

USING INFOGRAPHICS FOR ADVOCACY



Jim Scott Polsinelli, Creative Director, DDC
jspolsinelli@ddcpublicaffairs.com | @mrpushups



Using Infographics for Advocacy

- 1) What is an infographic?
- 2) Types of an infographic
- 3) Why use one in PAC and Grassroots?
- 4) Where do you use one?
- 5) How much?
- 6) How do you create one?
- 7) Q&A

WHAT IS AN **INFOGRAPHIC?**

IT'S ALL ABOUT

VISUAL

STORYTELLING



**At its basic level, an infographic is
a visual representation of information,
data or knowledge that presents complex
information quickly and clearly.**

– Wikipedia

WHAT WILL EXPANDED **CRUDE OIL EXPORTS** DO FOR THE UNITED STATES?



Energy Citizens



300,000 ADDITIONAL JOBS

for American families by 2020, with a quarter of the jobs not in crude oil producing states



\$22 BILLION TRADE DEFICIT REDUCTION

in 2020, adding stability and strength to the U.S. economy for generations to come



\$38 BILLION BOOST TO OUR ECONOMY

by 2020, with an average of \$15 to \$27 billion a year increase in U.S. GDP by 2035.



INCREASED ENERGY SECURITY

with an additional 500,000 barrels of crude oil production a day—elevating our position as a global energy power



REDUCED COSTS TO CONSUMERS

by an estimated \$5.8 billion a year on average



UP TO \$70 BILLION EXPANDED INVESTMENT

Expanded Investment of up to \$70 billion by 2020, fueling our economy and creating jobs along the way

To learn more, visit energycitizens.org

Four elements to a successful infographic



Data



Design



Storytelling



Sharability

WHAT WILL EXPANDED CRUDE OIL EXPORTS DO FOR THE UNITED STATES?



300,000 ADDITIONAL JOBS
for American families by 2020, with a quarter
of the jobs not in crude oil producing states



\$22 BILLION
TRADE DEFICIT REDUCTION

in 2020, adding stability and
strength to the U.S. economy for
generations to come



\$38 BILLION
BOOST TO OUR ECONOMY

by 2020, with an average of \$15
to \$27 billion a year increase in
U.S. GDP by 2035.



INCREASED
ENERGY SECURITY

with an additional 500,000 barrels of
crude oil production a day—elevating our
position as a global energy power



REDUCED COSTS
TO CONSUMERS

by an estimated \$5.8
billion a year on average



UP TO \$70 BILLION
EXPANDED INVESTMENT

Expanded Investment of up to \$70
billion by 2020, fueling our economy
and creating jobs along the way

Data

Design

Storytelling

Sharability

To learn more, visit energycitizens.org

WHAT WILL EXPANDED CRUDE OIL EXPORTS DO FOR THE UNITED STATES?



300,000 ADDITIONAL JOBS
for American families by 2020, with a quarter
of the jobs not in crude oil producing states



**\$22 BILLION
TRADE DEFICIT REDUCTION**

in 2020, adding stability and
strength to the U.S. economy for
generations to come



**\$38 BILLION
BOOST TO OUR ECONOMY**

by 2020, with an average of \$15
to \$27 billion a year increase in
U.S. GDP by 2035.



**INCREASED
ENERGY SECURITY**

with an additional 500,000 barrels of
crude oil production a day—elevating our
position as a global energy power



**REDUCED COSTS
TO CONSUMERS**

by an estimated \$5.8
billion a year on average



**UP TO \$70 BILLION
EXPANDED INVESTMENT**

Expanded Investment of up to \$70
billion by 2020, fueling our economy
and creating jobs along the way

Data

Design

Storytelling

Sharability

To learn more, visit energycitizens.org

WHAT WILL EXPANDED CRUDE OIL EXPORTS DO FOR THE UNITED STATES?



300,000 ADDITIONAL JOBS
for American families by 2020, with a quarter
of the jobs not in crude oil producing states



\$22 BILLION
TRADE DEFICIT REDUCTION

in 2020, adding stability and
strength to the U.S. economy for
generations to come



\$38 BILLION
BOOST TO OUR ECONOMY

by 2020, with an average of \$15
to \$27 billion a year increase in
U.S. GDP by 2035.



INCREASED
ENERGY SECURITY

with an additional 500,000 barrels of
crude oil production a day—elevating our
position as a global energy power



REDUCED COSTS
TO CONSUMERS

by an estimated \$5.8
billion a year on average



UP TO \$70 BILLION
EXPANDED INVESTMENT

Expanded Investment of up to \$70
billion by 2020, fueling our economy
and creating jobs along the way

To learn more, visit energycitizens.org

Data

Design

Storytelling

Sharability

WHAT WILL EXPANDED CRUDE OIL EXPORTS DO FOR THE UNITED STATES?



300,000 ADDITIONAL JOBS
for American families by 2020, with a quarter
of the jobs not in crude oil producing states



\$22 BILLION
TRADE DEFICIT REDUCTION

in 2020, adding stability and
strength to the U.S. economy for
generations to come



\$38 BILLION
BOOST TO OUR ECONOMY

by 2020, with an average of \$15
to \$27 billion a year increase in
U.S. GDP by 2035.



INCREASED
ENERGY SECURITY

with an additional 500,000 barrels of
crude oil production a day—elevating our
position as a global energy power



REDUCED COSTS
TO CONSUMERS

by an estimated \$5.8
billion a year on average



UP TO \$70 BILLION
EXPANDED INVESTMENT

Expanded Investment of up to \$70
billion by 2020, fueling our economy
and creating jobs along the way

To learn more, visit energycitizens.org

Data

Design

Storytelling

Sharability

WHAT WILL EXPANDED CRUDE OIL EXPORTS DO FOR THE UNITED STATES?



300,000 ADDITIONAL JOBS
for American families by 2020, with a quarter
of the jobs not in crude oil producing states



\$22 BILLION
TRADE DEFICIT REDUCTION

in 2020, adding stability and
strength to the U.S. economy for
generations to come



\$38 BILLION
BOOST TO OUR ECONOMY

by 2020, with an average of \$15
to \$27 billion a year increase in
U.S. GDP by 2035.



INCREASED
ENERGY SECURITY

with an additional 500,000 barrels of
crude oil production a day—elevating our
position as a global energy power



REDUCED COSTS
TO CONSUMERS

by an estimated \$5.8
billion a year on average



UP TO \$70 BILLION
EXPANDED INVESTMENT

Expanded Investment of up to \$70
billion by 2020, fueling our economy
and creating jobs along the way

To learn more, visit energycitizens.org

Data

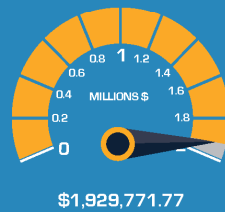
Design

Storytelling

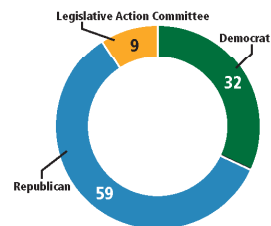
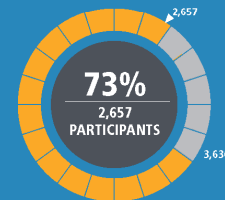
Sharability

2014 TREASURER'S REPORT

GROSS RECEIPTS

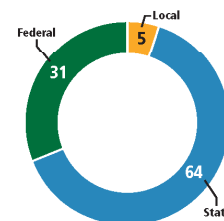


PARTICIPATION RATE



Contributions by Party

Party	Percentage
Democrat	32%
Republican	59%
Legislative Advocacy Committees	9%

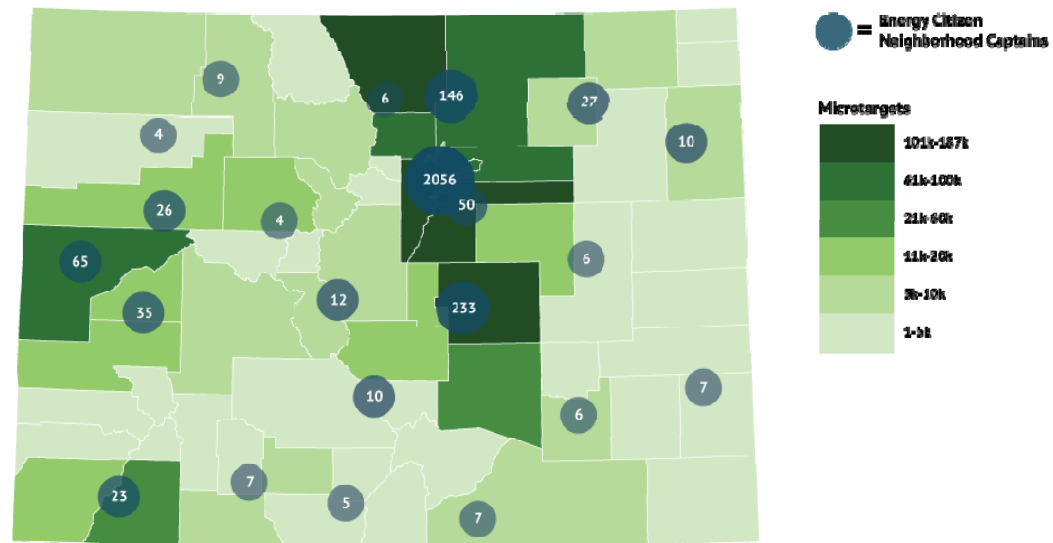


Contributions by Level of Government

Level	Percentage
Local	5%
State	64%
Federal	31%

Graphs & Charts

Colorado by County



Maps



Visual Stories

CDC Arthritis Program's Five Key Takeaways



Static

Energy We Can Touch

Oil and natural gas touch our lives in countless ways. They propel our cars, power our devices, heat our homes, cook our food, and serve as the building blocks for thousands of products we use every day.



Interactive

Energy We Can Touch

Oil and natural gas touch our lives in countless ways. They propel our cars, power our devices, heat our homes, cook our food, and serve as the building blocks for thousands of products we use every day.



Interactive

Energy We Can Touch

Oil and natural gas touch our lives in countless ways. They propel our cars, power our devices, heat our homes, cook our food, and serve as the building blocks for thousands of products we use every day.



Interactive



Animated

What is an infographic?



40% of people will respond better to visual information than plain text.

– Francesco Franchi, Designer

WHY USE ONE IN
PAC & GRASSROOTS?



Helps people
understand a
complex issue.

SUPPORT AMERICAN JOBS: GREEN LIGHT **EDSTAR***

Rental cars are a driving force in the U.S. Automobile industry.
Democrats and Republicans agree: We have to stop burying rental car drivers in new taxes.

POWERING FAMILY FUN



Rental cars help travelers navigate unfamiliar areas.



But 49% cut their travel plans due to higher taxes.

SUPPORTING THE ECONOMY



Powering U.S. jobs, rental car companies bought 1 million cars from the Detroit Three in 2010.



But as taxes rise, purchases fall—wakening jobs and our economy.

KEEPING LOCALS MOVING



Local drivers account for half of all car rentals.



But that's getting harder as lawmakers pile on new taxes.

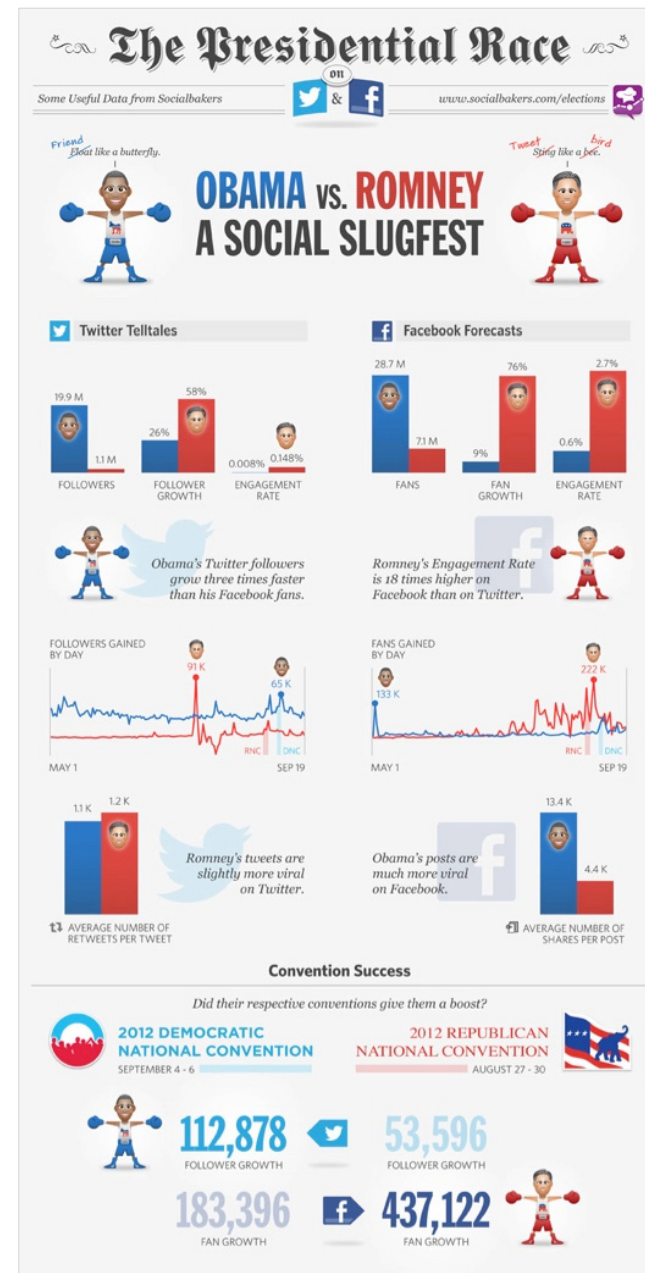
* End Discriminatory State Taxes on Automobile Renters

GIVE DRIVERS A BREAK. LET'S PASS EDSTAR.



Works as a
great comparison
between candidates.

Credits: <http://venturebeat.com/2012/09/28/obama-v-romney-in-the-social-media-ring-not-even-close-infographic/>



**Demonstrates
how one industry
has affected
a nation.**

**Salaries for jobs with clinical research organizations
are nearly double the private sector average.**



\$91,248

Research, Testing,
& Medical Labs
Average Annual Wage



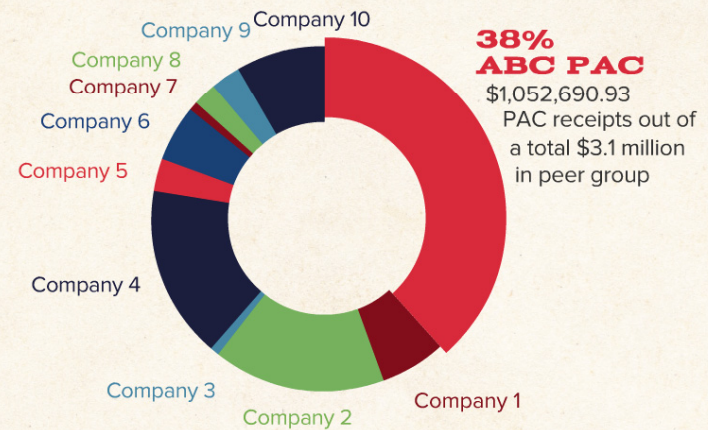
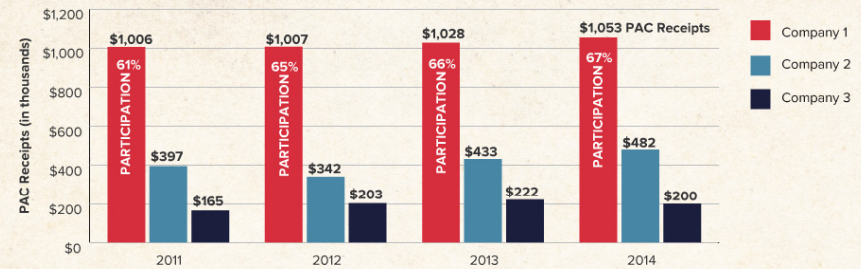
\$49,130

Total Private Sector
Average Annual Wage

Source: Battelle/BIO analysis of Bureau of Labor Statistics, 2012

ACRO
ASSOCIATION OF CLINICAL RESEARCH ORGANIZATIONS

Shows how
your PAC stands
vs. other companies.



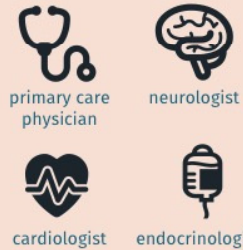
Visually represents
complex data.

What Are Narrow Networks?

Narrow networks help health plans manage health care costs by offering a “network” of pre-selected primary care physicians and specialists.

ALL PROVIDERS

NARROW NETWORK



TRADITIONAL NETWORK



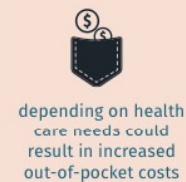
In a narrow network, physicians participating in a health plan network agree to provide services to health plan members at lower rates in exchange for limited competition from other providers.

Narrow networks can result in:

PROS



CONS

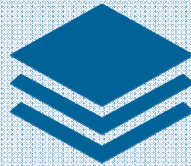


tip

Remember each insurance plan is unique.

Choices will be different depending on which plan you or your loved one chooses. Consider the hospitals and doctors in the network when selecting a health plan.

Why use one in PAC and grassroots?



Ask yourself, how much do you value your information, your content and your data? If you have an important story to tell, then you want to spend time making it attractive to your audience.

Why use one in PAC and grassroots?



In our overloaded world of information, infographics get more eyeballs than straight content. After all, if you want to attract bees, you have to have flowers.

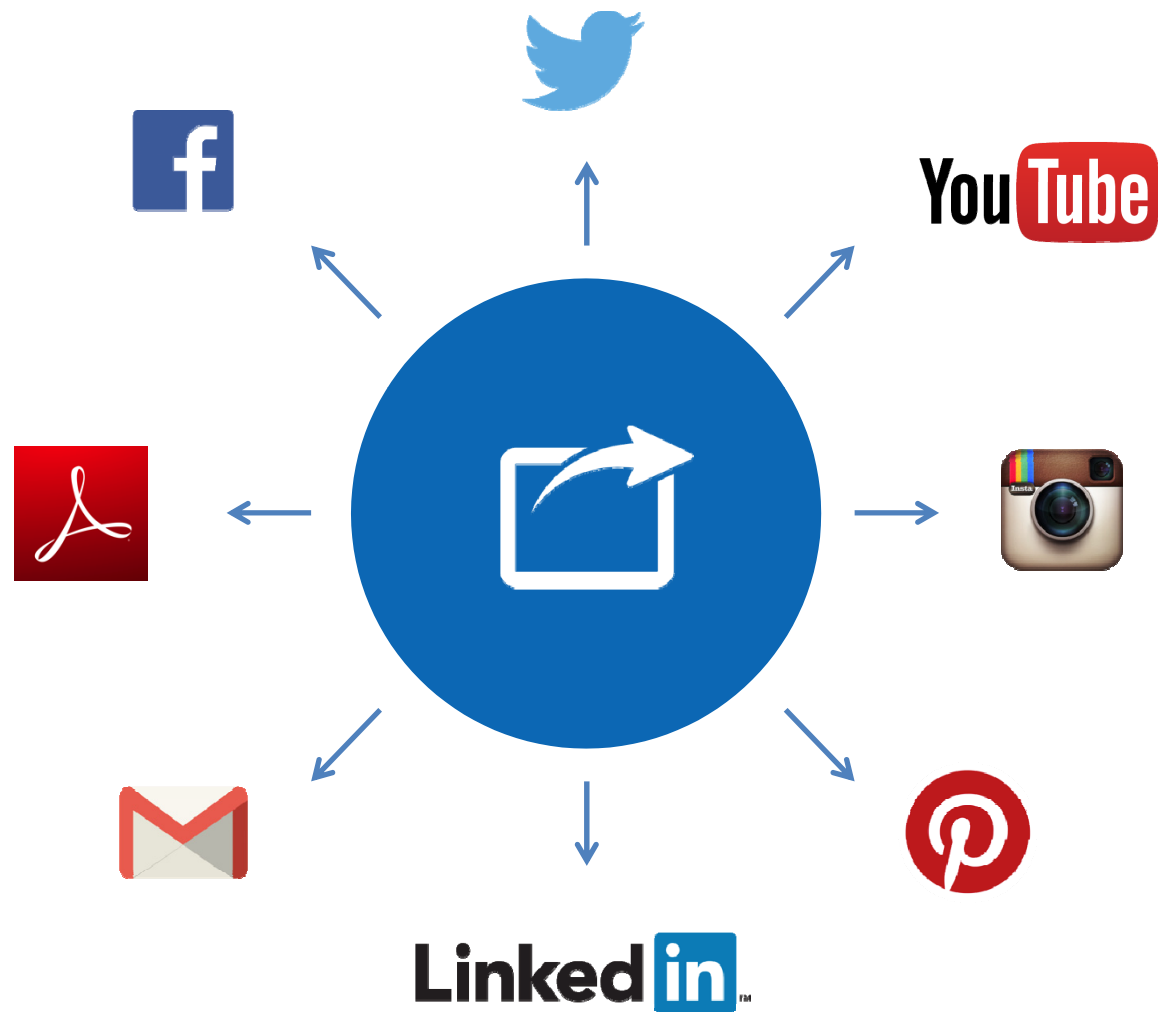
Why use one in PAC and grassroots?



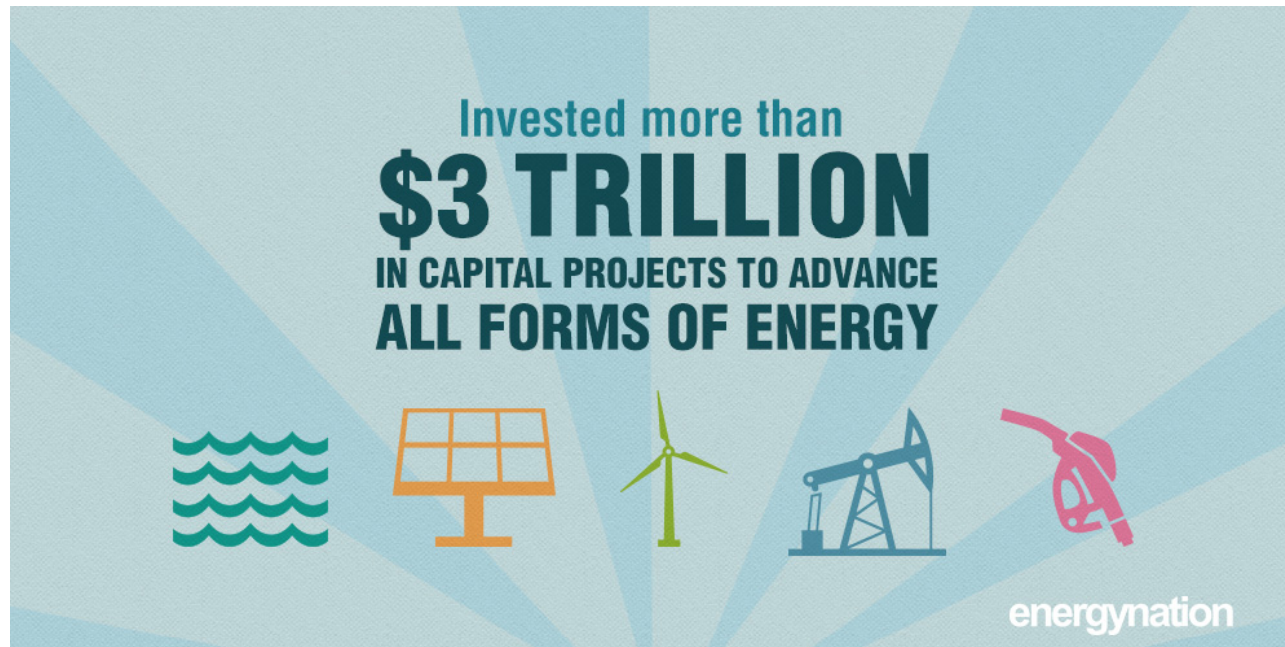
**90% of information transmitted to the brain
is visual and visuals are processed 60,000x
faster in the brain than text.**

– 3M Corporation and Zabisco

Where do you use one?



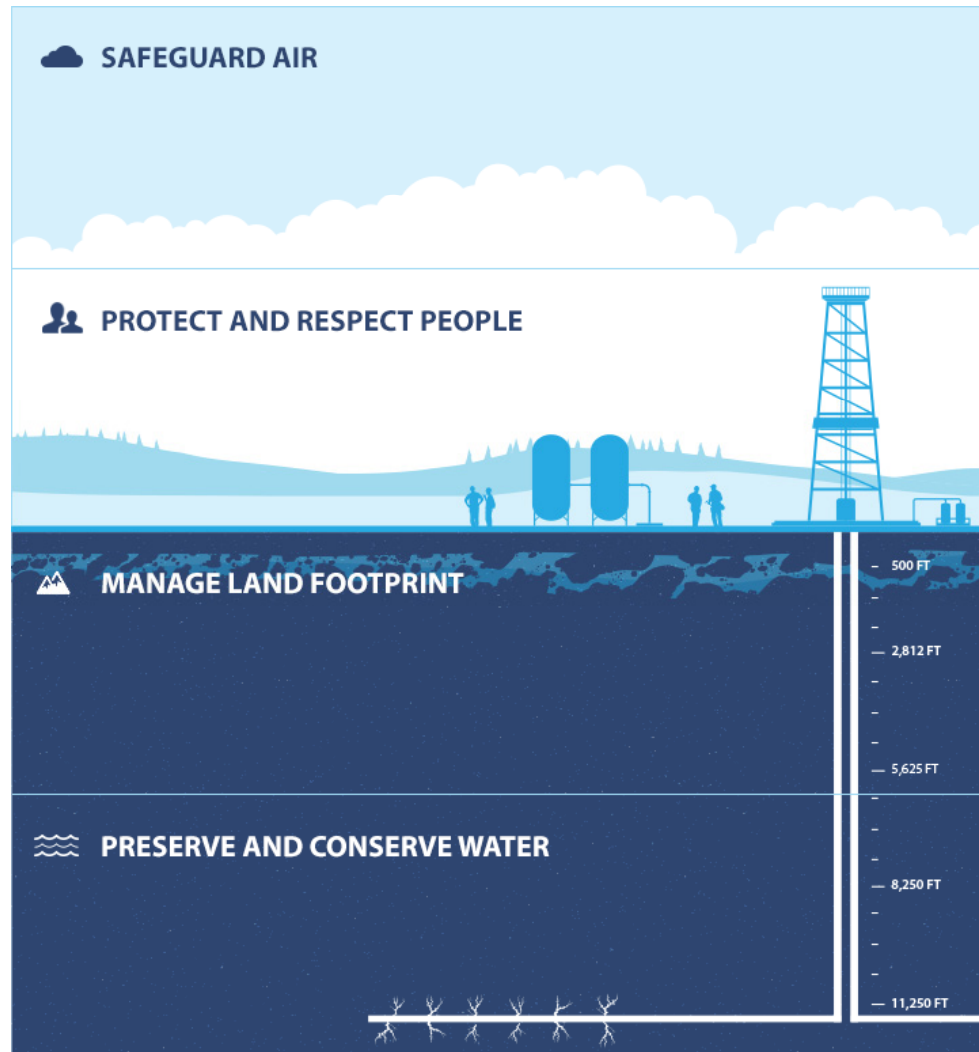
Where do you use one?



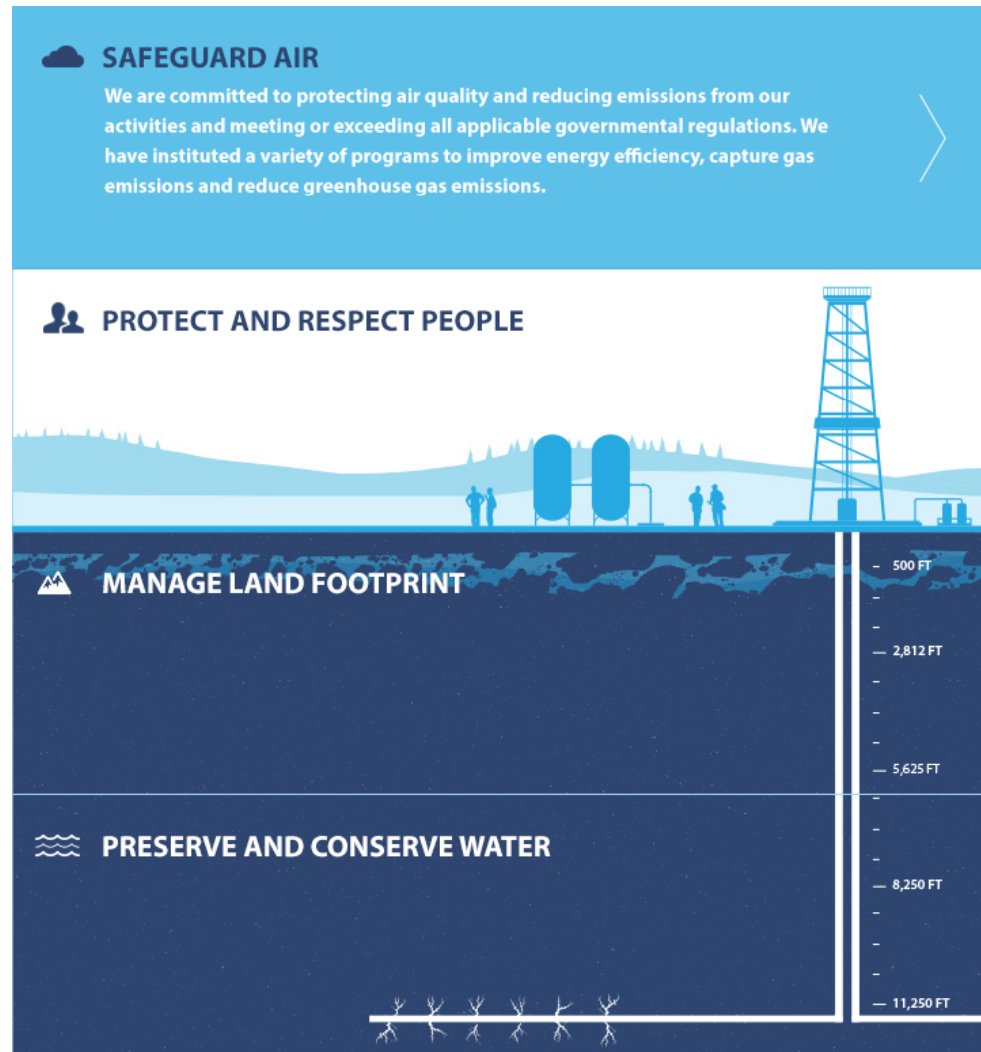
Where do you use one?



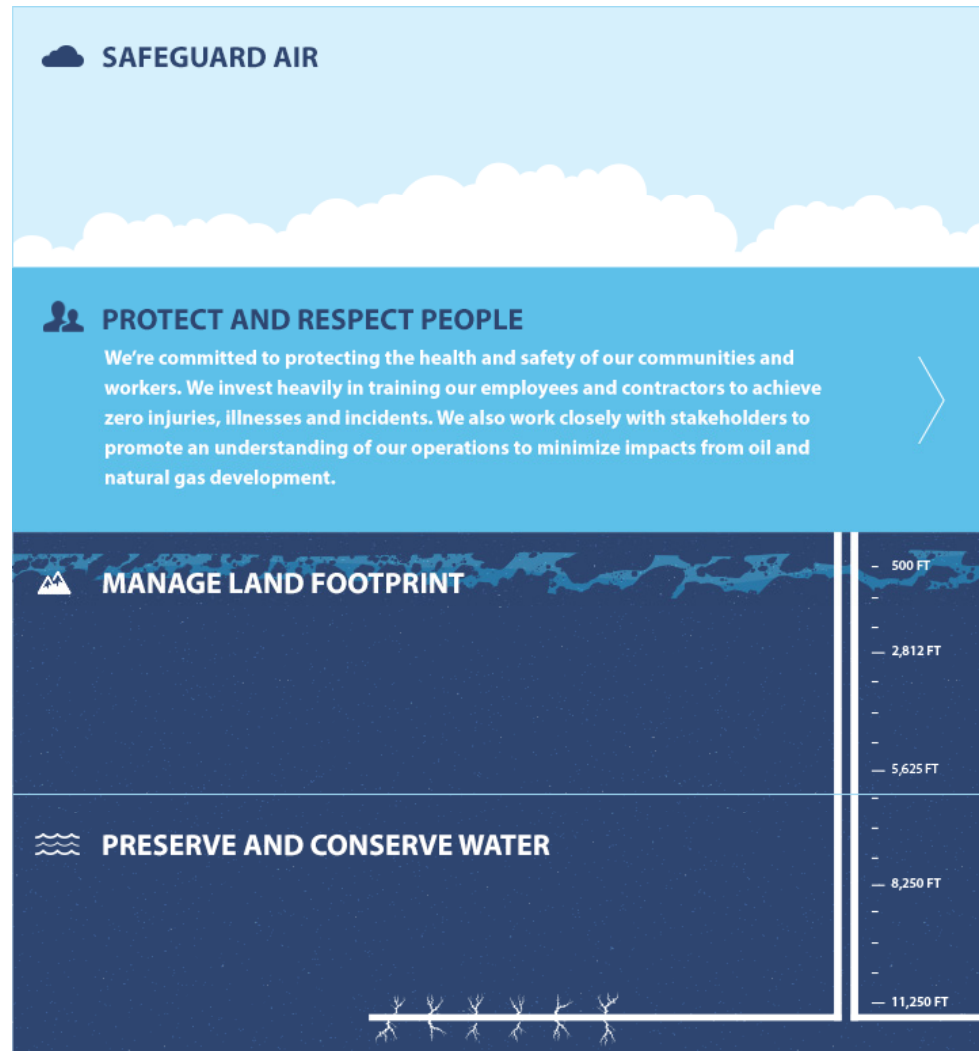
Where do you use them?



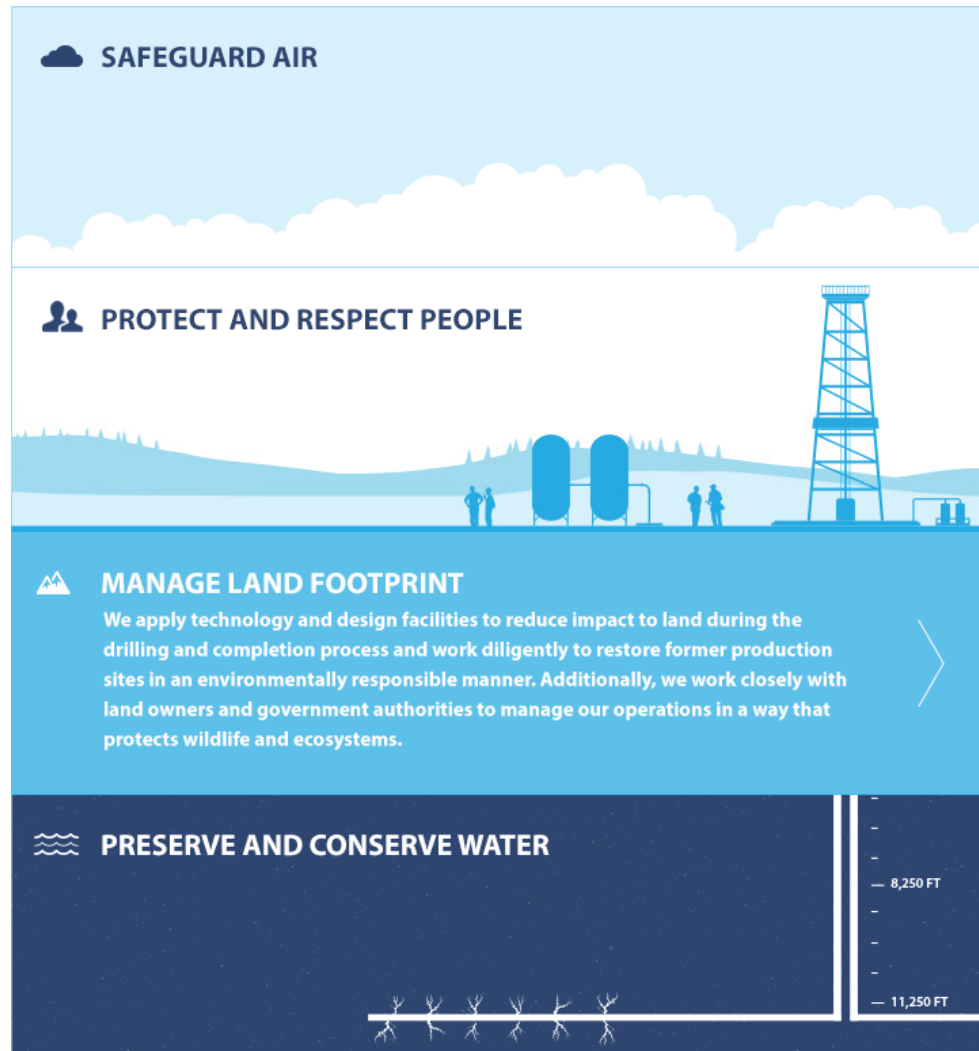
Where do you use them?



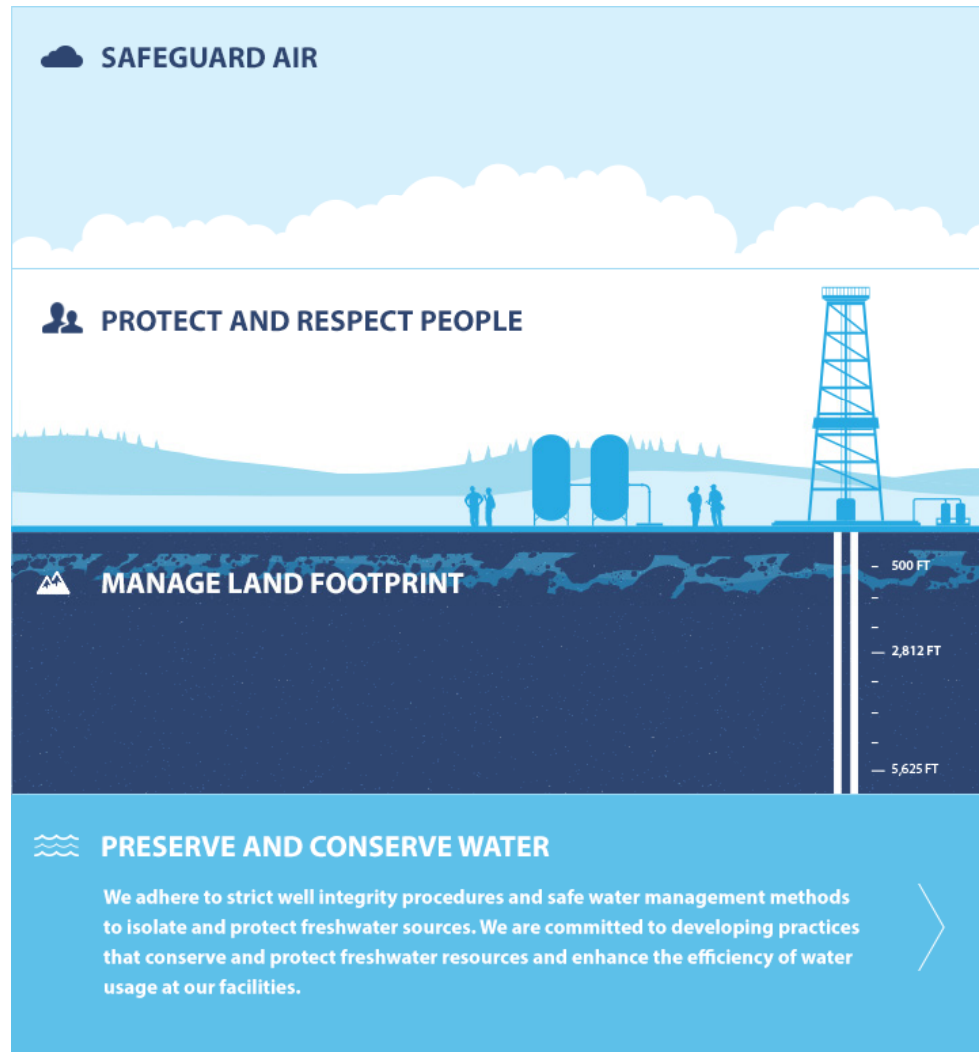
Where do you use them?




Where do you use them?






Where do you use them?



Where do you use them?








Register | Sign In

Follow us on   

ENERGY MATTERS ISSUES DEVELOPMENT FACES OF ENERGY TAKE ACTION LEARN MORE

Global Onshore Well Management Principles

Share This     

Preserve and Conserve Water

During drilling activities, one of the most important objectives for us is to protect groundwater. To isolate and protect freshwater zones throughout the life of the well, we design and construct new wells with multiple barriers of steel casing and cement. We closely monitor system pressures during drilling and completion activities. When drilling through freshwater zones, we use air or freshwater-based fluids to prevent water contamination. We hold fluids recovered from hydraulic fracturing in tanks or lined pits and manage them in accordance with government-approved methods to ensure safety and environmental protection. Additionally, in some areas we have begun baseline groundwater sampling to assure we have no impact on drinking water aquifers. We plan to expand this program to other areas as new shale resources are developed.

At the end of a well's productive life, we follow stringent site-closure requirements. These include setting cement plugs and/or mechanical barriers inside the well to isolate and protect freshwater sources.

ConocoPhillips implements water management practices to use this vital resource efficiently.

In the San Juan Basin in northwestern New Mexico, ConocoPhillips has reused 1.9 million gallons of water this year – the equivalent of a sheet of water 12 inches high spanning five acres. "This is very important in the desert southwest," says Paul Marken, completions supervisor. "It means less freshwater is diverted from potential agricultural and municipal uses."

This pilot project, which includes 9 wells, reuses the "produced water" that routinely flows from a well along with oil and natural gas. The water is separated and then trucked to a filtration site, where trace amounts of oil, solid carbonates and other substances are removed. The filtered water is then hauled to a new well where it is reused for hydraulic fracturing.

We also founded the Eagle Ford Water Consortium, a group of oil and natural gas producers that meets regularly to share information about water use planning and to interact with local and state regulators. In addition, using our own research findings and technological advances within the industry, we continually strive to reduce and conserve the water we use in hydraulic fracturing. In the Eagle Ford, we have reduced our water usage by up to 45% by modifying the composition of our fracturing fluid. This change was first implemented in early 2011 and is now applied to all our new Eagle Ford wells.

More in Development

Safety

Global Onshore Principles

Safeguard Air

Protect and Respect People

Manage Land Footprint

Preserve and Conserve Water

Drilling and Completion

Fracking

Oil Sands

Alaska's North Slope

Production

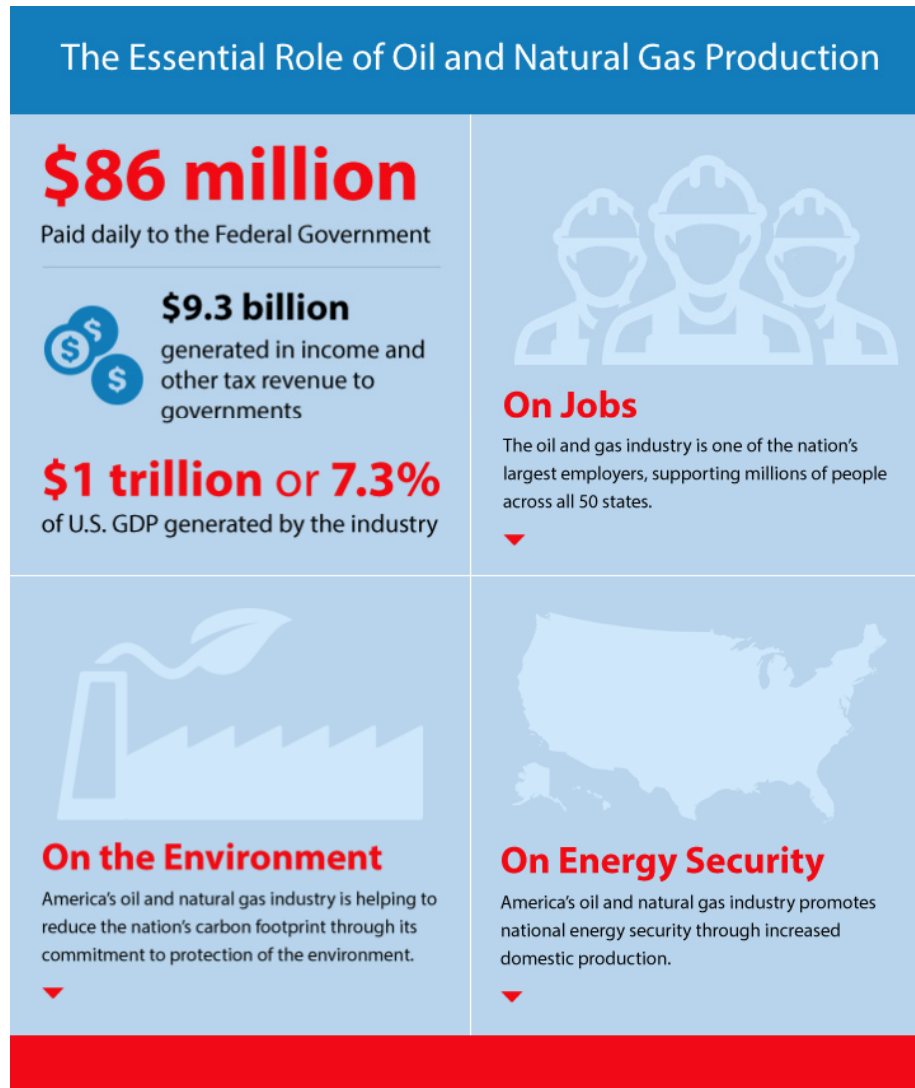
Transportation to Markets

Environment

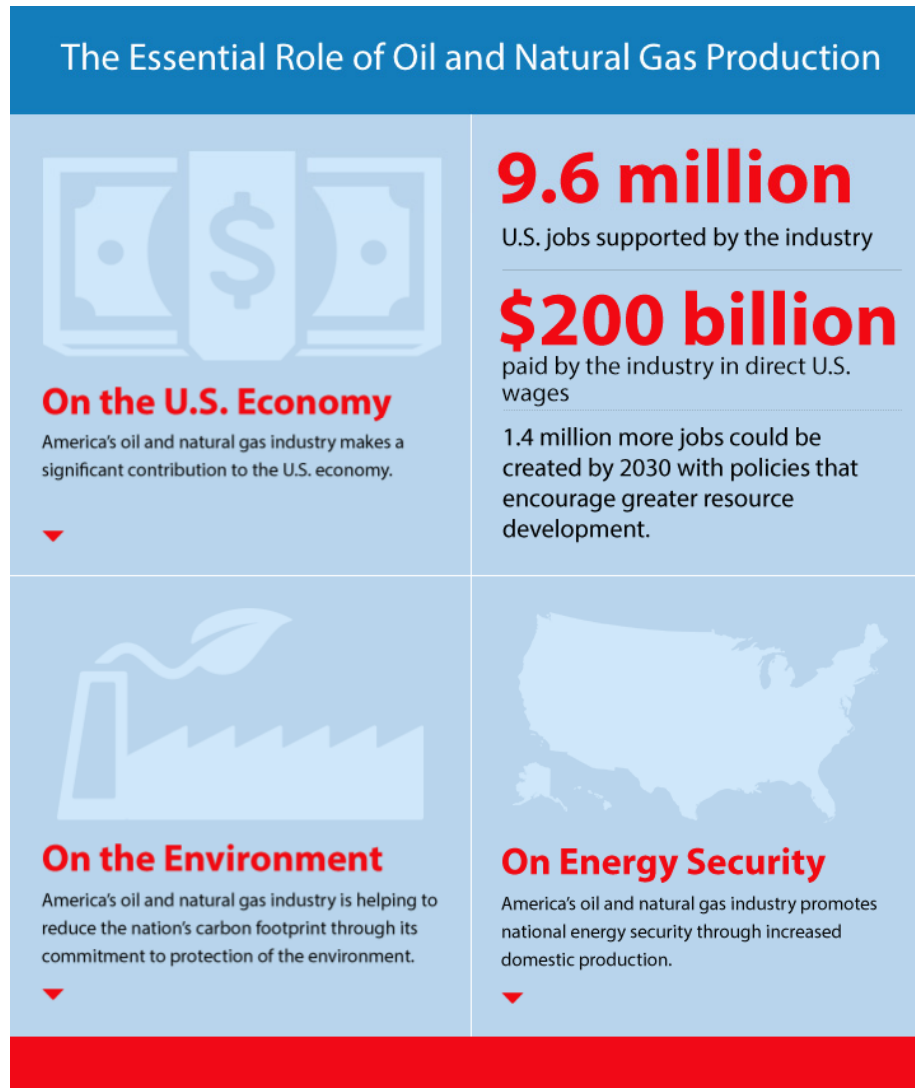
Where do you use them?



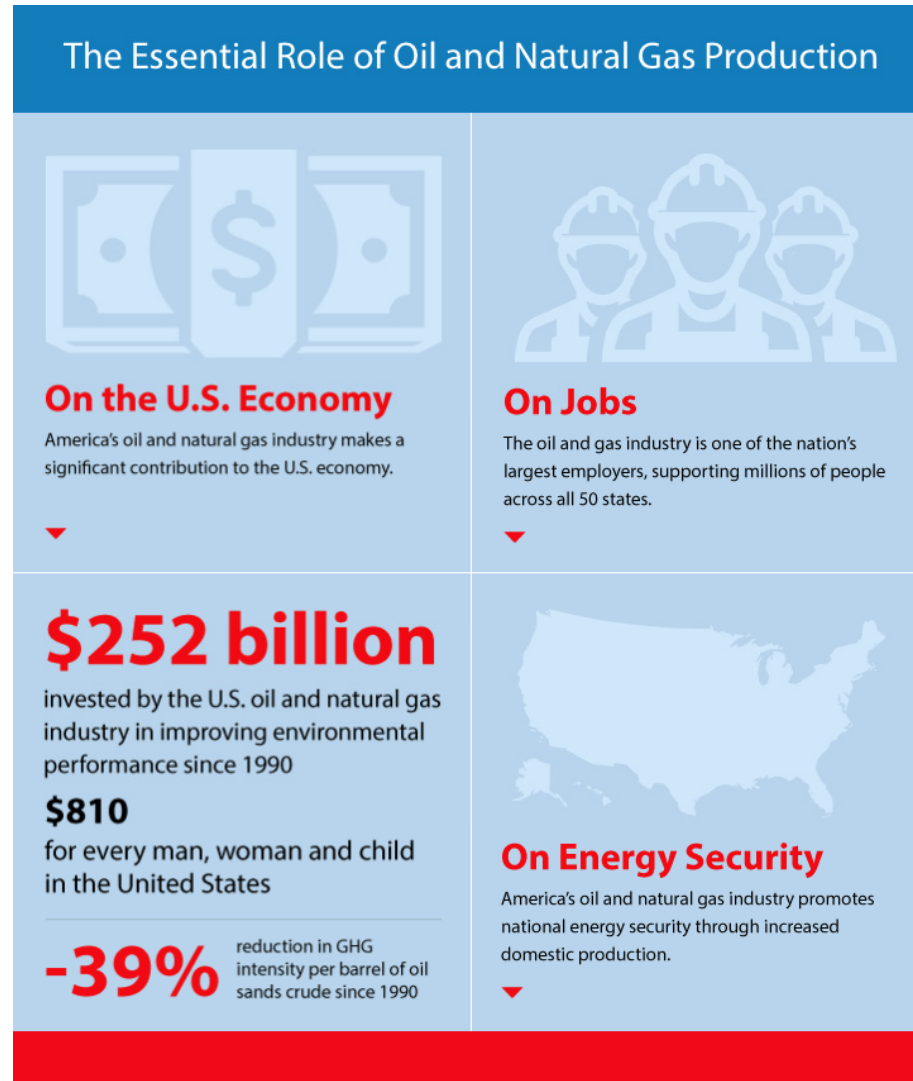
Where do you use them?



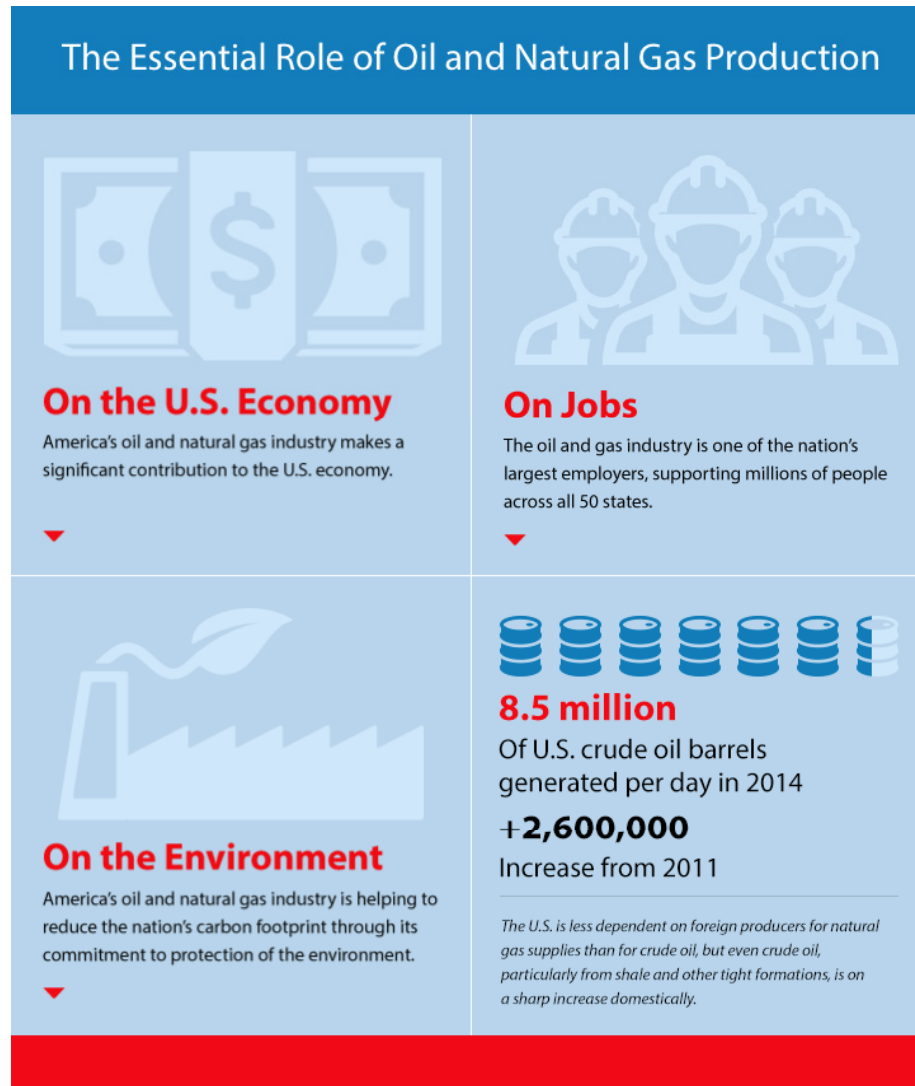
Where do you use them?

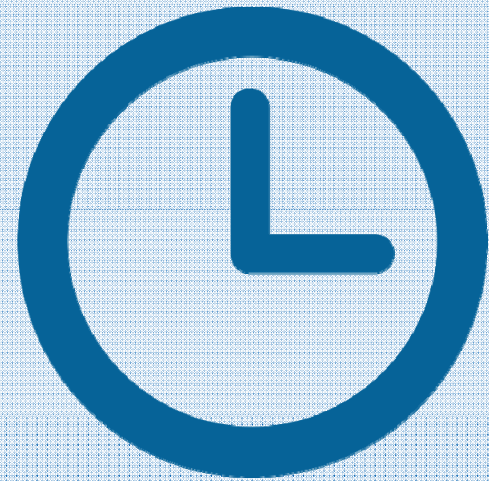


Where do you use them?



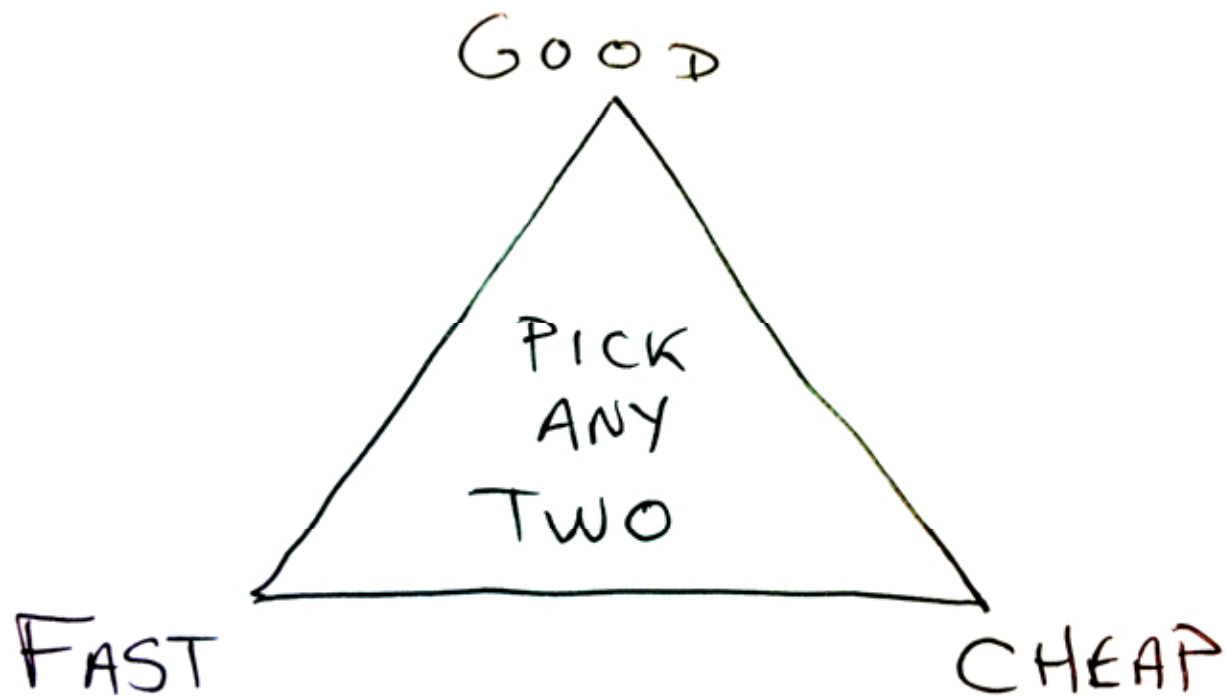
Where do you use them?













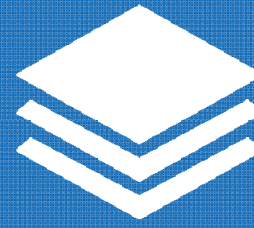
A good infographic can spread quickly on the Internet, giving other bloggers and writers something to talk about, and the creator backlinks and exposure. Be sure to include a logo and URL on the image for copyright purposes.

– Forbes

How do you
create one?



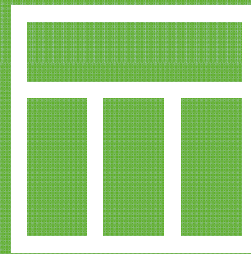
STRATEGY



DATA



WRITE



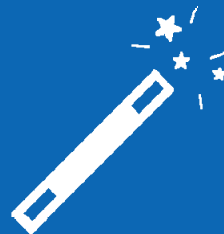
WIREFRAME



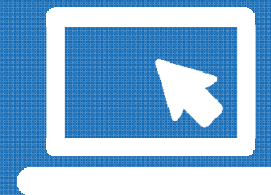
LAYOUT



LEGAL



EDIT



LAUNCH



**NAIL THE
STRATEGY**

Ask yourself a few questions:

- What is the purpose?
- Who are you talking to?
- What do you want them to do?



GATHER YOUR DATA

Collect your assets

Messaging

- Support Choice
- Total Research in the U.S.
- US viewed as leavee (regulate-to) Phos/MPs
- Investing remains competitive / vigorous here
- 50% research in U.S. incentives overseas TUEF was
- Make the R+D tax credit like Europe
- Almost all big pharma developers here (leaving/leaving)

• PPD buys Merck lab

Replains

- Feb 15th inquisitive
- Regular like London by 23rd

Pros

- support people in your state
- NO layoffs
- Support innovation
- promote jobs
- domestic
- highly trained employees/educated
- next economy stuff
- IP stay domestic
- low marginal tax for phos. and gen. (tax use)
- higher taxes generated companies

Cons

- Covance could do everything in Europe
- we'll do our best, why do it anyway
- Not that big of an incentive
- testing on people / chemical animal

Mes

- Support
- Total
- in the
- US
- leave
- invest
- comp
- 50%
- T
- M

Argument

Facilities

Day 1 → Lilly owns facilities 100% tax C → of d

Day 2 → Covance (no credit) buys Lilly facilities → 65%
Where the 35% is?

- discounts companies to buy facilities
- Pharma gets out of testing

→ CLO → encourage testing



WRITE

*Write visually.
Guide the reader with
headlines, copy and
a call to action.*

Protect American Medical Innovation: Modernize the R&D Tax Credit

[PANEL ONE]

[Image: Personified tax credit (a la the bill on Capitol Hill from Schoolhouse Rock) as an old man with cane and glasses]

I'm the **R&D Tax Credit**. Congress created me in 1981 to help the U.S. compete globally by encouraging innovation. Since then, I've gotten a little old and outdated.

[PANEL TWO]

[Image: Scientists in a pharma lab. Full R&D tax credit to the side]

Back then, medical research was mostly done in-house by pharmaceutical companies, which could claim 100% of their expenses for the credit.

[PANEL THREE]

[Image: Researchers at a university; Tax credit shown as a small figure]

Contract research was mostly done by tax-exempt universities. Tax credit covered only 65% of their expenses in those cases. 35% disappears.

[PANEL FOUR]

[Image: Tax credit standing to side. In background, CROs. Two graphics overlaid representing CROs: "\$24 billion in revenue" and "100,000 jobs"]

Today, much of the research driving medical innovation is done by CROs.

[PANEL FIVE]

[Image: Tax credit standing between two research facilities. One labeled "Academia" with a small figure, the other labeled "CROs" with a large figure]

CROs now employ more R&D professionals than the pharmaceutical industry. But they don't get any of the R&D Tax Credit. That misses the point.

[PANEL SIX]

[Image: R&D tax credit in front of shut-down/shuttered research facility]

Even when a CRO takes over a nearly abandoned research facility—adding jobs, efficiency, and innovation—they still don't see any of the R&D Tax Credit. Same researchers, same work, but no credit.

[PANEL SEVEN]

[Image: Map of the world with UK, France, Canada, and other countries highlighted. Maybe show CROs popping up in these countries]

But in other countries, they do. That incentivizes CROs to operate overseas, hurting American innovation and making us fall behind in the development of life-saving drugs.

[PANEL EIGHT]

[Image: ???]

For America to remain the leader in medical innovation, it's time to reward the companies that are investing in the researchers and driving innovation in the drug development process.

[PANEL NINE]

[Image: R&D tax credit is now "modern" – younger, hip, futuristic, etc.]

Let's modernize the R&D tax credit to recognize the work of CROs and put America on the forefront of innovation again. For the health of our economy and our citizens.

[LEGEND]

R&D = Research & Development

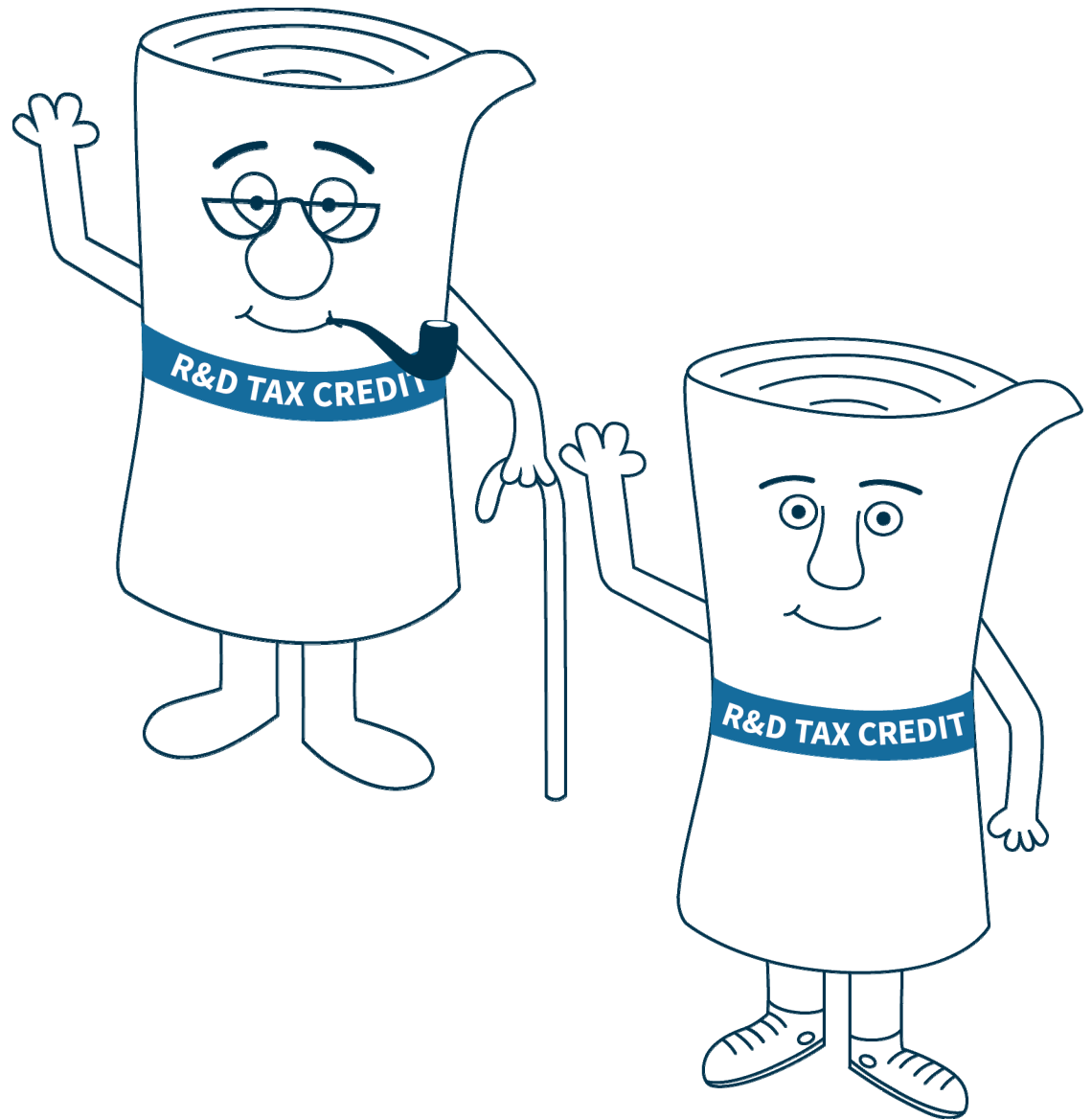
CROs = Clinical Research Organizations

TCSDD = Tufts Center for the Study of Drug Development



SKETCH A WIREFRAME

*Start with a pen and
paper to sketch ideas.*





LAY IT OUT

Protect American Medical Innovation:

MODERNIZE THE R&D TAX CREDIT

Hi, I'm the R&D Tax Credit.

Congress created me in 1981 to help the U.S. compete globally by encouraging innovation. Since then, I've gotten a little old and outdated.



Back then, medical research was mostly done in-house by pharmaceutical companies, which could **claim 100% of their eligible expenses** — primarily wages — for the credit.

Contract research was mostly done by tax-exempt universities, so companies could only claim 65% of their expenses in those cases. **35% disappears.**

\$24 BILLION global industry
OVER 110,000 employees



Today, much of the research driving medical innovation is done in **clinical trials** conducted by **CROs**.

CROs now employ more R&D professionals than the pharmaceutical industry according to TCSD. But **they don't get any of the R&D Tax Credit**. That missing 35% still just disappears. It's not smart or fair.

Even when a CRO takes over a nearly abandoned research facility—adding jobs, efficiency, and innovation—they still don't see any of the R&D Tax Credit. **Same researchers, same work, but no credit.**



But in other countries, they do. That **incentivizes CROs to operate overseas**, hurting American innovation and making us fall behind in the development of life-saving drugs.



For America to remain the leader in medical research, **it's time to reward the companies that are driving innovation** in the drug development process.

Let's modernize the R&D tax credit to recognize the work of CROs and put America on the forefront of innovation again. For the health of our economy and our citizens.

ACRO

LEGEND

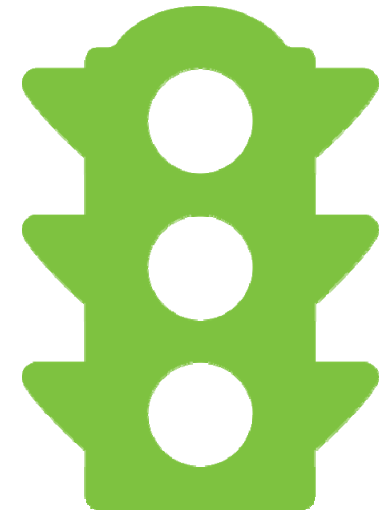
R&D = Research & Development

CROs = Contract Clinical Research Organizations

TCSD = Tufts Center for the Study of Drug Development



INVOLVE LEGAL





EDIT

Protect American Medical Innovation:
**MODERNIZE
THE R&D TAX CREDIT**

Make bill larger

Modernize the R&D Tax Credit.
I was created in 1981 to help the U.S. compete globally. Now, I'm a little old and outdated.

Back then, most medical research was done by pharmaceutical companies, which could claim **100% of their eligible expenses – primarily wages.**

Companies that contracted research out to tax-exempt universities could only claim 65% of their expenses.

35% DISAPPEARS

\$24 BILLION global industry
OVER 110,000 employees

But today, **CROs conduct the majority of research that drives medical innovation.**

Take out labels on state/map

CROs employ more R&D professionals than the pharmaceutical industry, according to TCSD. **But they don't get any of the R&D Tax Credit.**

Even when a CRO takes over a nearly abandoned research facility, they still don't see any of the R&D Tax Credit. **Same researchers, same work, but no credit.**

NO CREDIT FOR CROs

Change image to represent flags

But in other countries, they do. That **incentivizes CROs to operate overseas**, making us fall behind in the development of life-saving drugs.

For America to remain the leader in medical research, **it's time to reward the companies that are driving innovation** in the drug development process.

1st

Let's modernize the R&D tax credit to recognize the value of CROs and put America on the forefront of innovation again.

Larger logo

ACRO
American Contract Research Organization
acrohealth.org @ACROHealth

LEGEND
R&D = Research & Development
CROs = Contract Clinical Research Organizations
TCSD = Tufts Center for the Study of Drug Development



LAUNCH

Protect American Medical Innovation:
**MODERNIZE
THE R&D TAX CREDIT**

Hi, I'm the R&D Tax Credit.
Congress created me in 1981 to help the U.S. compete globally.
Now, I'm a little old and outdated.

Back then, most medical research was done in-house by pharmaceutical companies, which could claim **100% of eligible expenses – primarily wages.**

Companies that contracted research out to tax-exempt universities could only claim 65% of their R&D expenses.

35% DISAPPEARS

But today, **clinical research organizations** conduct the majority of research that drives medical innovation.

\$24 BILLION global industry
OVER 110,000 employees

CROs employ more R&D professionals than the pharmaceutical industry, according to TCSD. **But they don't get any of the R&D Tax Credit.**

Even when a CRO acquires a research facility from a pharma company, they still don't see any of the R&D Tax Credit. **More researchers, same work, but no credit.**

NO CREDIT FOR CROs

BRING YOUR RESEARCH HERE!

But in other countries, they do. That **incentivizes CROs to do the research overseas**, making us fall behind in the development of life-saving drugs.

For America to remain the leader in medical research, **it's time to reward the companies that are driving innovation** in the drug development process.

Let's modernize the R&D tax credit to recognize the work of CROs and put America on the forefront of innovation again.

ACRO
American Contract Research Organization
acrohealth.org @ACROHealth

LEGEND
R&D = Research & Development
CROs = Contract Clinical Research Organizations
TCSD = Tufts Center for the Study of Drug Development

Palm Cards for Legislators



LAUNCH





LAUNCH





MODERNIZE THE R&D TAX CREDIT



ACRO
Community

Like Follow Message

Timeline

About

Photos

Likes

More



765 people like this
Patrick Carlson

Invite friends to like this Page

ABOUT

The Association of Clinical Research Organizations (ACRO) represents the world's leading clinical research organizations (CROs). ACRO advances clinical...

READ MORE

<http://www.acrohealth.org/>

APPS

Actions

PHOTOS



ACRO

ACRO

Yesterday at 11:48am ·

IBM is teaming up with some heavy hitters in a bid to link together all electronic medical info. This could have huge implications for clinical trials.



IBM Announces Deals With Apple, Johnson And Johnson, And Medtronic In Bid To Transform Health Care

FORBES.COM | BY MATTHEW HERPER

Like · Comment · Share






LAUNCH

ACRO @ACROhealth · 22h

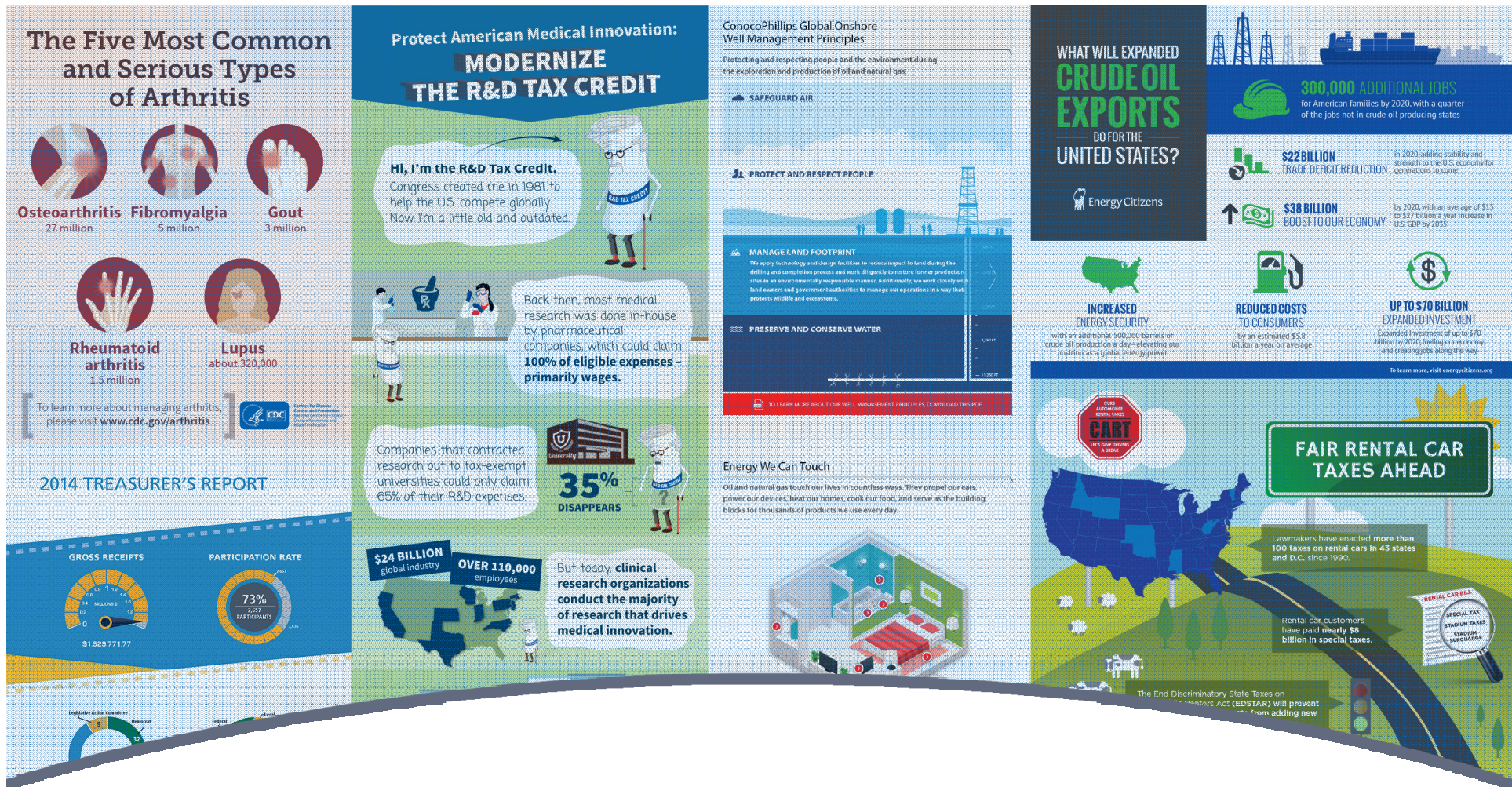
It's time to put America back at the forefront of innovation by modernizing the R&D tax credit. Learn more: bit.ly/1EuYMRZ

 YouTube



[View more photos and videos](#)





THANK YOU

Any questions?