



# Making Your Issue Stick

Advocacy Conference  
Key West, 1 Feb 2017

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Key West, 1 Feb 2017



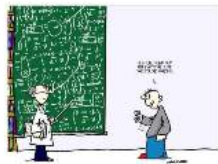
András Baneth

@andrasbaneth | @pacouncil  
[www.pac.org](http://www.pac.org)



# Today

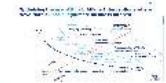
## *Before we begin*



## *Your objective*

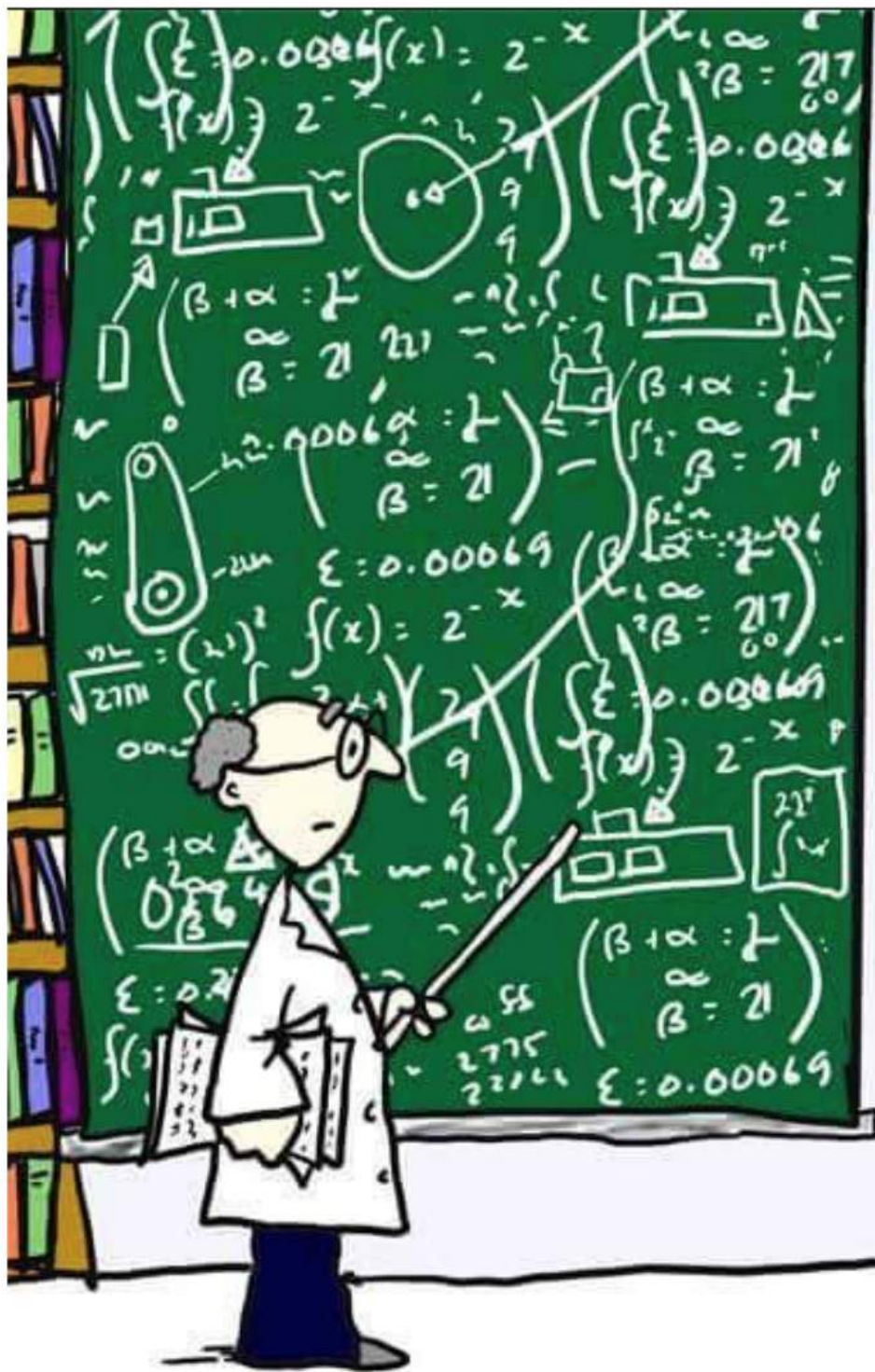
Information  
↓  
shaping perceptions  
↓  
...and attitudes

Audience &  
priorities





"Thanks to the internet it is now possible to be extremely well informed and completely wrong at the same time!"



NUH-UH. SOME GUY  
ON TWITTER JUST  
SAID YOU'RE WRONG.

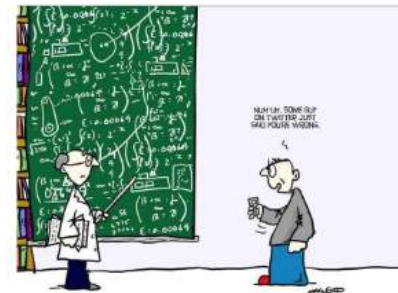


MALECOD

# *Before we begin*



"Thanks to the internet it is now possible to be extremely well informed and completely wrong at the same time!"



# *Your objective*

*Information*



*shaping perceptions*



*...and attitudes*

*Audience &  
priorities*





*Information*



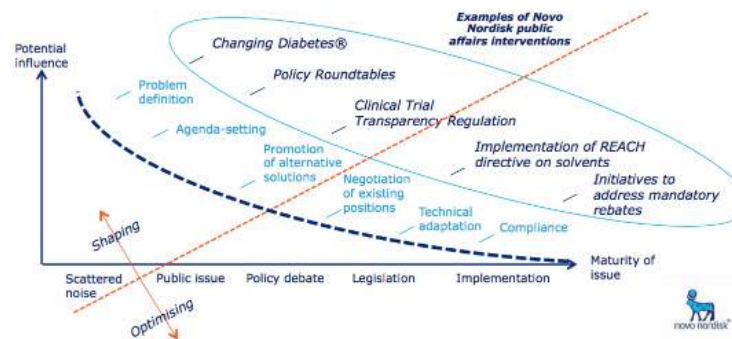
*shaping perceptions*



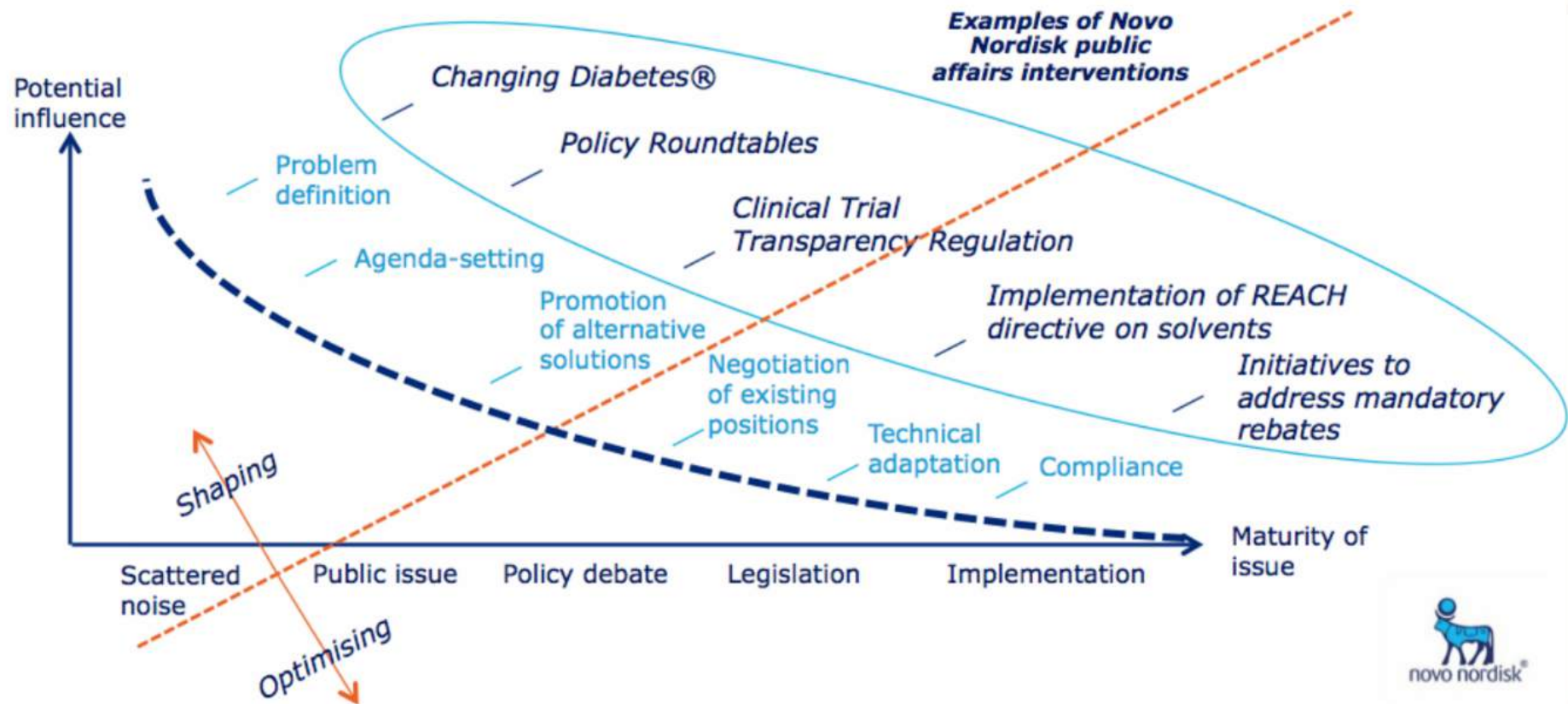
*...and attitudes*

# Audience & priorities

Optimising the use of Public Affairs Interventions where Novo Nordisk has a legitimate business interest

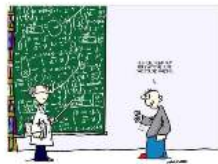


# Optimising the use of Public Affairs Interventions where Novo Nordisk has a legitimate business interest



# Today

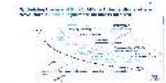
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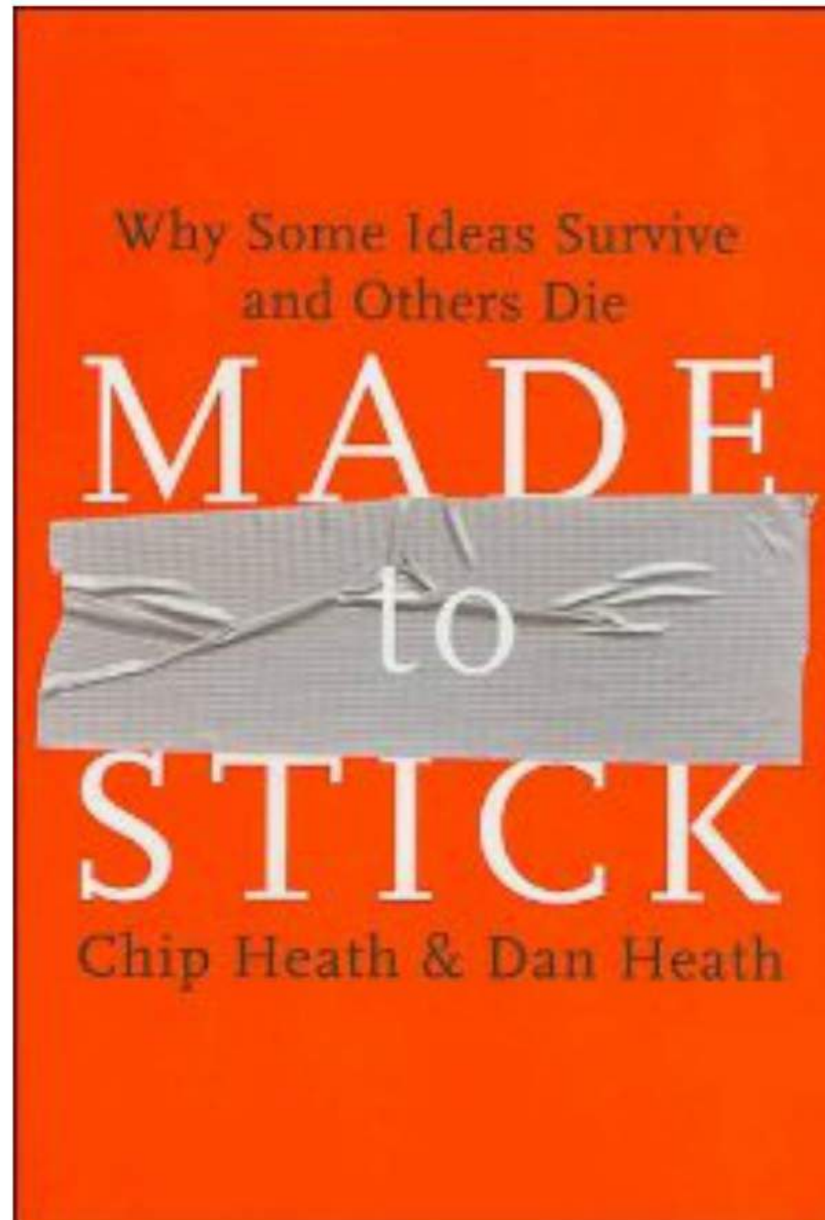
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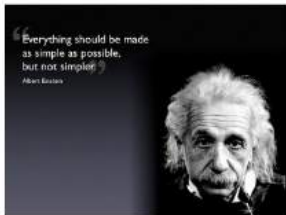






**S.U.C.C.E.S**

# Simple



Terms that have different meanings for scientists and the public		
Scientific Term	Public Meaning/Perception	Better Choice
science	magic, knowledge	summaries
genetic	clones	genetically selected
artificial	what I said and did to make it happen	what you say to make it happen
theory	belief, opinion	conclusion
chemical	what he believes, opinion	why molecules

The "Curse of Knowledge"

Which terms are simple  
only to you?

Anchoring (use what they know)

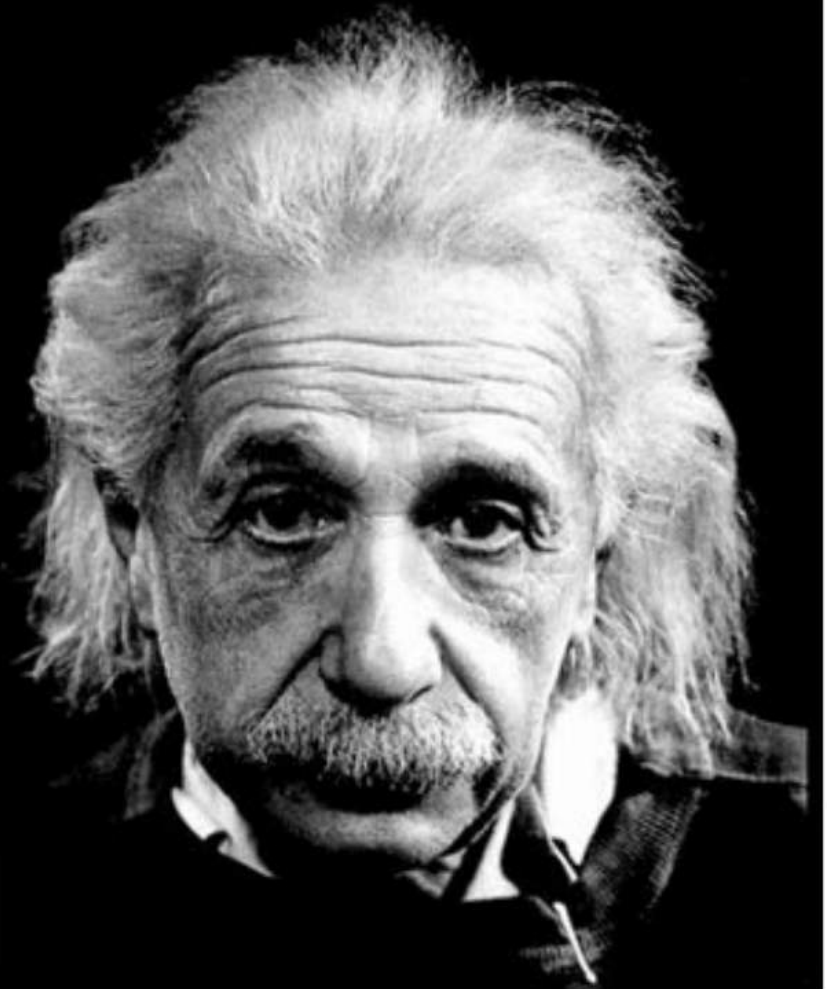


"Horseless carriage"



“Everything should be made  
as simple as possible,  
but not simpler.”

Albert Einstein



### Terms that have different meanings for scientists and the public

Scientific Term	Public Meaning/Perception	Better Choice
abstract	vague, intangible	summary
alcohol	booze	preservative, solvent
anti-biotic	soap, hand sanitizer, kitchen cleaner	sterilizer, way to kill microbes
assay	judge, essay	analyze
chemical	toxic substance, poison	any molecule

# The "Curse of Knowledge"

**Which terms are simple  
*only to you?***

# Anchoring (use what they know)



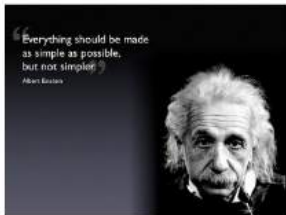
"Horseless carriage"



**“SCHOOL IS  
OFF  
TOMORROW!”**



# Simple



Terms that have different meanings for scientists and the public		
Scientific Term	Public Meaning/Perception	Better Choice
science	magic, knowledge	summaries
genetic	clones	genetically selected
cell phone	phone that you have to hold a phone	cell phone, flip phone, cell phone
protein	protein, protein	protein
chemical	poison, medicine, poison	any molecule

The "Curse of Knowledge"

Which terms are simple  
only to you?

Anchoring (use what they know)



"Horseless carriage"





**as in: "counter-intuitive"**

"Who has the biggest economy?  
(in decreasing order)"

- A. China, European Union, USA
- B. USA, European Union, China
- C. European Union, China, USA
- D. European Union, USA, China

**as in: "another perspective"**

**The business woman**

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COMMENTARY COLUMN

## Internationally acclaimed barrister Amal Alamuddin marries an actor

By *Amanda Paine* on September 28, 2014

**business woman**

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CONFIDENT LEADER

# Internationally acclaimed barrister Amal Alamuddin marries an actor

By *Amanda Rose* on September 28, 2014



WWW.AYDAILYNEWS.COM

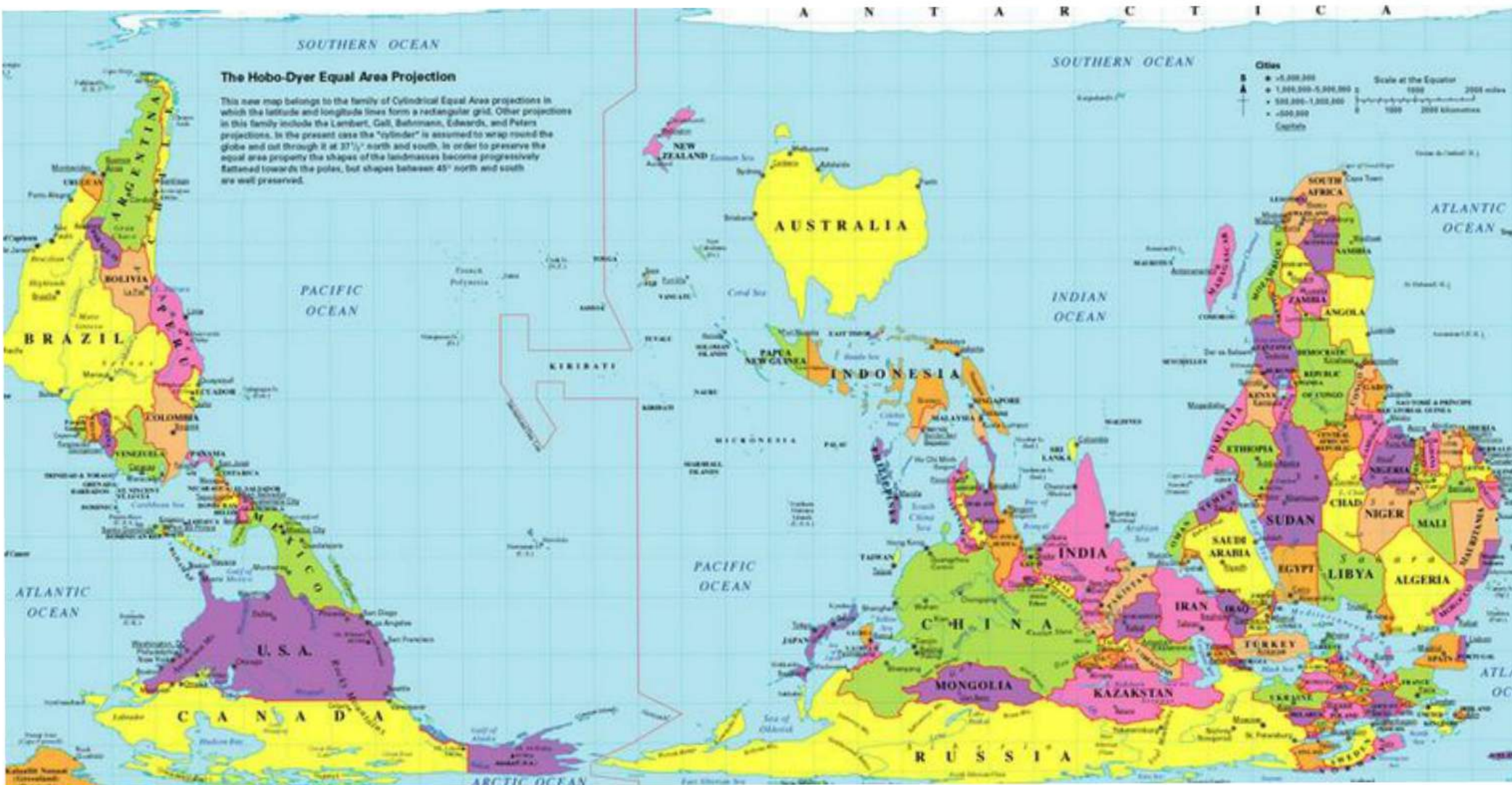
**business woman**

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# as in: "reframe"

This is *not*  
an iPhone

(thanks to Magritte)

Product safety standards

Patent

Trade

Anti-Trust Laws

Waste recycling

Data roaming



Privacy issues

iTunes pricing

Copyright

State aid

Trademark





# Concrete

Whose mission statement is this?

"To operate the best omni-channel specialty retail business in America, helping both our customers and booksellers reach their aspirations, while being a credit to the communities we serve."

..and this?

"To bring inspiration and innovation to every athlete\* in the world."

\*"If you have a body, you are an athlete."

"Electoral campaign"

"Politicians discussing global warming"

What the Heck  
Politicians discuss a global warming. A sculpture in Berlin by Space Obelisk. Also metropolis the common SCARAB



Twitter  
12:06 PM  
10/10/14



# **Whose mission statement is this?**

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“Electoral campaign”

"Politicians discussing  
global warming"



**Nigel Britto**  
@NigelBritto



Follow

Politicians discussing global warming. A  
sculpture in Berlin by Issac Cordal. Awesome:  
[pic.twitter.com/6ml5DuG9AO](https://pic.twitter.com/6ml5DuG9AO)

Reply Retweet Favorite Pocket More



RETWEETS  
**7,276**

FAVORITES  
**3,718**

998



5:59 AM - 18 Mar 2014

Flag media



**Tibor Navracsics** ✓

@TNavracsicsEU



Following

After too many missed opportunities, we must act and ensure robust solutions are put in place. This will be a long process

RETWEETS

3

LIKES

7



12:11 PM - 3 Jun 2015



1



3



7



THINK BEFORE YOU DRINK.



0g



2.2g



27.5g



30g



34.7g



35g



43.6g



46g



SUGAR CONTENT

Smile!

It's National Smile Month



Smile!

It's National Smile Month



Smile!

It's National Smile Month



Smile

# Concrete

Whose mission statement is this?

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Politicians discuss a global warming. A sculpture in Berlin by Space Obelisk. Also metropolis the common SCARABO



Twitter



# Credible

What makes an organization, a person, or information credible?

## Your personal credibility

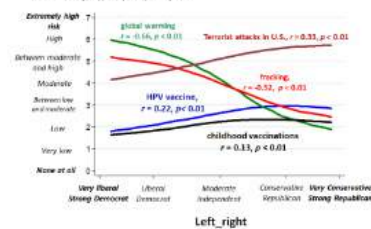
- Company or brand
- Degree or affiliation
- Knowledge
- Authenticity

Credibility in communication is like a coefficient in a formula.

*If it's zero, the entire formula equals 0.*

## Credibility & values

"How much risk do you believe **XXX** pose[s] to human health, safety, or prosperity?"



N = 1225. Pearson correlation coefficients, left, right to values in table. Derived by averaging responses to 10 items. Global warming and HPV vaccine used 7-point scales; tracking, terrorism 5-point. (Data courtesy of Pew Research Center, Jan. 5-10, 2010. Data collected by YouGov, Jan. 5-10, 2010. Data collected by YouGov, Jan. 5-10, 2010. Data collected by YouGov, Jan. 5-10, 2010.)

...but...



What makes an  
organization, a person, or  
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# **Your personal credibility**

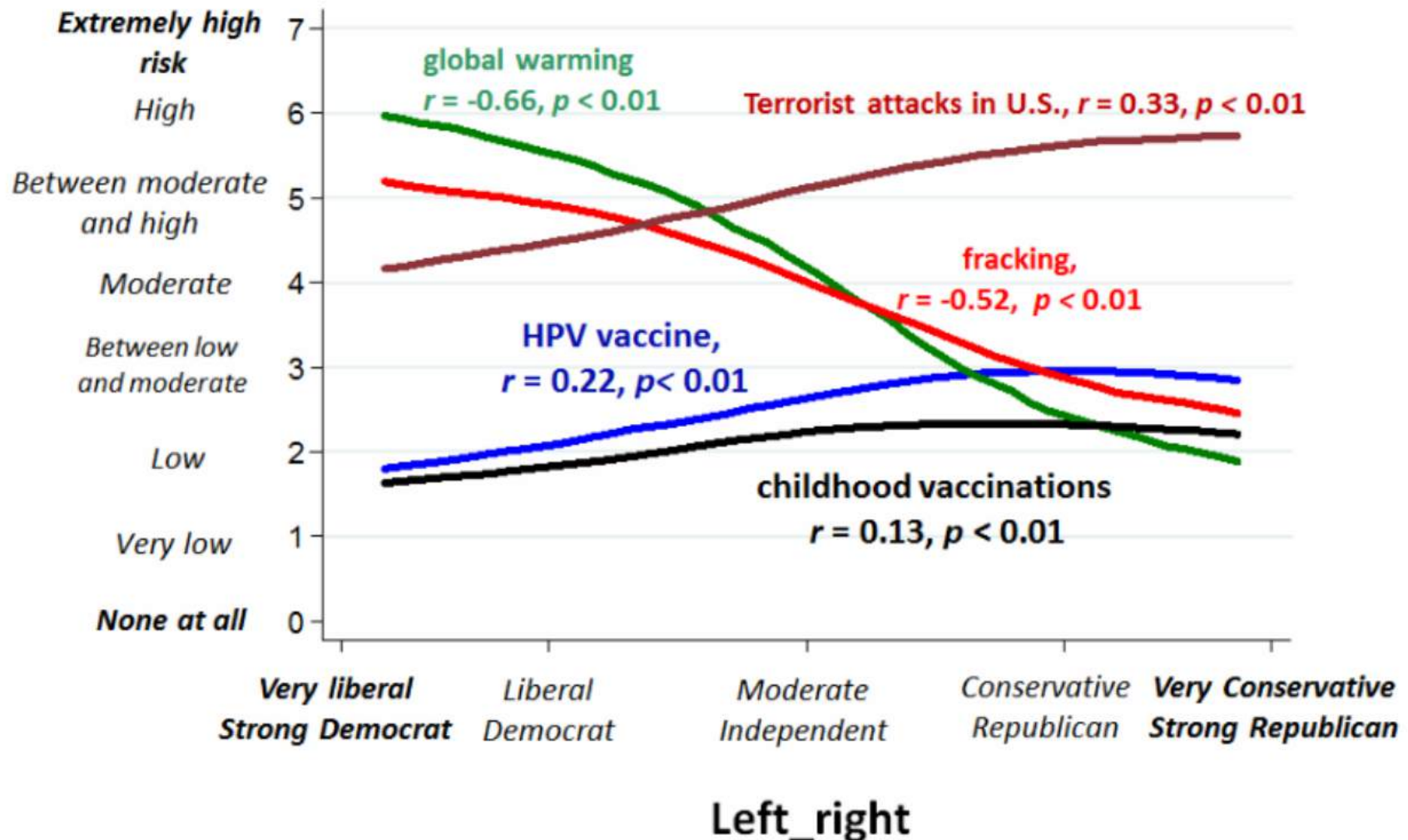
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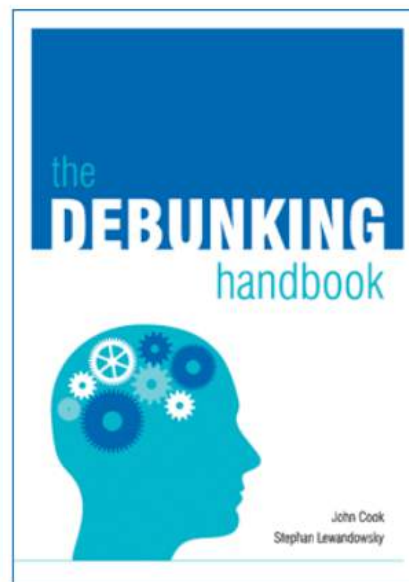
“How much risk do you believe **XXX** pose[s] to human health, safety, or prosperity?”



N = 1225. Plots reflect loess regression. Left\_right is composite scale formed by combining responses to 5-point liberal-conservative ideology measure and 7-point party identification measure ( $\alpha = 0.80$ ). **Data source:** CCP/Annenberg Public Policy Center (data collected by YouGov, Jan. 5-19, 2016).

Daniel Kahan - Yale University

# ...but...





**I WANT TO  
BELIEVE**



**Jay Branscomb**  
Follow · July 6 · Edited


Disgraceful photo of recreational hunter happily posing next to a Triceratops he just slaughtered. Please share so the world can name and shame this despicable man. — with Jack Quevedo

Like · Comment · Share


Derek Vaughn Baker, Christopher McNutt and 4,333 others like this.


14,492 shares


[View previous comments](#) 306 of 2,618

 **Seth Robledo** Lol. It will take En-Gen who knows how long before cloning another.  
1 hr · Like · 4

 **James Boggess** That's Steven Spielberg, director of Jurassic Park!  
1 hr · Like · 2

 **Vincent Smith** I dont care who he is he should not have shot that animal  
1 hr · Like · 9

 **Jim Flower** ~~Free Damp you~~ George Bush!  
!!!!!!  
1 hr · Like · 5

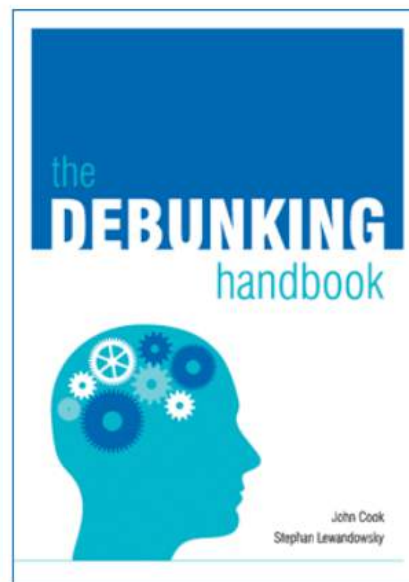
 **Seth Robledo** Movie magic y'all! Movie magic.  
1 hr · Like

the  
**DEBUNKING**  
handbook



John Cook  
Stephan Lewandowsky

# ...but...



# Credible

What makes an organization, a person, or information credible?

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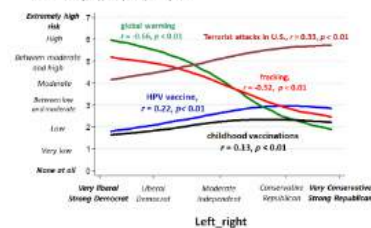
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### Credibility & values

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...but...



# Emotional

Not all emotional reactions can work...



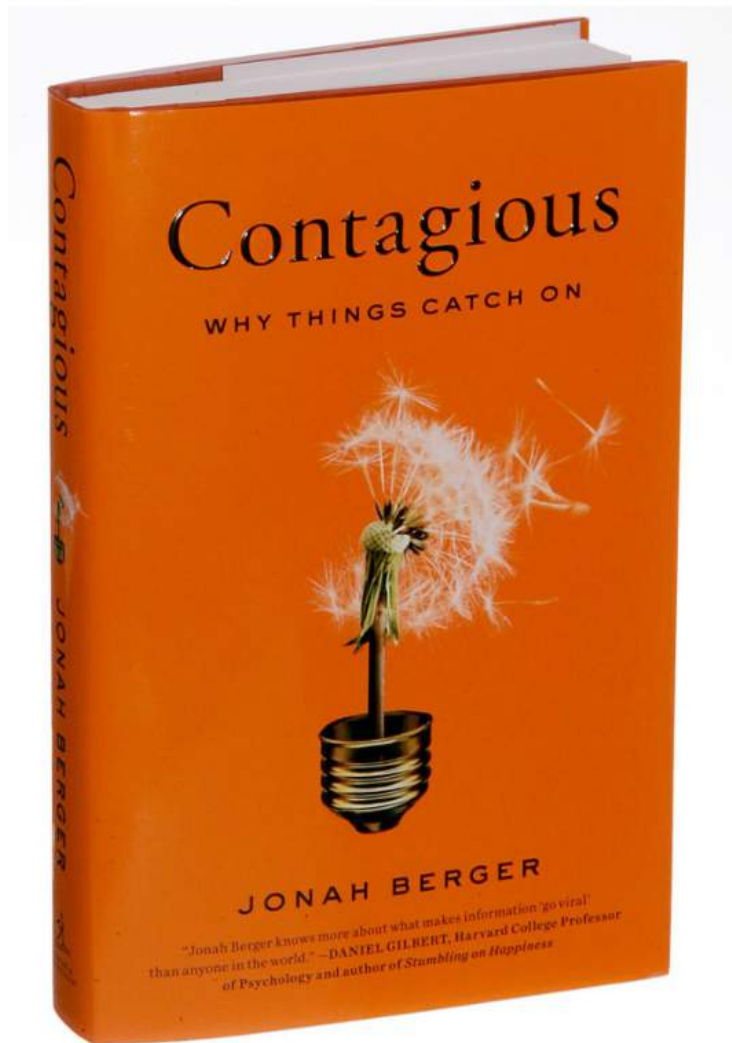
- Humor
- Outrage
- Love
- Fear
- [anger]
- [sadness]



BPA baby bottles



# Not all emotional reactions can work...



- Humor
- Outrage
- Love
- Fear
- [anger]
- [sadness]





BPA baby bottles



Seal clubbing ban

# Emotional

Not all emotional reactions can work...



- Humor
- Outrage
- Love
- Fear
- [anger]
- [sadness]



BPA baby bottles



# Stories

What are the key components of a story?





**What are the key components of a story?**







# Stories

What are the key components of a story?



Simple

Unexpected

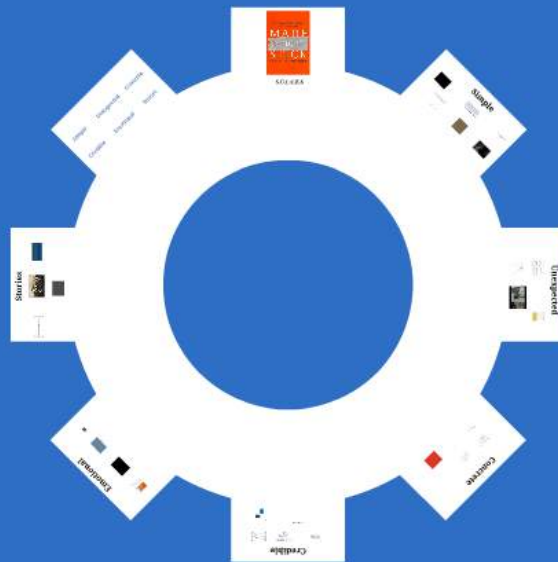
Concrete

Credible

Emotional

Stories

# The 6 ingredients





András Baneth

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Today



The 6 ingredients





Public Affairs  
Council

---

MANAGE YOUR WORLD

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