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Fish TV, Age, Values and Cairo Taxis

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The sister project to Angela's Fish Hut featured in the last Newsletter, Eurofish TV, is now online at www.eurofish.tv and You Tube at <http://bit.ly/q1IJ8p>. It explains 'the problem' with the Common Fisheries Policy.

"Television made by fish, for fish, about fish", Eurofish.tv shows the activities of Europe's politicians, as observed by the Eurofish TV Anchor Lobster and his friends.

Eurofish.tv is the animated adventures of the Common Fisheries Policy (CFP) reforms. Widely regarded as one of the most tangled and intractable international negotiations, Fish TV looks at its impact as a social, economic and environmental disaster – in a simple, light-hearted way.

Animator Leo Murray says, "We hope future episodes will feature news and views about how to make the politics work to save fishermen and the fish – we invite you to get in touch with video or words at info@eurofish.tv"

In Eurofish.tv's world, the CFP appears as a Cyberkraken fuelled by public money controlled (or not) by Europe's politicians, including Angela Merkel, David Cameron, Silvio Berlusconi, Nicolas Sarkozy and José Luis Rodríguez Zapatero. The bureaucrats are represented by Brussel Sprouts, the scientist by egg-heads and the small fishermen by, small fishermen. A Fat Cat represents fishing's big business.

Maria Damanaki, Europe's Commissioner for fisheries, plays the role of a mermaid. Future episodes are planned to include an interview with Damanaki and coverage of the CFP reforms, which are scheduled to run throughout 2011 and much of 2012.

Eurofish.tv is animated by Leo Murray and Thomas Bristow www.wakeupfreakout.org, and was conceived by myself, working with HLC, (www.harwoodlevitt.com). Harwood Levitt Consulting is an independent strategy consultancy specialising in public policy issues .

If you like Eurofish.tv please pass it on to friends, and you can post suggestions for future episodes at www.eurofish.tv

Meanwhile, Angela's Fishing Hut, a tongue-in-cheek celebration of the role that small fishermen in Germany have played in Mrs Merkel's electoral success, now has begun its move towards Berlin in October. If you would like to know where it will be, when, please sign up to the FishHut facebook page, <http://www.facebook.com/angelasfischerhuetten>. To see videos and photos from its launch, and to read more, its' own website is <http://www.angelas-fischerhuetten.de/>

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Age And Values

I'm often asked about the relationship between age and values, as measured by CDSM's model 'Values Modes. (see www.cultdyn.co.uk). I've now posted some CDSM terrain maps (data) at the blog <http://threeworlds.campaignstrategy.org/> which shows how the pattern of British values changes across age groups.

Younger cohorts start out with a strong skew to Settlers (Security Driven), then Prospectors (Outer Directed) and then stretch across all three Maslow Groups into the Pioneers. Note that students are more Pioneer than non-students – presumably because they have had more esteem-giving experiences. Such age differences are also reflected in Inglehart's measurements of generational scale changes for numerous countries (www.worldvaluessurvey.org)

Talk from the E Campaigners Forum

It's not riveting tv but if you are interested, there's a video of me talking about basic campaign planning at the Oxford ECF meeting from earlier this year, online at <http://fairsay.com/ecf2011-video-cr>

Political Lobbyists in the UK

British campaigners may be interested in the Association of Professional Political Consultants register, which is a positive step towards more transparency in the commercial 'public affairs' world. http://www.appc.org.uk/index.cfm/pcms/site.ourclients.register_home/ Although not all firms are in it, those that are do disclose quite a bit about their clients.

The 'Facebook Revolution'

Much has been said and written about the "Arab Spring" and the role of social media. A recent BBC Programme 'How Facebook Changed the World: The Arab Spring' is more interesting than many because instead of armchair or ipad pundits, it featured a lot of interviews with those involved first hand, in the Tunisian and Egyptian uprisings.

UK readers can access it at <http://bbc.in/pi5GzN>. Unfortunately I'm not sure how you can see it in other countries. (Broadcast BBC Two and BBC HD, 9:00PM Mon, 5 Sep 2011, available at iplayer until 22 Sept, reporter – the very capable Mishal Husain).

Campaigners in all walks of life can learn much from the way these uprisings were organised and sustained. My favourite was the use of taxis in Egypt. Unlike Tunisia where internet access was very widespread, only 20% of Egyptians had internet access. So the activists turned to a word of mouth channel – Cairo's swarms of taxi drivers – in order to publicise their plans (and decoys) for protest gatherings.

In the programme, Waleed Rashed explained:

"Here in Cairo, taxi drivers love to talk to people, so we said to ourselves, how can we take advantage of that? The idea was that if we spoke directly, face to face with the taxi driver, he might start arguing and debating with us and this would not be very useful...."

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... But if I speak with someone from my movement, using the phone, in front of the taxi driver, he will feel he has overheard a secret, and that will create some intrigue, and then the taxi driver is bound to pass on what I've said to others..."

Quite brilliant, and a great example of using communications to get a desired effect, not to put a point of view or 'message' that can be argued with. It's thinking about the conclusion people draw that is important, not trying to 'change their minds' to make them like you. (For more examples of 'organised gossip', including with taxi drivers, see pp 232-4 in my book *How to win Campaigns: Communications for Change*).

The programme also clearly shows the difference between the Settler-dominated Moslem Brotherhood, and the Pioneer + Prospector 'new' liberal democracy oriented activists, who formed a critical alliance in Egypt. (See also Newsletter 69).

Useful Compilation

Thanks to Mark Parker for sharing his list of 'Readings on Activism and Campaigning at <http://bit.ly/oyGcEq> - well worth a look.

One to Watch

I spent a day with the National Trust a while ago and talked with them about campaigning. I can't claim it's my doing as it seems they got pretty annoyed at the way they were being treated by the government but it now it seems that venerable British institution is lifting up its skirts and putting on some fighting boots over the wholesale changes proposed to the development planning system (see <http://bit.ly/pTtSjl>).

In my own view, there is more to this than just 'NIMBYs', landscape lovers and environmentalists opposing sprawl spreading American-style across England, not least because in its Localism Bill the government has inserted a 'sustainable development clause' which without any sort of objective test is simply a greenwash stamp of presumed approval. As such it is perhaps the end of 'sustainable development' as respectable concept in the UK (not that it was ever a lot of use) but in its disingenuity, the government has turned the issue into one of a test of the public interest.

ie What is the public interest, isn't the government supposed to represent it, and how in this and other ways (eg its relationship with Murdoch, the banks), is it actually doing so? The Treasury is undoubtedly behind the changes in planning, with its assumption that generating cash must be prevail, no matter what damage is done.

On 8 September the Trust's campaign reached Britain's top selling popular newspaper, *The Sun*, and *The Telegraph* and *The Times*, both bastions of conservatism, have been running their own campaigns and hostile articles (<http://tgr.ph/pnwaEu>). If the campaign spreads to engage the sort of 'grass roots' local protests that brought about a u-turn on the sale of forests (see Newsletter 67) then expect the government to hit the brake, if not reverse.

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Fracking may not be far behind (eg <http://www.campaigncc.org/fracking> and <http://frack-off.org.uk/>), as it too brings together 'big picture' Pioneer campaigners concerned about global issues like climate change and energy futures, and Settlers and Prospectors outraged about the impact on their homes and communities.

Book Launch

My new book on values, What Makes People Tick: The Hidden Worlds of Settlers, Prospectors and Pioneers will be published on 13th October. You can order a copy at <http://threeworlds.campaignstrategy.org/> and at Amazon <http://amzn.to/ogDV2o>

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HOW TO WIN CAMPAIGNS pub April 7 2005 Earthscan by Chris Rose see

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