best judge to guess what reactionary tactic your target might use as redline.

### Examples of redline tactics:

- An Employer openly flouts labor law
- A local Governor or judge is arrested at their home
- A School Board unilaterally stops funding a particular program
- District leaders bring in a police presence when one is not needed

### Reframe the Redline

Accept that some redlines that matter to you (even death knells for your work), may not resonate to the wider public. This is a tension. One option, before going forward, is to consider if picking more widely understood redlines is better for your group — or if there are useful ways to reframe those redlines to be more visceral/relatable. Possible examples to expand our thinking:

|                                                     |                                                                                                                                                                                              |
|-----------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Cuts to Student Programs</b>                     | <i>“You don’t want your children attending a program 30 miles from their home because the district won’t provide this program.”</i>                                                          |
| <b>Mass firings of particular employees</b>         | <i>“Imagine your student riding in a bus with a contracted driver who may not be well trained, may not know the area, is not well known to the community.”</i>                               |
| <b>Employees locked out of their place of work.</b> | <i>“If they can prevent these workers from working and take away their healthcare, how can they really care about the health and welfare of our students?.”</i>                              |
| <b>Over Policing During Peaceful Events</b>         | <i>“Why would police be needed as a response to educators, parents, and students who are peacefully, joyfully representing their point of view? This is a belief that build our nation.”</i> |

# Follow these steps to strategically plan for a redline Tactic

## 1. REVEAL — Expose the Injustice

Powerholders prefer to act in the shadows. If we want a redline to resonate, we must **bring the facts into the light** — using images, stories, and trusted voices.

## 2. REDEEM — Validate your Position and People

Redlines often come with smear campaigns. Those affected are devalued, criminalized, or painted as disposable. Our job is to **re-humanize** them.

## 3. RE-FRAME — Interpret the Event as Injustice

The system will try to spin it — calling it a misunderstanding, an isolated event, or your fault. We need to **name it clearly as wrong**, and make it part of a larger story.

## 4. REDIRECT — Mobilize Outside the System

Redlines CAN be pushed into courts, reviews, or commissions — slow processes that demobilize people. Instead, we can channel public anger into **direct action and visible resistance**.

## 5. RESIST — Build Strength and Withstand Pushback

After redlines are revealed, the backlash begins — intimidation, bribes, threats. We can **protect each other**, expose these attacks, and build long-term strength.