



# 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



Photo Credit: @frankgathering

## Cool Stuff We Learned at *frank2017*

The entire Goodman Center team (yeah, both of us) attended the *frank* conference earlier this month, and once again we got the intellectual fill-up and spiritual oil change that should keep our motors humming until *frank* reconvenes in 2018. We were delighted to see so many *free-range* readers in Gainesville for this fourth annual gathering, but if you weren't able to attend, no worries: all the featured talks have been posted [here](#). And if you're wondering which of these talks got us particularly revved up for the road ahead, read on.

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

## Upcoming online classes at The Goodman Center

### RUN BETTER WEBINARS

The Webinar on  
Webinars

March 20  
11am - 12pm PT

### GIVE BETTER PRESENTATIONS

Why Bad  
Presentations  
Happen to Good  
Causes

April 20 & 21  
11am - 12pm PT

### PLAN BETTER CAMPAIGNS

Strategic  
Communications:  
Cutting Through  
the Clutter

April 25 & 26  
11am - 12pm PT

## Cool Stuff We Learned at *frank2017*

The entire Goodman Center team (yeah, both of us) attended the *frank* conference earlier this month, and once again we got the intellectual fill-up and spiritual oil change that should keep our motors humming until *frank* reconvenes in 2018. We were delighted to see so many *free-range* readers in Gainesville for this fourth annual gathering, but if you weren't able to attend, no worries: all the featured talks have been posted [here](#). And if you're wondering which of these talks got us particularly revved up for the road ahead, read on.

### The notion of a "post-racial" America is itself racist.

In "The Usual Suspects," Kevin Spacey's character says, "The greatest trick the devil ever pulled was convincing the world he didn't exist." In other words, if we don't believe in the devil, we will be oblivious to his evil-doing and more vulnerable as well. I couldn't help thinking about this quote when Ibram X. Kendi delivered his thought-provoking [talk](#) about the continuing evolution of racism in America. An author and historian at the University of Florida, Kendi challenged *franksters* with this question: "How is it that a candidate endorsed by the Ku Klux Klan could follow into the White House the first bi-racial president?"



Ibram X. Kendi speaking at *frank2017*

Kendi offered this explanation: as progressive forces have made advancements in civil rights, opposing forces have kept pace, creating new roadblocks and counter-narratives. And the most potent of these narratives is the seductive notion that Barack Obama's election in 2008 marked the advent of a "post-racial" America. If we allow ourselves to believe racism no longer exists in America, Kendi asserts, the only remaining explanation for continuing racial inequities in our society would be inherent inferiority. "Post-racial theory," he concludes, "is quite possibly the most sophisticated racist ideology ever created."

### When marketing to next-gens, "Good is the New Cool."

Doing good is getting a make-over. The square "Goody Two-Shoes" of old is now wearing Toms and seeing the world through Warby Parker frames, and that cool sense of style is inspiring others to follow suit. Bobby Jones has had an eye on this trend for some time, and his new book, *Good is the New Cool: Market Like You Give a Damn* (co-authored with Afdhel Aziz) is a how-to for anyone hoping to enlist younger audiences into their movement.



After years of marketing to millennials and gen-Z's, Jones came to see that their increasing skepticism towards advertising, coupled with their heightened interest in making a difference, required an entirely new approach. These days, Jones says, you have to "Treat People as Citizens, Not Consumers," which also happens to be one of seven marketing principles in the book. After interviewing dozens of people behind successful brands, Jones and Aziz developed their "Good is the New Cool" model to help marketers authentically resonate with young audiences. His [talk](#)

definitely sparked our curiosity - we'll be taking a deeper dive and reading his book, so watch this space for more on this.

### This is your favorite newsletter. This is your favorite newsletter.

It's hard to believe, but research has confirmed it: if you hear something more than once, you're more likely to believe it. (And you thought the title of this section was a mistake.) Lisa Fazio of Vanderbilt University conducted this research as a follow-up to related studies in the 1970s on the "illusory truth effect." Fazio's research goes a step further, though, adding that even if you have prior knowledge that contradicts a repeated false claim, you are *still* more likely to believe it if you hear it more than once.

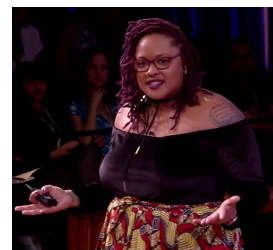
Fazio was one of three scientists interviewed live on stage during the conference as part of the *frank* podcast, "7 Minutes in Heaven with a Scientist."

The three scientists were finalists for the *frank2017* Prize for Research in Public Interest Communications, and Fazio was the grand prize winner. All three scientists had fascinating findings to share, so we recommend [listening](#) for yourself and subscribing to the podcast.



### **In messaging, the state-of-the-art is state-by-state.**

Today, perhaps more than ever, communicating messages that are not highly targeted risks missing the mark entirely. Shanelle Matthews, Director of Communications for the Black Lives Matter Global Network, explained how her organization decentralizes their messaging process. After creating a messaging platform, Matthews sends it out to BLM's 40 chapters and then each chapter actually rewrites it to speak more directly to the people in their communities. "Our chapters need messaging that is reflective of their bases," Matthews says. "I can't send a message platform to our Tennessee chapter and expect them to use the same messaging that California uses." While this method might be too anxiety-producing for some organizations, check out her [talk](#) to hear about the other ways Matthews is making sure BLM connects with an ideologically-diverse base.



Shanelle Matthews  
speaking at frank2017

### **Frankly speaking, there is much more.**

The conference was brimming with ideas and best practices, but even if you weren't able to be there, you don't have to miss out. In addition to all of this year's talks being posted online, *frank's* [website](#) has a wealth of helpful resources. From the *frank* blog to "frankology," where they publish peer-reviewed research relevant to social impact communications, there is plenty to keep you curious and informed until next year!

[^ back to top](#)

## **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](http://www.thegoodmancenter.com).

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

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



FOLLOW ME ON TWITTER



tweet this



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