

Why We Aren't Doing a Better Job of Public Relations

The evidence is quite striking that regarding Public Relations (PR) US Conservatives are substantially lagging their Left counterparts.

Let's take the AGW* issue as an example. Consider: how many AGW-related words has the Right infused into the language? Now compare these to: *climate change*, *wind farms*, *clean energy*, *sustainability*, etc. Who is doing the better job?

Yet despite this discrepancy, few US Conservative organizations have committed to making major PR improvements. *Why not?* Here are some suggested answers:

- 1 - Almost all of the leaders of the AGW resistance movement, are academic people with expertise in *technical* topics (e.g. physics, climatology, accounting, etc.).
- 2 - Most technical people have an underlying belief that technical issues (e.g. AGW) should be decided on the **facts**, and *not* on subjective matters (like **how** things are communicated).
- 3 - Few of those academics have spent much time directly communicating with the public (e.g. being an active ground-level participant in a grassroots campaign).
- 4 - Additionally, hardly any of those individuals have any formal education (or in-depth training) in state-of-the-art PR, or in more advanced communication. (E.g. some of the most effective communication strategies involve the use of humor. Unfortunately, humor is not often the *forte* of most technical people.)
- 5 - The PR training deficiency is compounded by the unfortunate reality that there are almost no advanced PR training programs specifically tailored for US Conservative organizations.
- 6 - Some of these technical people are not receptive to PR as they believe that their status as an expert will be jeopardized if there is now a focus on another area which is not their strength (e.g. PR).
- 7 - There is an innate human resistance to change, especially when it involves something we don't have much familiarity with or skill in.
- 8 - There is often a misunderstanding that doing better with PR is an expensive proposition. Not so, as the reality is that better PR is a *commitment*, not a *cost*.

9 - The communication people hired by US Conservative organizations typically don't also have a strong formal Science education. This discrepancy can result in some serious disconnects.

10-One of the several deficiencies in our academic system, is that we are not trained to periodically step back and see things in a Big Picture perspective. Highly effective PR requires us to do this.

Instead (due to the Internet), since we are continuously being bombarded with stimuli, most people are fully immersed in survival mode — i.e. just keeping their head above water.

11-Many US Conservative organizations have the major misconception that we are winning. Although there have been some victories, overall the war is being lost.

12-We are generally unaware of the PR strategies that our opponents are using against us, and the success they are having — because they are using techniques that are so sophisticated that we don't realize what they're doing.

13-US Conservative organizations don't properly educate their donors about the importance of PR. One result is that these organizations are then given money for (and spend time on) low-yield projects. Usually a project that utilizes advanced PR and Communications will result in more success.

14-We often don't realize *when* we are making mistakes — so we continue going down the same ineffective path.

15-Even when we become aware that we are making mistakes, we don't have an effective mechanism of how to truly learn from those errors in a timely manner.

The bottom line is that the AGW war is comprised of two major parts:

a) Getting the technical facts right. (*We are doing an 80%± job on that.*)

b) Communicating the facts to the public. (*We are doing a 20%± job on that.*)

Unless we quickly make major improvements to PR and communication, this war will be irretrievably lost. Nothing short of the fate of America is at stake.

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* AGW = Anthropogenic Global Warming. Anthropogenic means man-made. AGW has several synonyms, like Climate Change.