

Stop AI Video Sharing Campaign

Summary

The intention of this project is to be an engine for mobilisation of the Stop AI campaign. The goal is to get 1 million people a week to see a series of video ads composed of 30 sec/1 min videos. These ads will be video soliloquies by 1) famous people and/or experts in the AI field saying why AI is a massive problem, and 2) ordinary people such as teachers, nurses, union members, faith leaders, construction workers, fast food employees, etc. saying why they believe we need to Stop AI.

Each ad will have a [link](#) attached which takes people to a regular mobilisation call. The attendees at this call will be presented with pathways to action: join a protest, donate, record a video ad, invite 3 people to the next call.

The non-summary

If the project succeeds, it will dramatically increase the number of people who are thinking about the risks and dangers of AI, a consistent stream of funding over the coming weeks and months and the number of people actively involved in the Stop AI campaign, pushing for legislative change. Once people begin recording videos and increased numbers of people begin to join our zoom calls, we can funnel them into pathways of action which can lead to an exponential increase in our numbers, amount of donations and political/socio-cultural power.

In order to complete the project, we need a small team of people who can build contact lists and reach out in an organised and targeted way to celebrities, experts and normal people to ask them to submit a video. The first step would likely be promoting the project and asking for submissions through the Stop AI discord channel and social media accounts, and asking everyone to repost the invitation.

It's possible that celebrities and experts will simply ignore the requests, or that we will get far fewer submissions than we were expecting. In that case, we would have to strategize about how to promote the campaign, perhaps through in person door-to-door canvassing and/or high-profile acts of civil disobedience which get millions of views.

The most ambitious version of the project is a full-time campaign both online and in-person on the ground canvassing, seeking people to agree to record a video ad, and which would include multiple high-level acts of civil disobedience promoting the project. The least ambitious version of the project would be a few people spending a few hours a week building lists and contacting people remotely.

Output

At the end of the project, if all goes well, we will have a dramatically increased reach on social media, a large audience and following, the ability to pay a regular staff to coordinate the project and organise teams of volunteers to engage in canvassing and mobilisation, a record of acts of sacrificial nonviolent civil disobedience, and we will have significantly impacted the public consciousness to be in favour of an AI Stop.

Risks and downsides (externalities)

If we fail, it is possible people will turn to violence to vent their frustrations against AI companies and the government for taking jobs, stealing from creators, automating the military and police and so on. In the short term, even if we are successful, it is quite likely that we will be viewed unfavourably or even with hatred by the majority of the public and professional/managerial world, although we will likely still be wildly effective, as long as we remain strictly nonviolent and open with the world, not secretive.

Acknowledgements

Roger Hallam was the most significant influence for this proposal, as a document he wrote in May of this year formed the basis for it.

Team

Team size

3-5 people would be an excellent size to get the ball rolling. The team needs a project lead to go ahead.

Stop AI representative

Remmelt Ellen (remmelt@aisafety.camp). I'm an experienced community builder, and working with diverse communities to restrict AI corporations (creatives, safety researchers, environmentalists). I will be available for at least 5 hours a week to recruit the team, and offer support where necessary to get the videos done!

Roles

Project lead: Will lead the video pipeline – from collecting, to editing, to posting videos on social media. Receives stipend of \$1,500 total.

Scout: Will receive a target demographic to research contact lists for. Will directly contact these people asking if they would like to participate in the campaign, either by phone, email, social media or all three.

Canvasser: Will canvas in-person on the ground, asking people to contribute their video.

Editor: Someone who can edit down phone camera recordings into easily watchable and relatable clips.

Skill requirements

Good communication skills, the ability to compromise, to manage data sets, to receive feedback constructively and apply it wherever possible, to manage time effectively and to be persuasive. These skills apply to every role involved in the project.