

How to Win Friends

And Influence People



Heal the Bay

Heal the Bay

- Grassroots nonprofit founded 30 years ago by citizens to fight the dumping of sewage in Santa Monica Bay
- Has grown to 15,000 members and has a variety of public programs to protect local beaches and oceans – volunteer cleanups, Beach Report Card, Santa Monica Pier Aquarium

Recent Advocacy

- Marine Protected Areas
- AB 376: Shark Fin Ban
- Plastic Bag Ban in L.A.




Scientist as Advocate?




@HealTheBay
 Making California's #oceans & local waters safe, healthy, & clean. Real time bacteria level alerts. Also follow our @BeachReportCard & @SMPierAquarium accounts!
 Santa Monica, CA · healthebay.org

19,748 TWEETS 42,089 FOLLOWING 41,202 FOLLOWERS [Edit profile](#)

Tweets

 **Monterey Aquarium** @MontereyAq 2 hrs
 Calif. marine sanctuaries best viewed below the surface or from the air, bit.ly/M7aQkQ @AnaDiveNsurf @HealTheBay @tonybarboza
 Retweeted by Heal the Bay
 Expand Reply Retweeted Favorited More

 **Heal the Bay** @HealTheBay 28 mins
 High flying, adored: MPAs from Above
bit.ly/1gl330J [instagram.com/p/juUUFuJAwA/](https://www.instagram.com/p/juUUFuJAwA/)
 Expand Reply Delete Favorite More

 **Heal the Bay** @HealTheBay 57 mins
 Experience: I survived an #earthquake while #scuba diving
bit.ly/1i4LTBR @guardian #diving
[View summary](#) Reply Delete Favorite More

The Toolkit

- Website/Blog: Images, links, FAQs, personal storytelling
- Social media: Spread the word and activate network
- Op-Eds/LTEs: Mass reach and validation
- Events: People want to connect

Nike's Corporate Slogan

JUST DO IT.



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As Written by Scientist

- “While an occasional disinclination to exercise is exhibited by all age cohorts, the likelihood of positive health outcomes makes even mildly strenuous physical activity all the more imperative.”
- Source: Andy Goodman, free range thinking

Keep It Simple

- No jargon or acronyms
- 8th grade level
- Talking to a neighbor ...
Not funder or your peer



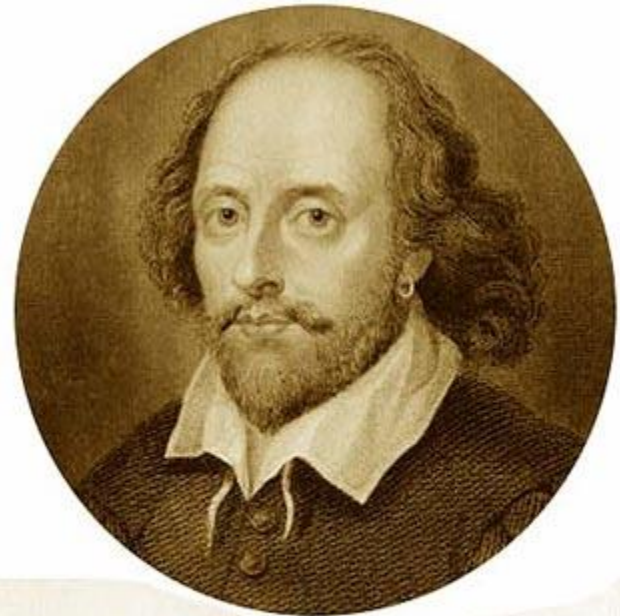
Keep It Real

Tap into everyday concerns:
\$, quality of life, screw-ups

People, not policy and process

Emotion, storytelling ...
drama, winners, losers

Use lots of anecdotes



William Shakespeare

Keep It Local

Discuss impacts in your
immediate area

Easier to relate/grasp

People like to take action
where they can see results



Keep It Humble

- Show sense of humor
- Get off high horse
- Respectfully acknowledge differing points of view



Keep It Positive

Progress, not problems

Make yourself the hero

Offer solutions

CLEAR CALL TO ACTION!



Exercise: The Elevator Pitch

- ◆ DESCRIBE YOUR WORK IN 33 WORDS OR LESS SO AVERAGE PERSON CAN UNDERSTAND IT
- ◆ *My work entails...*
- ◆ DESCRIBE ITS RELEVANCY TO AVERAGE PERSON IN 33 WORDS OR LESS
- ◆ *My work is important because ...*

Exercise: Find an Anecdote

- *Think of one moment in time that illustrates the issues you are researching or advocating for ..*
- *A cinematic moment that appeals to five senses ... you can see it, hear it, feel it, smell it, touch it*

Exercise: Find an Anecdote

Op-Ed

Catch a wave, and a bug

A single storm can sweep billions of gallons of polluted runoff directly into Santa Monica Bay.

December 26, 2012 | By Matthew King

I told myself I had only come to look at the surf, but who was I kidding?

Powerful head-high waves reeled off the rock jetty that marks the northern end of Manhattan Beach's El Porto surf break. A light but steady drizzle had fallen hours earlier; now an offshore breeze groomed the sea like corduroy. In my car, perched along the bluff, I gazed longingly at the half a dozen surfers circling in the lineup, all jockeying to latch onto a feathering wave.



A single storm can sweep billions of gallons of polluted runoff directly... (Los Angeles Times)