

Using de Certeau's definitions, I describe a 'strategy' as something 'proper' in that it can 'serve as the basis for generating relations with an exterior distinct from it,' (1984, xix). For the purposes of this work, I am using a strategy to describe an official activity, much like the ones taken by recording labels, that occurs as 'a victory of space over time' such that it is a long-term activity (xix). In defining the counterpoint, I look to de Certeau's definition of a tactic as 'a calculus which cannot count on a "proper" (a spatial or institutional localization)' (xix). Tactics are activities done by the 'weak' in a place that 'belongs to the other.' In her study on R.E.M. and their fans, Bennett (2011) found that the band deployed strategies while the fans responded with tactics; there, it is clearly a case of hierarchy and power...Specifically, I am examining various strategies and tactics of each, arguing that Palmer deploys tactics when she is trying to interact with fans to accomplish minor projects and deploys strategies when trying to work on projects that are more robust. Such robust projects include supporting record production, while more minor projects include t-shirt sales and video production.

—Potts, p.363

- What makes a strategy and what makes a tactic?
- What makes a project more or less 'robust'?

Propelled by Palmer's often self-deprecating humor, she and her fans also decided on a motto that further established common ground for the indie artist's community: 'Don't stand up for what's right. Stay in for what's wrong' (The #LOFNOTC, 2009). During that night's exchanges, Palmer sketched out a logo for the #LOFNOTC. Consisting of a glass of wine, a plate with a slice of pizza, and a laptop with a message on it, this image was posted to Twitter, Facebook, and various other sites (The #LOFNOTC, 2009). The message on the sketched laptop included the hashtag and the phrase 'there is nothing for you out there.' On the upper right corner of the drawing is an image of a window, with partygoers outside. Here, Palmer was tongue-in-check emphasizing how the 'losers' are inside while the 'winners' are outside (Uncensored Interview, 2009).

—Potts, p.370

- What do you think Palmer's fans achieve by 'othering' themselves in this way?