



## Which Photo Would You Run?

**Take our test and then download a free guide that can help you use photographs more effectively.**

"Seeing is Believing: A Guide to Visual Storytelling Best Practices" promises to be a must-read for any good cause that uses photographs to tell its stories. Created by Liz Banse, vice president of Resource Media, the new guide offers 7 rules to maximize the impact of your visuals, whether they appear on your website, in printed reports and brochures, or as part of live presentations.



Rule #1 is "Don't assume others will react to a picture the same way you do. Test visuals with your target audience." Inspired by this rule, we collaborated with Banse to create a short test of your

visual acumen. Take a look at the pairs of pictures below, and see if you can tell which image would have the intended effect on the audience. (You can click on each image to see a larger version.)

**Question 1:** Which image conveys the message that the issue of climate change is important *and* that people can do something about it?



(1) Left (2) Right (3) Both (4) Neither

April 2013

### Which Photo Would You Run?

Take the test, then get the guide.

### Storytelling Starts Thursday

There's still time to register!

### This Podcast Draws Raves

Rants, too - and I'm hosting.

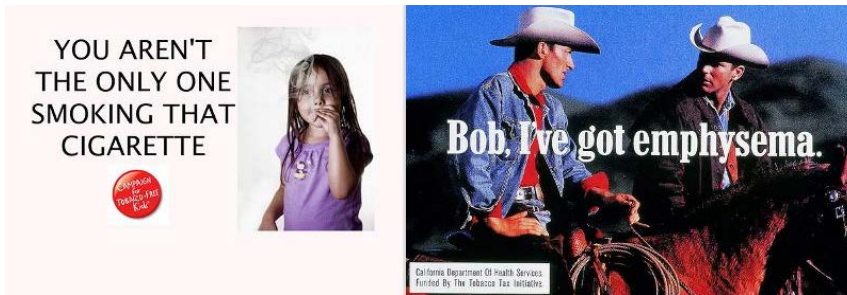


## About Us

*free-range thinking* is written by Andy Goodman and edited by Lori Matsumoto. To read back issues, download free publications, and to learn more

Answer: Few images can make the threat of climate change salient *and* make people feel they can do something about it. Showing the wildfire image alone will grab people's attention but may overwhelm them if they do not see a solution at hand. The windmill and the runner convey hope and the message that a technological fix is available here and now. However, as with many issues, people need to understand the problem or threat for them to rally around the solution you present. The best answer is (3). If you can, make room for both images.

**Question 2:** Which ad campaign will help people quit smoking or prevent them from starting?



(1) Left (2) Right (3) Both (4) Neither

Answer: Extensive research has shown that if you show people smoking in anti-smoking ads, it can still have the unintended effect of encouraging, not deterring the use of cigarettes. In spite of the fact that the written messages detail how bad smoking is, the social cues in the images can drive people in the exact opposite direction. The correct choice here is (2) the spoof of the Marlboro ad.

**Question 3:** Which image works best if you want to present green infrastructure as a solution for curbing polluted runoff?

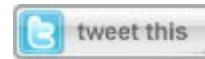


(1) Left (2) Right (3) Both (4) Neither

Answer: Both images were tested with focus groups in the Puget Sound area. The image of the green roof generated both laughter and anxiety. "What happens when the roof is too heavy," asked one participant. "Who's going to go up there and mow it?" asked another. The image of the rain garden also bombed. "I hope no kids fall into that," was one negative comment while others speculated that it might be a breeding ground for West Nile Virus. In this case, the correct answer is (4). Neither image should be used.

about our work, please visit [www.agoodmanonline.com](http://www.agoodmanonline.com) and [www.thegoodmancenter.com](http://www.thegoodmancenter.com).

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Even if you aced this pop quiz, you'll find some excellent advice in Resource Media's new guide, so [download your free copy](#) today!

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## Storytelling Starts Thursday

**Register now for our most popular webinar and brush up your storytelling skills.**

**Storytelling: Tapping the Power of Narrative** is a four-hour webinar designed to help you tell more compelling stories about your organization's work. Each class runs one hour, and over four weeks we will cover:

- The fundamental structure of good stories
- The 7 qualities that make stories memorable
- The 9 most common mistakes in storytelling and how to avoid them
- The 6 kinds of stories you must tell, and how to tell them for advocacy, development, recruitment and more



Our next set of classes is scheduled for April 4, 11, 18 and 26 from 9-10a Pacific (12n-1p Eastern) each day. Tuition is \$500 per student and discounts are available to organizations registering 3 or more. You can learn more and register online at [The Goodman Center](#).

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## This Podcast Draws Raves

**And rants, too, but if you like storytelling, it's worth a listen.**

Rogue Machine Theatre is an award-winning theatre company that has been bringing new plays to Southern California since 2008. Four years ago, two members of the company - Roxanne Hart and John Pollono - decided to launch a new series. Each month, they selected a provocative one-word theme - such as money, race, or secrets - and then asked a group of writers to expound on that theme. The writers were told to take any approach they liked, just as long as they kept their expounding within a 1500 word limit.



The result is "Rant and Rave," an evening of spoken word performances which has been playing to sold out houses since the series began in April 2009. These sometimes hilarious, sometimes serious, but always thought-provoking shows are now available as a weekly podcast, and as the host, I'll introduce you to some remarkably talented people from LA's creative community.

A new program is posted every Thursday on the [theatre's website](#), and you can also download them from iTunes - just search "Rogue Machine Theatre." If you're a fan of "The Moth" storytelling podcasts, I highly recommend "Rant and Rave" (with one caveat: the performances often contain explicit material and are not suitable for all audiences.)

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