

Campaign Strategy Newsletter 98 June 2016

Jo Cox

This newsletter was written before the murder of British campaigner and MP Jo Cox. I did not know her but by the accounts of those who did, she had the potential to become a great politician and had been a tireless campaigner to make the world a better place. We must hope that her life inspires a new generation to follow her example

* Values * Brexit Campaigns * A Nightingales Campaign Success

[New Blog: Seven Values Strategies](#)

Following on from [48 Campaign Strategies](#) and [Management Parameters for Campaign Direction](#) described in previous Newsletters, the '[Seven Values Strategies](#)' are:

- x3 Values Matching
- x1 LCD Cross Values Appeal
- The Mexican Wave
- The Locomotive
- Reframing for Values Uplift
- Unblock a Logjam
- VBCOP

[What's Wrong With The Brexit Campaigns?](#)

This blog explores why (in my view) both sides of the UK EU Referendum campaign (the decision date is June 23rd) so frustrate and baffle the wider British public:

'my guess is that the underlying reason both fail to really connect with most of the British public is that their origins are deeply and narrowly political. The pro and anti EU arguments have been rehearsed many times in the halls and backrooms of Westminster but with very little exposure to the public. As such they are fine tuned in UK political terms but largely untried on most of the public except for the rightwing of the Conservative Party and UKIP.'

It adds: 'Few of the arguments put to the public relate to individual realities. Few generate self-validating propositions which people can see or hear and test against their everyday experiences by thinking "was it like that for me ?" or "is that what I see or encounter ?" and coming up with a yes or no. So they have to rely on proxies to 'explain' what the arguments are really about and they are then faced with a forest of spinners.'

It points to a couple of interesting pro-Remain initiatives such as a remarkable 'De-Smog' investigation of the links between the Eurosceptic Brexit camp and the backers of Climate Sceptic organisations, and <http://weareurope.org.uk/>, whose 'In For' platform is one of the few positive Remain camp efforts that talks about Europe in positive optimistic terms based on experiences of being in Europe that people actually enjoy.

Strangely this is almost absent from the debate because Remain camp spends most of its time reacting to the negative 'Leave' camp messages, and relies on economic arguments rather than any wider social or cultural ones. Most of its communication seems aimed at peeling away people who share the Leave camp's concerns rather than reminding others of why they appreciate the benefits of being in Europe. This could be a fatal error as younger people, many of them Prospectors, are most pro European but also least likely to get out and vote. [Read more here.](#)

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Another view on Brexit

[A message from Smokey](#) (my dog)

A Small Nightingales Success

For the past several years I've been running a small campaign to get people to ask the BBC to broadcast a live singing English nightingale. On June 14th the BBC's 'Springwatch' programme did so*, and even though it was the briefest of snatches of song, we took that as a success. So thanks to the 3087 people who signed the 38 Degrees petition, and all others who helped.

The campaign will go on in a different form, based at www.nightingalenights.org.uk and on twitter at [@NgaleNights](https://twitter.com/NgaleNights). The idea is to make the first week in May into a cultural date in England's annual calendar (sadly nightingales do not reach Scotland or Wales), and get people to go out into the copses and lanes, commons and hedgerows, to listen to (and marvel at) nightingales, a bird with an unimaginably evocative and complex song. Plus for those who can't get out to hear them at first-hand or first-ear, to hear them live on broadcasts.

So I've asked the BBC if they can follow up their broadcast by perhaps collaborating with 'Citizen Broadcasters' who like me, have done their own streaming live broadcasts to the internet, using mobile phones. See more at www.nightingalenights.org.uk including nightingales singing, people singing with nightingales and singing about nightingales.

Nightingales are fast declining in England and I hope that by showing appreciation and engaging with them emotionally, we may help promote efforts for their conservation.

*readers who can see BBC i-player can see it here (watch from 52.50mins) <http://www.bbc.co.uk/iplayer/episode/b07gry3b/springwatch-2016-episode-10>

Is TTIP Doomed ?

More and more commentators are suggesting reasons why TTIP, the controversial trade agreement between the US and the EU, may be in deep trouble. But why is it like the Concorde project in at least five ways ?

Your Suggestions

Do get in touch if you have suggestions for things you'd like me to cover in this Newsletter, including your own campaigns or work on communications if they have wider implications for other campaigners. Useful resources are also good.

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