



## Two Must-Reads for Public Interest Communicators

The field of public interest communications got a much-needed shot in the arm four years ago when the University of Florida College of Journalism and Communications launched the *frank* conference - an inspiring, informative and raucous gathering of change-makers and movement-builders. In April, the University made another major contribution to the field with the launch of **The Journal of Public Interest Communications**.

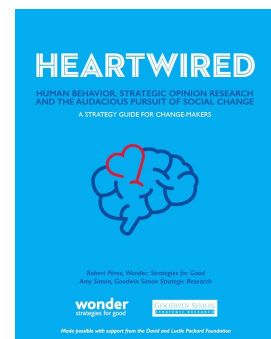


JPIC will feature articles on social science research, neurological advances and communication research to inform public interest campaigns launched by businesses, nonprofits and social movements. Dr. Brigitta Brunner-Johnson, the inaugural editor, promises that the quarterly journal "will focus on research that has practical applications that help create policy and/or behavioral change."

Issue #1, which was edited by Linda Hon, PhD, with support from Lauren Griffin, PhD, features several scholarly articles, including a piece by Kristin Demetrious of Deakin University on an energy company's attempt to sell the notion of "clean coal" in Australia. (Sadly, while the campaign inspired a torrent of derisive tweets such as "Arguing coal can be clean is like saying smoking can be healthy," it wasn't entirely unsuccessful.) You can find this article and the rest of the first issue [here](#).

April also saw the publication of **Heartwired: Human Behavior, Strategic Opinion Research and the Audacious Pursuit of Social Change**. Written by Robert Pérez and Amy Simon with support from The David & Lucile Packard Foundation, this new strategy guide examines how emotions, values, beliefs, identity and lived experiences combine and collide to govern people's decision-making.

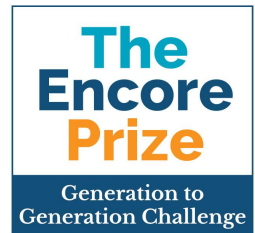
"After the November 2012 wins on marriage for same-sex couples in 4 states," Simon says, "advocates on other issues often asked us to share lessons learned from our message research work on marriage. They wanted to know if it was possible to apply those lessons to accelerate social change on other tough issues." When the Packard Foundation approached her and Pérez in 2015 about developing a strategy guide, Simon says that was the motivation to finally set some time aside to put these lessons on paper.



*Heartwired* is based on two decades of public opinion and message development research in real world environments where, Pérez says, "we had to put [our approach] to the test and see if people's attitudes and behaviors actually changed as a result." If you're working to create change that requires a shift in public attitudes, says Pérez, *Heartwired* can help. Read more about the guide and download a free copy [here](#).

## Help One Generation Help Another, and Help Yourself to \$50,000

Got a big idea that connects the generations while making a difference for children and youth? "The Encore Prize: Generation to Generation Challenge" is currently seeking applications from organizations and individuals who are thinking creatively about how to harness the skills and experience of encore-stage adults (i.e., people age 50+) to support young people. Sponsored by Encore.org, a nonprofit dedicated to building a brighter future for future generations, the Prize offers five finalists personalized coaching, opportunities to pitch potential funders and a year of ongoing support. Two winners will split \$100,000 in prizes, but hurry: applications are only open until May 7. Find more details [here](#).



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11am - 12pm PT

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