



Cool Stuff I Learned at *frank*

This year's *frank* conference, an extraordinary gathering of public interest communicators hosted by the University of Florida, was an energizing mash-up of front-line reporting, cutting edge research, and inspirational entertainment. Over three jam-packed days, we heard from movement-builders, changemakers, and eyewitnesses to history including Brian Sheehan, the director of the "Yes Equality" campaign in Ireland; Eileen Howard Boone, who helped CVS end its selling of cigarettes; Curt Guyette, a reporter from Michigan ACLU, who broke the story of the Flint water disaster; and so many more. You can watch [videos](#) of these talks to see for yourself, and some of my take-aways from *frank2016* are listed below. [Full Story](#) Please note: Apple Mail users may need to scroll down manually.

Upcoming online classes at The Goodman Center

WEBINAR BETTER

The Webinar
on Webinars

March 14
11am - 12pm PT

CAMPAIGN BETTER

Strategic
Communications:
Cutting Through
the Clutter

May 19 & 26
11am - 12pm PT

TELL BETTER STORIES

Storytelling:
Tapping the Power
of Narrative

June 6, 13, 20 & 27
9am - 10am PT

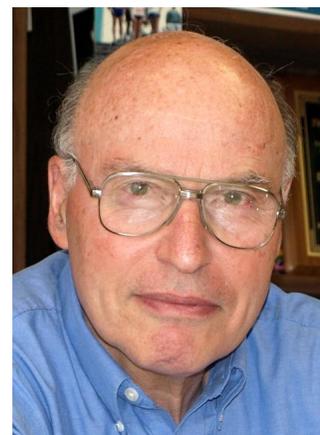
Cool Stuff I Learned at *frank*

This year's *frank* conference, an extraordinary gathering of public interest communicators hosted by the University of Florida, was an energizing mash-up of front-line reporting, cutting edge research, and inspirational entertainment. Over three jam-packed days, we heard from movement-builders, changemakers, and eyewitnesses to history including Brian Sheehan, the director of the "Yes Equality" campaign in Ireland; Eileen Howard Boone, who helped CVS end its selling of cigarettes; Curt Guyette, a reporter from Michigan ACLU, who broke the story of the Flint, Michigan water disaster; and so many more. You can watch [videos](#) of these talks to see for yourself, and some of my take-aways from *frank2016* are listed below.

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!

[^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



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