

Campaign Strategy Newsletter 83, December 2012

New Wine, Old Bottles? Updated Blog

Does online increase campaign engagement or is it old wine in new bottles (see 'Newsletter 82')? You can now see a version of a presentation I gave at the World PR Forum at <http://tinyurl.com/cvu45fs>

The Framing of Campaigning

What is campaigning and how does the way we frame 'campaigning' affect how we then campaign?

Is it like fighting a war or all about winning an argument? Or is it a question of raising awareness, a selling job, education or essentially about starting a conversation with society?

The mental boxes we unwittingly employ in order to start thinking about a 'campaign' often exert a huge influence over how we create a campaign and what we expect.

If our organisation is new to campaigning – which given its popularity is more and more often the case – then our preconceptions will tend to guide our expectations about how change can and should come about, and thus also the way we interpret public responses, or lack of them.

I try to explore some of these issues and the inbuilt pro's and con's of different ways of framing "what campaigning is" in a blog at <http://threeworlds.campaignstrategy.org/?p=131>.

Christmas Reading

Top of my list for campaigners, indeed anyone who needs to communicate effectively, would be *Story Wars* by Jonah Sachs, published by Harvard Business Review, 2012. Sachs became famous for authoring '*the Meatrix*' online video about factory farming, back in the day before YouTube, and when viral video was a novelty. The point is not about online media but about the fundamentals of story telling and its visualisation, which applies to almost any story in any medium of channel.

Sachs writes easily and engagingly, and as he tells his own story, he explores the structure of myth, its use in films and advertising, politics, brands and fairy tales – and provides a handy set of How Tos, check lists and models, such as Campbell's 'Hero's Journey'.

Sach's 'Simple Story Test' is captured in the mnemonic TIMER: Tangible, Immersive, Memorable, Emotional, Relatable.

His account of the political development of marketing in America is also fascinating, although his discovery of Maslowian values leads him into some Pioneer fantasy with a recipe for 'empowerment marketing': "see through the lies, Recognize your power. Push past failure. Dive into complexity". You might wish. Nevertheless, overall (and ignore the awful illustrations) this is a great book that any campaigner should read.

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Anything else? Well for me, the 'classics' must include two of George Lakoff's books on framing – *Don't Think of An Elephant* and *The Political Mind*, together with Robert Cialdini's *Influence: The Psychology of Persuasion*. For a longer read try Daniel Kahneman's *Thinking Fast and Slow*, and my own *How to Win Campaigns: Communications for Change* – recently [described](#) as 'not a book ... a compendium'. Not sure if that's encouraging but if you are going to buy it then in aid of the [campaign](#) to get Amazon to pay it's taxes, try a different bookseller. Eg in the UK, [Waterstones](#), or the publishers [Taylor and Francis](#).

Money Talks - But What Is it Saying?

It's not often that you come across a single issue campaign which achieves elegance and simplicity in its proposition but I particularly like this one: [Positive Money](#). I am no economist so there maybe something awfully simple which is wrong about their analysis but I rather doubt it. Have a look for yourself.

Their case is that banks have been allowed the licence to create money, and that because they do this to finance the creation of debt, this has created many of the economic problems which now beset so many of our societies. Their suggested solution in a simple one: restrict the creation of new money to central Banks under public control.

If they are right (check the three minute video), they have struck upon the analytical underpinning of the powerful but inchoate outpouring of angst that powers Occupy Wall Street (OWS) and a host of other 'protest' about the economic system and abuse of the public interest.

It's interesting that this highly political idea emerges, not from a traditional political source like a political party or think-tank but in common with many others today, from a campaign run mainly online. Will they succeed in gaining the attention of formal politics? It seems their idea has been debated in at least one Parliament; fittingly, given its disastrous run in with banks, in Iceland. A motion debated there on 4 Dec read:

"Althing concludes that the minister of finance will form a committee of specialists to research how the separation of money creation and loan function of the banking system can be achieved by limiting banks' ability to create new deposits through lending."

Perhaps because of the similarity heuristic, new political ideas sometimes move more easily between political structures – such as one Parliament to another - than they do inwards from the outside (from wider society into formal politics). So watch out to see where it pops up next.

The Campaign Strategy Newsletter

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Find the blog at threeworlds.campaignstrategy.org/

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Books By Chris Rose:

How to Win Campaigns: Communications For Change, (edn 2) Earthscan/Taylor and Francis 2010, in aid of the [campaign](#) to get Amazon to pay its taxes, try a different bookseller. Eg in the UK, [Waterstones](#), or the publishers [Taylor and Francis](#)

What Makes People Tick: The Three Hidden Worlds of Settlers, Prospectors, and Pioneers, Troubador (2011) order it post and packaging free from threeworlds.campaignstrategy.org/