CAMPAIGNING & Communicating with the ‘new’ media

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content

• What’s happened
• What’s obvious
• What’s not so obvious/ not yet happened
Campaigners were ‘early movers’
They started some time ago

27 Jul 1995

Friends of the Earth [1] today launched a major new interactive environmental campaign on the global Internet. A hot map' of the route of the controversial Newbury Bypass, and an action petition' for people to sign to stop the road are now accessible to anyone with a connection to the Internet [2].
Greenpeace history on the Net

- Intranet installed by mid 80’s
- Public internet presence since 1994
- Website development initially “techie”
- Campaigns on the web initially as an information bank
Breaks news - resets realtionship with media
June 95 Brent Spar

“an incident crammed with dramatic polarities and symbolism of the most unsubtle kind”

“a small but perfectly formed victory for sanity, for people against machines and moguls”.
Brent Spar + Moruroa (95)

- Gatekeeper function changed - internet images+story released direct to the public
- Web breaking stories - triggered news agenda: rolling
- Campaign engagement was simultaneous
Facilitates narrowcasting/narrow issue recruitment globally
www.climatevoice.org

17,000 messages

How you helped to save the climate change treaty

It's time to turn down the heat. Take action now.

11m messages
A lot of transferance - using the web to do ‘old media’ techniques better
Campaign-casting eg (Cogema/ Cap la Hag)
Amnesty Stop Torture
Risk of torture
Approximately 80 prisoners
2001-12-01 Afghanistan

ACT NOW
Click on the following link to sign the petition:
http://www.stoptorture.org/urgent/index.php?su=3588&ua=21&ue=mail%40to
chrisrose.idps.co.uk

Amnesty International is concerned for the safety of approximately 80 prisoners held by the United Front (commonly known as the Northern Alliance) at Shibarghan, Northern Afghanistan, as they may be at risk of torture or extrajudicial execution.
Customizable Action Networks
The Power of Online Databases
Building Community
Banding Together to Make a Difference
Campaign-Specific URLs
Keeping it Simple (but Effective)
Activism Clearinghouses
www.benton.org ‘what works’

Human Rights Campaign
www.hrc.org
Environmental Defense
www.edf.org activist network
Women's Voting Guide
www.womenvote.org
Chemical Scorecard
www.scorecard.org
Corporate Watch
www.corpwatch.org
Co-Op America's Boycott Action News
www.boycotts.org
Protest.Net
www.protest.net
‘Cyberactivists’ eg Greenpeace

About Us  Recent Visitors  Member Report

The Greenpeace Cyberactivist Community has members from more than 180 countries and territories and is growing quickly. Members receive email campaign updates, and can send letters to key corporate and political decision makers, download action kits, send e-cards to friends and colleagues, participate in on-line discussions, and play a significant role in helping to win environmental campaigns.
Summary Report for the week of 9 December 2001

*Note: this report is generated once each day.*

So far this week 134 new cyberactivists joined.

During this week, Greenpeace cyberactivists:

- participated in 798 action alerts,
- sent 239 e-cards, and
- posted 50 messages on the Cybercentre.
At the time this report was created, there were 35704 registered cyberactivists. Since the cyberactivist system began in June 2000, Greenpeace cyberactivists have participated in 237245 action alerts, sent 72533 e-cards, and posted 11939 articles and comments on the Cybercentre.
WHERE YOUR FAMILY CAN INFLUENCE
THE BUSH ADMINISTRATION'S CLIMATE POLICY
LET'S SAVE OUR CHILDREN'S CLIMATE

www.fabclimate.org

Shifted Colgate, Cartier, Corning, Bank of America

Buy for the climate not for Bush
FAB presents 7 top brands which back key climate actions and 7 which back Bush on climate.
Last updated Thursday 9th August.
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<th>BUY</th>
<th>DON'T BUY</th>
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What hasn’t really happened

• Re-design of mainstream campaigning to be engagement-led

• Re-design of (big brand) organisations to be open networks

• Establishment of an ethical-country on the web/ ethical space
Waveland experiment 1997 …
(www.waveland.org) virtual country

Rockall in the Atlantic Ocean
© Greenpeace 1997

At dawn this morning a the flag was raised to inaugurate the
new global state called Waveland.
©Sims/Greenpeace
June 16 1997
Seattle etc - gathered by new media; protest-only ?; hard to ‘join’; no brand
campaign redesign - change lead

• Classic, rational campaign + sales model
  
  \[ \text{AWARENESS} \rightarrow \text{ENGAGEMENT} \rightarrow \text{ACTION} \]

• Greenpeace Bravura model - act first, explain later
  
  \[ \text{ACTION} \rightarrow \text{AWARENESS} \rightarrow \text{ENGAGEMENT} \]
NEW MEDIA, New Campaign Model - engage first

**ENGAGEMENT**  ➔  **ACTION**  ➔  **AWARENESS**

Here’s a way to change problem X, with ...

I’m signing up on the website/tv … we’re doing it together

This is the difference we made - I can see it works
New threat to ‘pressure groups’

• ‘Agency competition’ - NGOs are increasingly redundant - you can get agency elsewhere, especially business: USP?
• Big NGO strategy is still mass media based - tv, radio - those will no longer have mass reach & collateral spillover
• Charging for affiliation when new communities are free
‘Agency competition’

• Businesses provide: ethical products eg investment, allegiance brands eg Body Shop, affiliation eg ‘clubs’, direct-effect agency eg buy cornflakes>save forest

• You still do it best but others are cheaper, easier, good enough: users will go elsewhere. No warning. No conversation. No criticism. (Encyclopedia Britannica)
NGO Strategy

Strategy should be based on:

• connecting - connectivity is becoming abundant

• reach - globalization and interdependence require global reach in order to be effective

• values - ethical decision making is now the real USP
values-ethical NGOs should

- Join together NGOs - a shared USP on Ethical URL Avenue - an alternative world
- Make access and affiliation free, ‘sell’ participation in specifics and offer tailor made profiled giving
plus

• Merge campaigning with fundraising eg thehungersite.com
• Open up the ‘mass’ part of campaigns - design with supporters and do with supporters
• Be global and local not national and international
end