



Cool Stuff I Learned at *frank*

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Upcoming online classes at The Goodman Center

WEBINAR BETTER	CAMPAIGN BETTER	TELL BETTER STORIES
The Webinar on Webinars	Strategic Communications: Cutting Through the Clutter	Storytelling: Tapping the Power of Narrative
March 14 11am - 12pm PT	May 19 & 26 11am - 12pm PT	June 6, 13, 20 & 27 9am - 10am PT

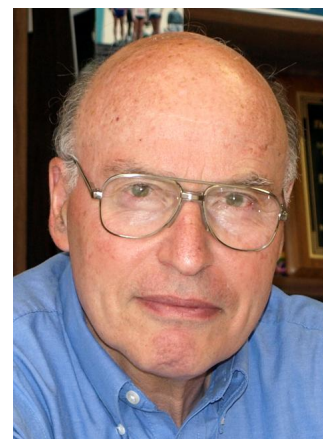
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Paul Slovic's research is essential knowledge for public interest communicators.

Paul Slovic is a professor of psychology at the University of Oregon, and his more than fifty years of research have made him a global thought-leader on the role of empathy in human decision-making. I first wrote about Dr. Slovic's work in the December 2009 [edition](#) of *free-range thinking*, and I was thrilled to participate on a panel with him at *frank2016*.

Slovic's [presentation](#) on "The Arithmetic of Compassion" reinforced a continuing theme in his work: namely, that human beings are more likely to be moved by the stories of individuals than by large numbers. As a case in point, Slovic cited the tragic story of Aylan Kurdi, the three-year-old Syrian refugee who drowned in September 2015. The photograph of Aylan lying face down on a beach instantly spread around the world, and Slovic noted that donations to the Swedish Red Cross increased from \$30,000 to \$500,000 as a direct result. Another 14 children drowned the day after Aylan, but these additional deaths did not lead to a significant increase in donations, offering further proof that empathy is a one-to-one experience.



Paul Slovic

(Slovic's latest book, "Numbers and Nerves: Information, Emotion and Meaning in a World of Data," will be reviewed in an upcoming edition of this newsletter.)

No lie: the documentary, "(Dis)Honesty - The Truth About Lies" is a must-see.

Why do we lie? And why do we lie not only to others, but to *ourselves* as well? This fascinating documentary presents the work of behavioral economist Dan Ariely, and it provides genuine insights into the small lies we all tell, as well as the big lies that lead to headline-making scandals. The film's director, Yael Melamed, talked about the research featured in her documentary at *frank2016* -- you can watch her presentation [here](#) - but find the time soon to see the film.

Keep an ear out for "7 Minutes in Heaven with a Scientist."

To introduce *frank's* new podcast, "7 Minutes in Heaven with a Scientist," host Annie Neimand conducted three interviews live on stage as part of *frank2016*. The podcast, which will debut later this year, features brief interviews - yes, the "7 minutes" in the title is literal - with Neimand's "academic crushes" whose research is related to public interest communications. For a preview of the podcast, you can watch Annie's [interview](#) with Julia Fraustino about "The Zombie Dilemma," an analysis of a CDC campaign that scored literally billions of impressions but may not have triggered the desired actions.

Keep an eye out for the new "AndACTION" website.

If you've ever seen a TV show (or movie) that dealt with your issue and thought, "If I had only known that was coming, we could have used it to promote our work," then AndACTION is for you. The new web-based service, a project of Spitfire Strategies, is designed to help good causes find upcoming TV episodes and films that are related to their work and leverage those stories in a variety of ways - for advocacy, fundraising, or general issue awareness. Chris Dzialo, AndACTION's executive director, previewed the site at *frank2016*. It's currently in beta, but the full site should be going live within a few weeks, so check back at www.andaction.org and see if there are shows coming up that can help you tell your story.



And keep visiting the *frank* website.

Just like the annual conference, the *frank* [website](#) is a treasure trove of information and inspiration for public

interest communicators - and fresh material is added throughout the year. "Frank Finds" offers the best new stories in public interest communications. "Speak Frankly," is a blog featuring interviews with thought-leaders in the field. "Frankology" brings you peer-reviewed research especially geared to change agents. And "Frank Talks" is where you'll find videos from previous frank conferences.

In the Tank for *frank*

In the January issue of this newsletter I touted the *frank* conference as the annual gathering of our tribe, and *frank2016* proved to be just that. After three mind-expanding and inspiring days in Gainesville, I can no longer claim to be objective about this conference - I'm fully "in the tank" for *frank* and strongly encourage anyone involved in public interest communications to put March 1-3, 2017 on your calendar for next year's gathering. See you there!

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free-range thinking is written by Andy Goodman and edited by Celia Hoffman. To read back issues, download free publications, and to learn more about our work, please visit www.thegoodmancenter.com.

To reach Andy directly, please call (323) 464-3956 or send an email to andy@thegoodmancenter.com.

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The Goodman Center, 444 North Larchmont Blvd., Suite 102, Los Angeles, CA 90004