



CAPE COASTAL CONFERENCE

*Linking Science with Local
Solutions and Decision-Making*

Effectively Communicating Complicated Issues

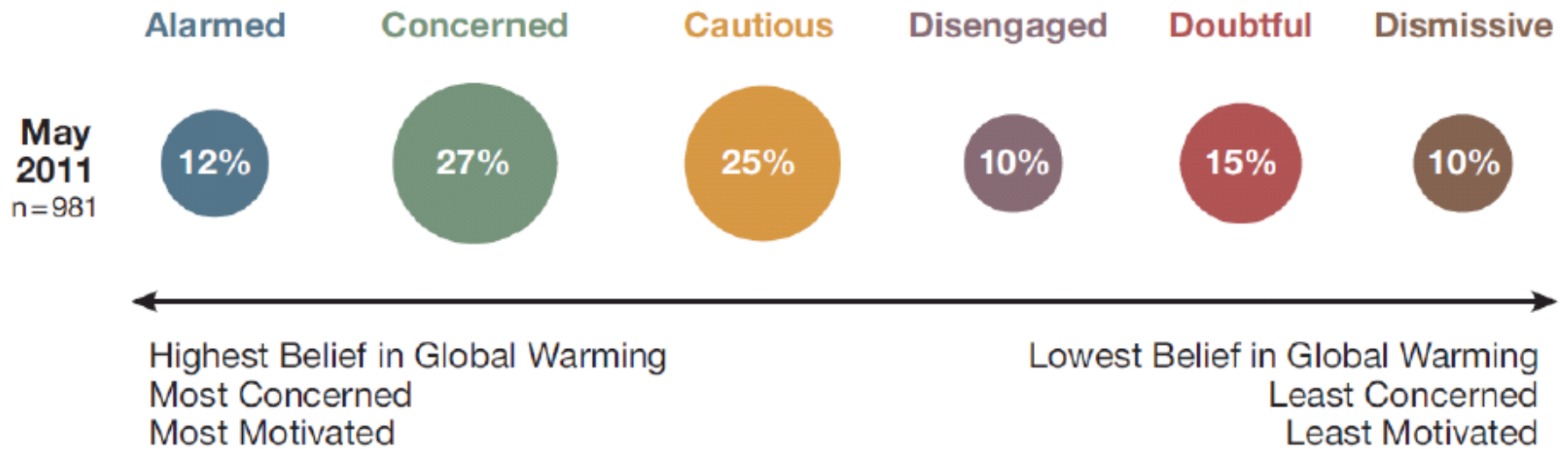
Roger Stephenson, APR
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Public' s Opinion on Climate Change

Public' s Opinion on Climate Change

- Scientific information has a minimal effect
- Weather extremes have no noticeable effect whatsoever
- Media coverage seems to exert an important influence -

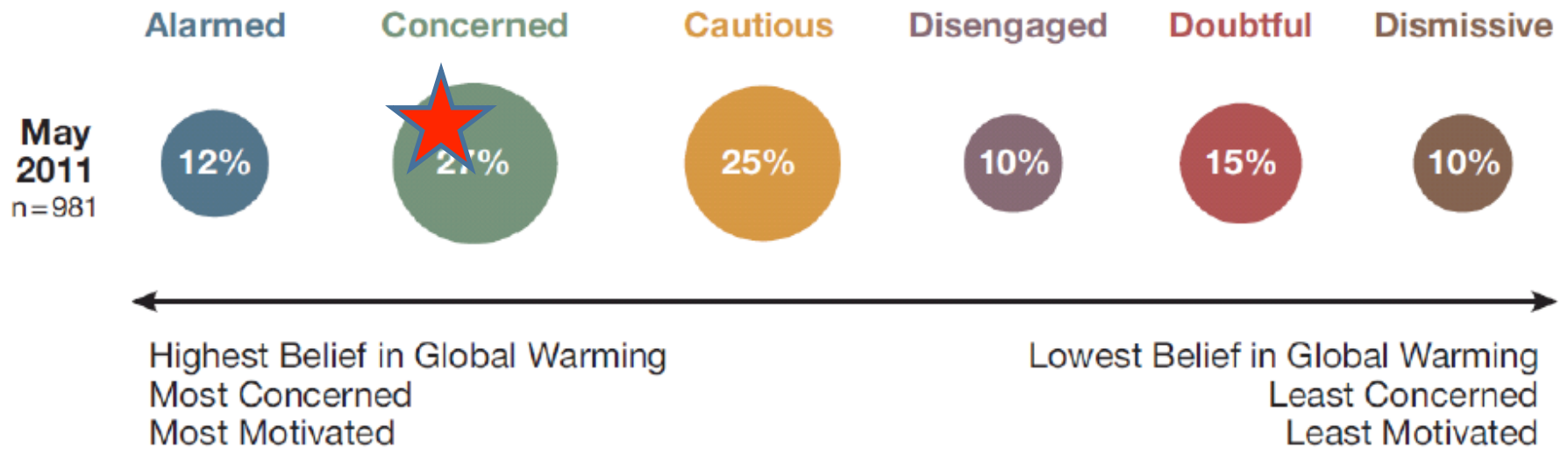
FIGURE 1 | Proportion of the U.S. Population in the Six Americas, May 2011



Proportion represented by area

Source: Yale/George Mason University

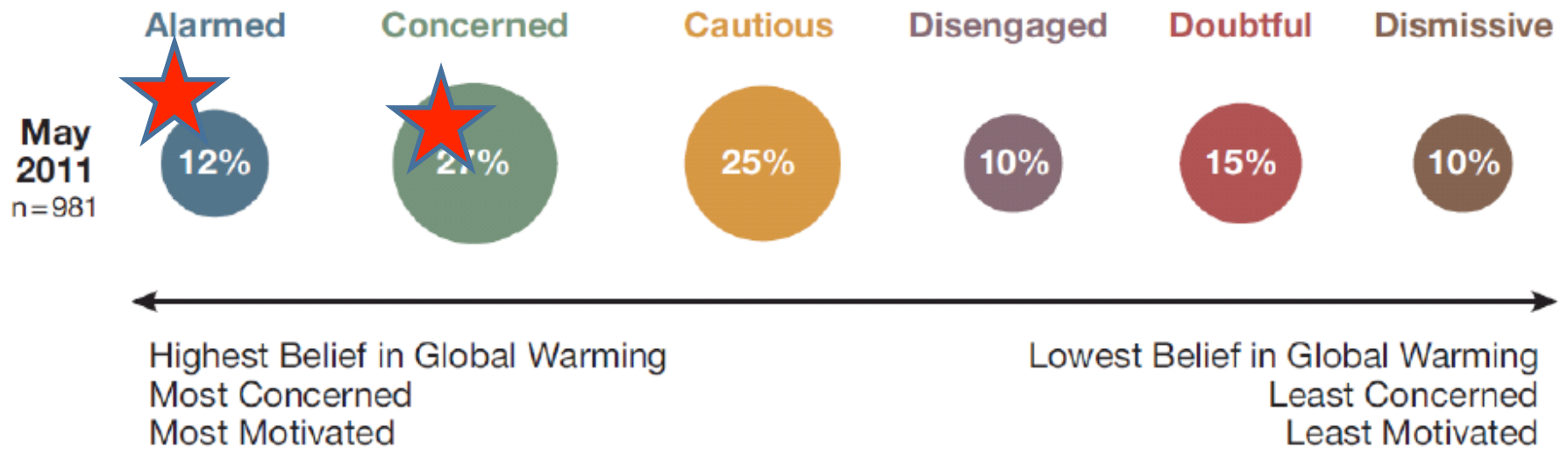
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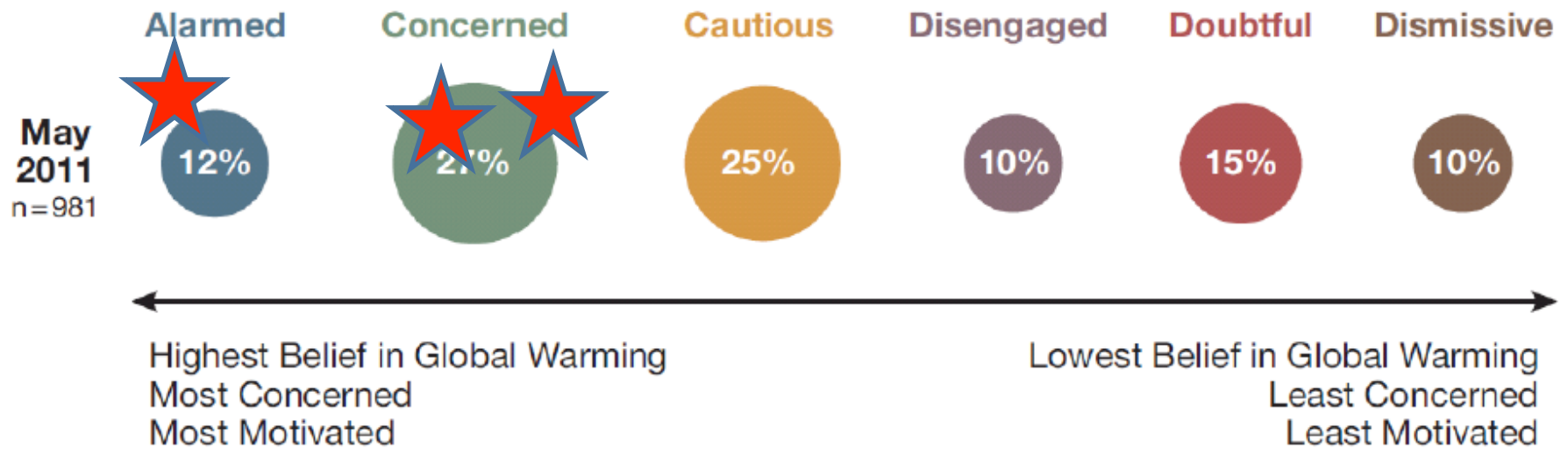
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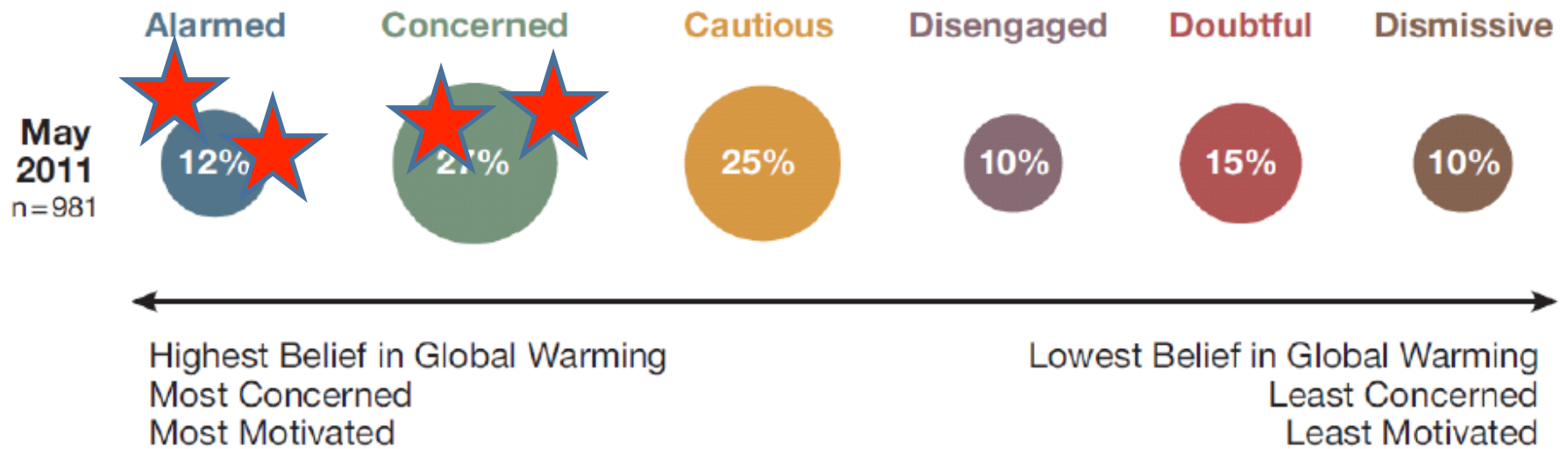
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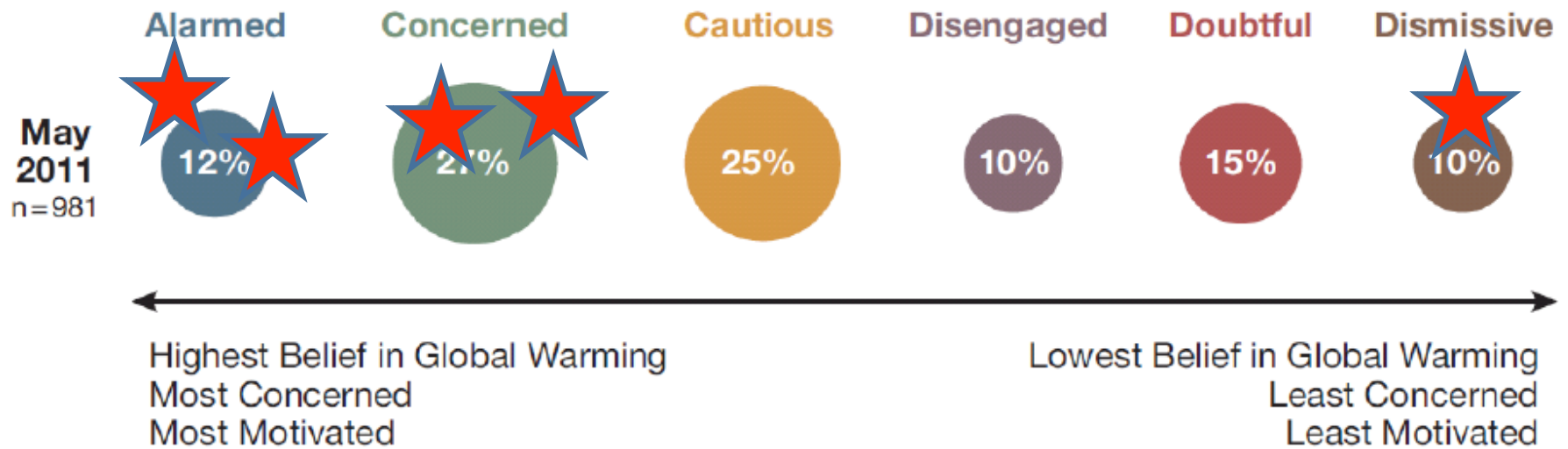
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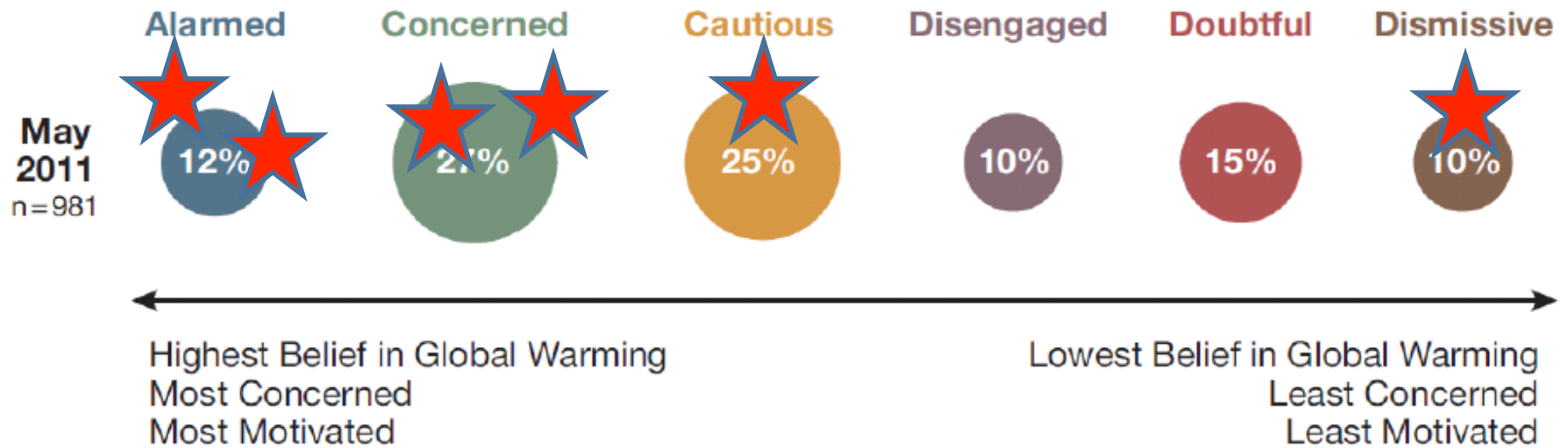
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5 reasons why campaigns fail

1. Difficult to reach the chronic 'know-nothings'
2. Large groups of people have no interest in public issues
3. People seek information that agrees with their existing attitudes
4. People perceive & absorb the same information differently
5. Information alone does not change peoples' behaviors

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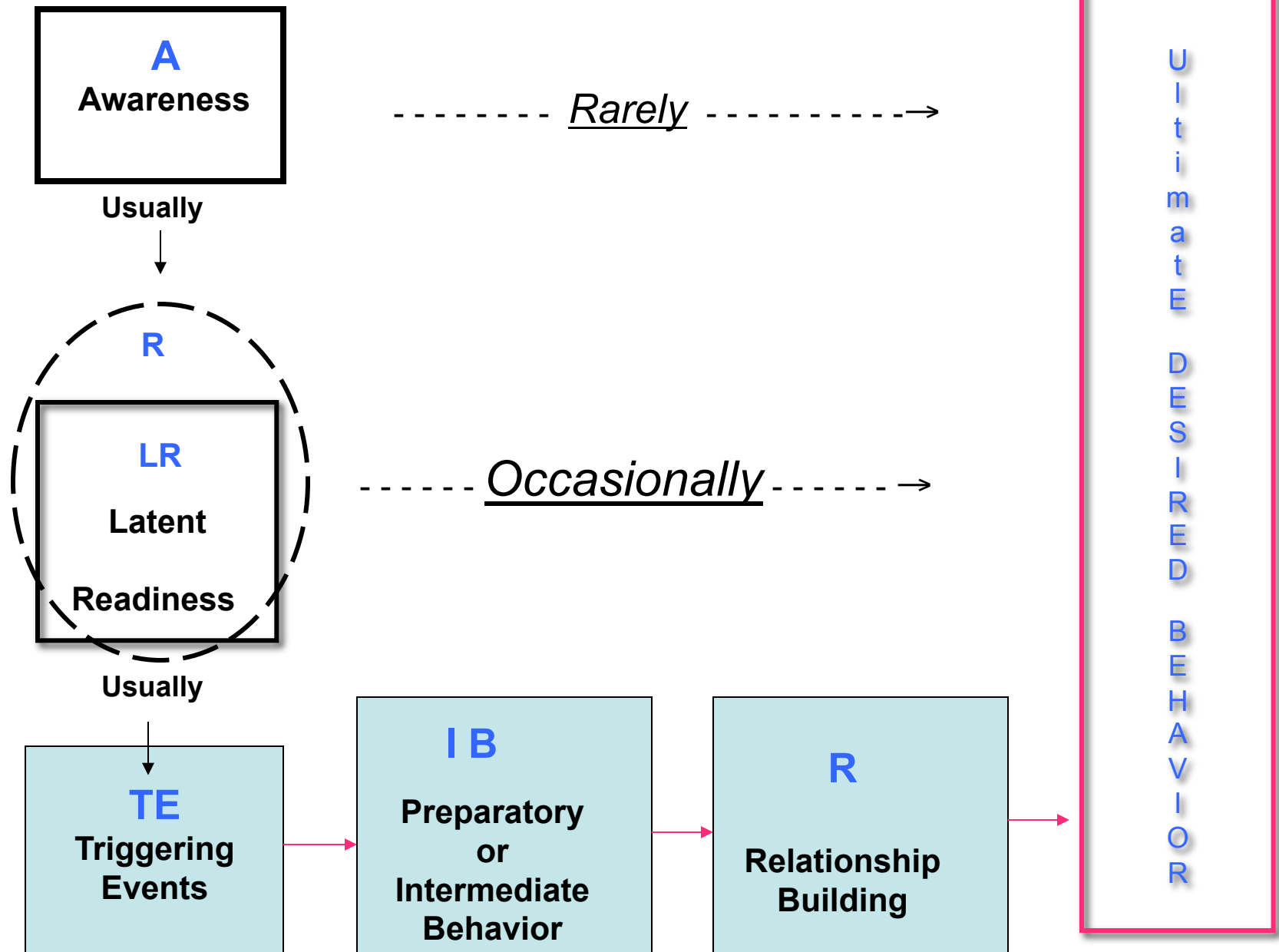
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Developing & Delivering Messages

“The key to success is understanding the other person’s point of view”

-- Henry Ford

Behavioral Public Relations Model



THE IDEAL COMMUNITY RELATIONS STRATEGY

- **GO DIRECT**
- **TO KEY PUBLICS**
- **VIA OPINION LEADERS**
- **USING MEMBERS OF THE COMMUNITY**

Audiences

Local officials and citizens

Practitioners/Providers

Media



Media

- Journalists: newspapers, **trades**
- Thought leaders: Bloggers, Media entrepreneurs, Editors...

Journalists are people, too.

Multi-tasking.

Juggling deadlines.

Doing more with less.

Their bosses have high expectations.

How can we help them help us?





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How can we help journalists help us?

Ask them!

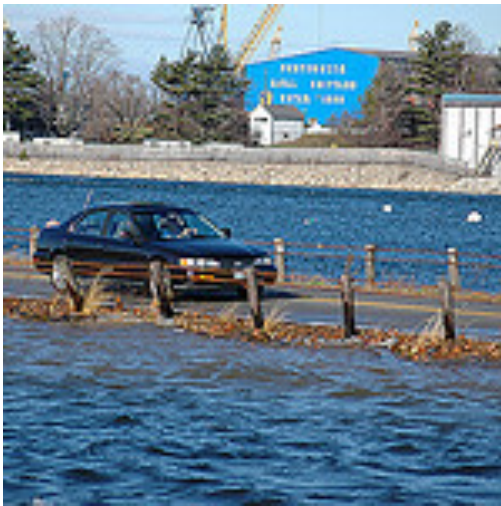
Give them what they want

Don't give them what they *don't* want

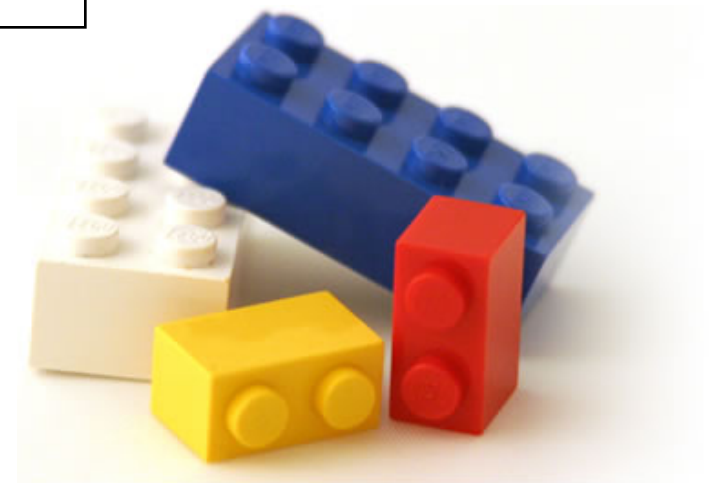
Understand what they are using and relying upon to develop a story

Know the limits of the web

What do journalists really want & need?



“Yes there’ s been flooding,” says Portsmouth resident Barbara Renner, “but it’ s never killed before.”





Home	New Hampshire Climate ▾	Contacts ▾	Local Impacts & Adaptations	Multimedia ▾	NH Coastal Adaptation Blog	
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This site is a resource for journalists seeking information and contacts on the impacts of a changing climate to coastal New Hampshire.

Adapting to a changing climate is about doing what communities have always done — planning development, investing in public infrastructure, attracting employers — using the best information possible.

Climate Info &
NH Impacts

People to
Contact

Adaptation &
Impact
Stories

Climate
Multimedia

For interviews, contact Roger Stephenson, Member of the New Hampshire Coastal Adaptation Workgroup, via [email](#) or 603 770-9484.

Follow [@StormSmart](#) on Twitter

Part of the [StormSmart Network](#), a resource for coastal decision makers.

The press release is not dead, BUT...



91
percent
of journalists
use Google
to do their job

The press release is not dead, BUT...



64
percent
use
social
networks

The press release is not dead, BUT...



89
percent
use
blogs

Stories, and
the people
who tell them.



***Cape Coastal Conference
June 14, 2013***

Thank you!

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