



free-range THINKING™

free-range thinking™ is a monthly journal of best practices, resources and generally useful stuff for public interest communicators who want to reach more people with more impact



Our Tribe is Gathering. Will You Be There?

Do you use strategic communications to drive social change? Some of the smartest people who do will be gathering at the University of Florida from February 23-26 to compare notes on what's working, what's not, and what may be worth trying in the coming year. If you're a regular reader of this newsletter, you should probably be there, too. The *frank* conference, now in its third year, is a unique gathering of community builders and change-makers that ranks among the most informative, entertaining and inspiring events you can attend - but a trip to Gainesville is by invitation only. To see if *frank2016* is right for you (and vice versa), read on.

[Full story.](#) Please note: Apple Mail users may need to scroll down manually.

Got 8 Minutes? Listen to This Story!

The January 5th edition of Slate's "The Gist" podcast features Matthew Dicks, who has won the Moth StorySlam contest no less than twenty times. In "Near-Death Winter Tales," Dicks tells host Mike Pesca an 8-minute story that will make you laugh, cringe, and probably cry before it's all over. Even better, Dicks extracts three lessons from the tale that can help anyone (including you, dear reader) tell better stories. The entire podcast runs less than 30 minutes, so find some time soon and check it out [here](#). And for more good advice from an award-winning storyteller, visit the [podcast page](#) of Dicks' website.

Upcoming online classes at The Goodman Center

TELL BETTER STORIES

Storytelling:
Tapping the Power
of Narrative

March 2, 9, 16 & 23
9am - 10am PT

PRESENT BETTER

Why Bad
Presentations
Happen to Good
Causes

March 7 & 8
11am - 12pm PT

CAMPAIGN BETTER

Strategic
Communications:
Cutting Through
the Clutter

March 3 & 10
10am - 11am PT

Our Tribe is Gathering. Will You Be There?

Do you use strategic communications to drive social change? Some of the smartest people who do will be gathering at the University of Florida from February 23-26 to compare notes on what's working, what's not, and what may be worth trying in the coming year. If you're a regular reader of this newsletter, you should probably be there, too. The *frank* conference, now in its third year, is a unique gathering of community builders and change-makers that ranks among the most informative, entertaining and inspiring events you can attend - but a trip to Gainesville is by invitation only. To see if *frank2016* is right for you (and vice versa), read on.

First, be advised that *frank* isn't your typical conference with long keynote speeches, endless panels, and lots of experts talking at you. Each day is neatly divided with time for fast-paced talks by strategists, storytellers and scientists as well as casual opportunities to connect with other sophisticated communicators over coffee or cocktails.

You'll have a chance to hear talks by (and rub shoulders with) Eileen Boone, who courageously decided to pull tobacco products from CVS stores; Molly Crabapple, whose book "Drawing Blood" about her work as an artist drawing change is lighting up Amazon; Paul Slovic, whose research offers new insight into the power of stories and empathy; and Bryan Boyer, who is developing a "carebot" for NPR that will measure how people respond to stories and act on what they read or hear.

You'll also become part of an instant community. Every attendee at *frank* is assigned to a "krewe" - a 20-person team who will become your own local tribe. The conference organizers will introduce you to your krewe before you arrive so even if you don't know a soul who's registered, you'll have a team on-site looking for you. Your krewe will organize events and compete against other krewes throughout the gathering and compete for the coveted Krewe Trophy.

There will also be plenty of fun throughout, including a progressive dinner, an epic lip-sync contest, and regular bursts of poetry from the Get Lit players. The conference organizers have also added a music, film, virtual reality and comedy festival called "Changeville" that will unfold Thursday, February 25 after a street fair in the downtown plaza featuring *Rolling Stone* magazine's performer of the year, Charles Bradley.

To find out more about *frank2016* and to request an invitation, visit <http://frank.jou.ufl.edu> and I'll hope to see you in Gainesville next month.

[^ back to top](#)



About Us

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.

To subscribe to this newsletter, [click here](#). To unsubscribe, [click here](#).



FOLLOW ME ON TWITTER

