



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

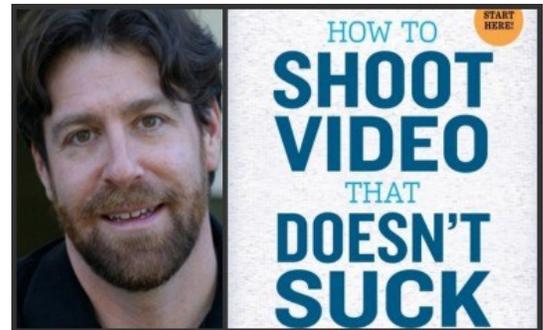


New Webcast: "Why Bad Video Happens to Good Causes"

It's easy to find nonprofit websites that use video to tell their story. It's much harder to find any that do it well. And if you think "tight budgets" are the main reason we're up to our eyes in unwatchable video, you're wrong. Steve Stockman can give you ten reasons why bad video keeps happening to good causes, and many will surprise you. (Sneak preview: some of the most critical mistakes happen *before* you turn on the camera.)

Steve is author of the bestseller, "How to Shoot Video That Doesn't Suck," and has written, directed and produced award-winning commercials, reality TV shows, and a feature film. He'll be my special guest on our newest webcast, "Why Bad Video Happens to Good Causes," on September 22nd from 11a-12n Pacific (2-3p Eastern).

Steve will show you exactly how to avoid these common mistakes, produce video your audience will want to watch, and do so on a nonprofit's budget. Please set aside the time now to join our live class in September. Tuition is just \$49.50 per person, group discounts are available, and you can reserve your space [here](#).



Steve Stockman

AndACTION is Ready to Work for You

In just the last few months, I've seen TV shows and movies that dealt with domestic violence ("The People vs. OJ Simpson"), sexual harassment ("Confirmation"), gun control ("House of Cards"), and civil rights ("All the Way"). For nonprofits working on those issues, these stories are golden opportunities to engage their audiences and drive real action for change. [AndACTION](#), a brand new web-based platform, was recently launched to help your organization do just that.

AndACTION gets advance details on stories from studios, content creators and filmmakers, and it scours entertainment industry trade publications to gather even more information on storylines in upcoming films and TV shows. All this intel is translated into a curated, organized database where you can enter your issue area



(e.g., homelessness, health care, environment) and immediately find upcoming TV shows or films that touch on that subject.

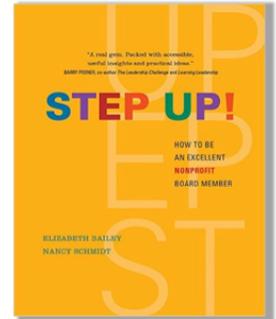
The storyline database is available for all to use, and you can sign up for alerts delivered directly to your inbox. The site also features examples of groups that have already used AndACTION to leverage on-screen stories for on-the-ground impact. (Be sure to check out how The Ocean Conservancy cleverly tied into the latest season of "Game of Thrones.") There are bound to be more golden opportunities on big and small screens this fall, so visit AndACTION.org soon and let Hollywood help you tell your story.

A Book For Board Members Who Want to Be Better

If you currently serve on a nonprofit board, know exactly what's expected of you, and fully understand the limits of what you can and cannot do, stop reading now. On the other hand, if you're like many good-hearted, well-intentioned folks who join boards without *really* knowing what you're getting into, I've got some summer reading for you.

"Step Up! How to Be an Excellent Nonprofit Board Member" is an essential new guide put together by Elizabeth Bailey and Nancy Schmidt, two of the principals at 2B Communications, a consultancy with deep experience in the nonprofit sector. Having given as much attention to the book's design as its content, Bailey and Schmidt have created a highly-readable how-to that you can digest in a matter of hours.

Find more information about the book (and order your copy online) [here](#).



Upcoming online classes at The Goodman Center

RUN BETTER WEBINARS	TELL BETTER STORIES	DESIGN BETTER CAMPAIGNS
The Webinar on Webinars	Storytelling: Tapping the Power of Narrative	Strategic Communications: Cutting Through
September 19 11am - 12pm PT	Sept. 20 & 27, Oct. 4 & 11 9am - 10am PT	September 20 & 27 11am - 12pm PT

About Us

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

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