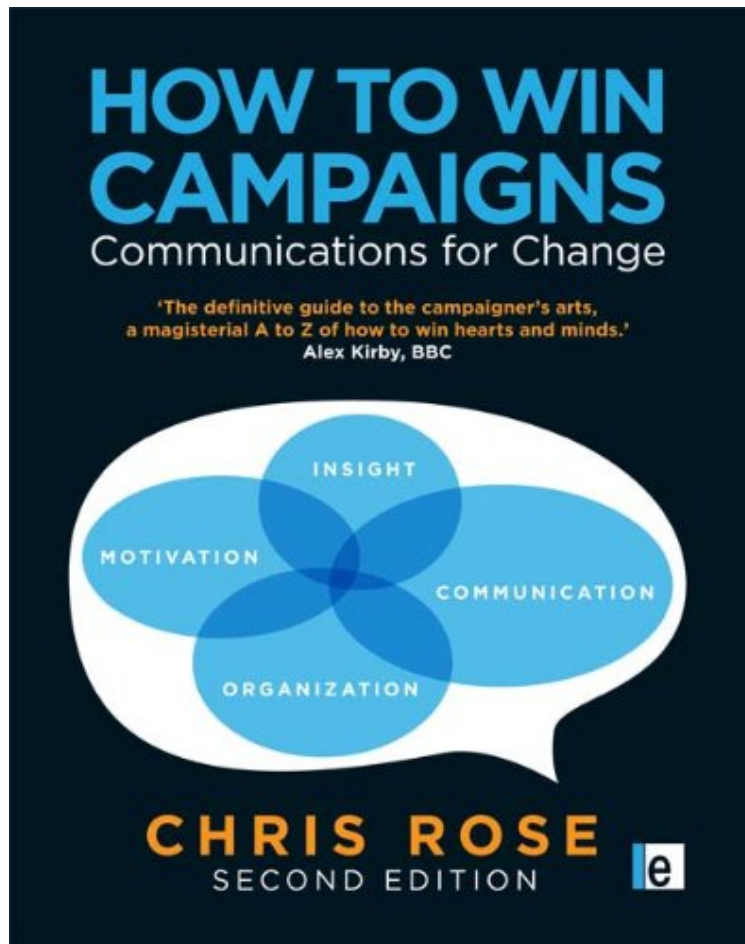


[Download ebook] How to Win Campaigns: Communications for Change

How to Win Campaigns: Communications for Change

Chris Rose

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Chris Rose : How to Win Campaigns: Communications for Change before purchasing it in order to gauge whether or not it would be worth my time, and all praised How to Win Campaigns: Communications for Change:

1 of 1 people found the following review helpful. Useful for anyone in sustainability/environmental field
By Darcy Hitchcock
Rose, Chris (2010) How to Win Campaigns: Communications for Change, Second Edition. London, UK: Earthscan
It can be instructive to view your work through a different lens. This book is about setting up and managing campaigns, and most of the examples deal with environmental problems, so the topic is very relevant to sustainability professionals. While you may not be working for an NGO that is planning a major campaign, the lessons in this book are still quite useful. Campaigns are defined as a conversation with society, with the goal of persuading large numbers of people to act with urgency, without having to make friends first. (p. 1) Some of the main lessons I took away: Campaigns as a story--you don't want to reveal the ending to the story when you start, even if you have a clear vision of what you want the ending to be. On page 20, there is a visual that explains the flow of a campaign using broad phases: Awareness, Alignment, Engagement, Action So you start by identifying problem, perhaps an enemy or victim, then a solution, the call to action. Like Dorothy in the Wizard of Oz, the public has to go on the journey. You can't

start the story by telling them they just have to click their heels to get what they want or they won't go on the journey with you. The importance of events and images--Campaigns are organized around events, in part to draw media attention. There is a whole chapter on managing the media and that too is an interesting example of story-telling where the reporters have (perhaps subconsciously) certain archetypal stories that their reporting quickly falls into; and if you're not careful in communication, they can be telling a completely different story than the one you intended. Rose provides an interesting example of this with campaigns of fishing quotas. Photographs of bulging nets can be viewed by the public in contradictory ways: as positive (there are still lots of fish, what's the fuss about?) or negative (we're raping the seas). The debate is esoteric with arguments by scientists and pressure groups on the health of the stocks. Suddenly the fishermen become the victims as talk of quotas emerge. And politicians use this as political theater while they play their cards to see if their nation can come out on top. While the fish are really the victim, what tends to be picked up by the media is the battle between the parties. Declining fish stocks become a distant memory while the power struggle story takes over. Visual language--Rose emphasizes that you're better off creating an image more than language because they are less subject to reframing and work to set up the shot so that it tells an iconic story we'll quickly recognize. Remember the man in Tiananmen Square standing in front of the tank? David and Goliath. We instantly know whose side to be on. Interview `suitcase'--If you're going into an interview, the book provides a step by step process for preparing your communication: a headline (the main thing you want to say); three reasons supporting the headline (that answer the question, Why?); and then one fact to go with each reason (preferably a number); finally anecdotes (which brings it to life). Rose also provides appropriate bridges for when the interviewer asks a question which isn't directly related to the points you want to make. He says it's rude to ignore the question (as we see politicians do all the time) but instead to acknowledge it and get back on track. EG, "That's an issue but what the public is really concerned about is..." Fundraising--Keep it simple. Usually campaigns give people one option but different levels of support (eg buy a seat or table at the event). The importance of solutions--Problems quickly become demotivating. We're all overwhelmed with negative news. "Start campaign planning with an opportunity to take action and work back from it." This may mean not taking on the problem (eg climate change) head on but rather one little piece. All these principles apply equally well to sustainability practitioners trying to make the business case for something they want to do. --Review by Darcy Hitchcock, International Society of Sustainability Professionals and AXIS Performance Advisors

How to Win Campaigns is a practical guide for creating and running successful campaigns. Written for the new campaigner and the experienced communicator alike, it explores what works (and what doesn't) and shows how to use principles and strategy in campaigning as a new form of public politics. Applicable to any issue and from any point of view, the book's key steps and tools provide models of motivation, analysis and communication structure. This fully revised and updated second edition includes the following new features: * Campaign Master Planner * Political Checklist * Motivational Values * Behaviour Change * Campaigning and the Climate Issue * Dealing With Disasters * Using Celebrities * Being Interesting * Brainstorming * Visual Narratives * A Strategy For Values, Behaviour, Politics and Opinion * Emergencies * Tame and Wicked Problems * How To Tell If You Are Winning * Plus all new case studies on - new media and the Obama campaign, the smoking ban, chemicals and health and greening Apple computers.

'Chris Rose is one of the UK's most successful campaigners, and his vast experience is brought together in this outstanding practical guide. If you believe there is a problem that needs to be fixed, then How to Win Campaigns is a vital resource.' Tony Juniper, writer and campaigner. 'Chris Rose has devised an enormously insightful and helpful guide from his many years of experience running great campaigns. The tools in this book are powerful allies for any campaigner, and will prevent expensive mistakes by beginners and veterans alike.' Caroline Fiennes, Executive Director, Global Cool 'In a society where individual voices are silenced so the powerful are heard, the idea that campaigning is about having an effective conversation with society is a radical one. This book is necessary reading and will empower people to campaign for the right to campaign.' Ho, Wai Chi, ex-Executive Director of Greenpeace China 'How To Win Campaigns should be on every campaigner's bedside table. It combines the best of strategic planning with a highly readable style that will inspire and empower you - day in, day out. An absolute must-read for anyone passionate about changing something for the better.' Casper ter Kuile, Co-Founder, UK Youth Climate Coalition 'For new campaigners, a wealth of information and practical guidance. For veteran campaigners, Rose is a source of inspiration -- encouraging us to think about campaigning in new ways. Anyone who has already plumbed the depths of 'the Art of War,' will find much to learn from this how-to manual on the art of campaigning Kelly Rigg, Executive Director, Global Campaign for Climate Action 'Full of wit, wisdom and the essential insights that only hard-won experience delivers this book is a must-read for any campaigner, from eager first-timer to seasoned veteran. From the fundamental basics of structure and tactics to the creatively nuanced subtleties of framing and values, Chris delivers practical evidence on what does and doesn't work.' Ed Gillespie, Co-Founder, Futerra 'Finding creative and practical ways to engage the public to challenge vested interests that threaten a fairer and safer world is increasingly

urgent - and daunting. With disarming clarity, Chris Rose sets out how it can be done. This is a must-read for anyone campaigning for solutions that serve the public interest' Michael Keating, Director, Africa Progress Panel 'This is the best book on campaigning I have read - and I think I have read them all., A must-read for campaigners everywhere.' Des Wilson, Founder, Shelter Praise for the first edition: 'The definitive guide to the campaigner's arts, a magisterial A to Z of how to win hearts and minds. Those without the time to read it from cover to cover will still find plenty to intrigue and enlighten them. The book should also be required reading in City boardrooms, if Rose's potential targets want to know what's heading their way' Alex Kirby, BBC 'Be it an advertising, electoral or sway campaign, this book is an excellent guide for anyone wanting to rally together public support for an important cause... Useful for the experienced campaigner and novice alike, this systematic and practical guide shows that campaigning has a key role to play in contemporary politics.' The Waste Paper 'Environmentalists have a bad habit of understanding more about the issues than they do about people. Then they wonder why their campaigns fail. Chris Rose not only knows about both, he knows how to connect them' Tom Burke, ex-Director of FoE and the Green Alliance, co-founder of E3G Third Generation Environmentalism 'A 'must read' for those who want to use communications techniques to change the world we live in.' Ed Gyde, Director, Munro Forster Communications 'Climate change is a 'wicked problem' with many dimensions, but the suffering of those affected by it is something tangible and requiring action' Harfiyah Haleem, Ecolslam 'this second edition is surely the definitive book on campaigning, drawing on the author's many years of experience' David Lorimer, Network and Omnipedia - Thinking for Tomorrow 'This is not an academic textbook but a brilliant how-to guide written by one of the world's most successful environmental campaigners, who among others, led the Greenpeace campaign which blocked the dumping of the Brent Spar oil platform in the North Atlantic.' EcoClub.com About the Author Chris Rose is an environmental campaigner and communications consultant who is author of the Campaign Strategy Newsletter, has worked for Greenpeace, where he was a leader of the successful campaign that stopped the sinking of the Brent Spar oil platform in the north Atlantic, Friends of the Earth, WWF International and a host of other organizations on issues from drugs strategy to fear of crime.