

Coastal New Hampshire Climate Summit
April 12, 2013

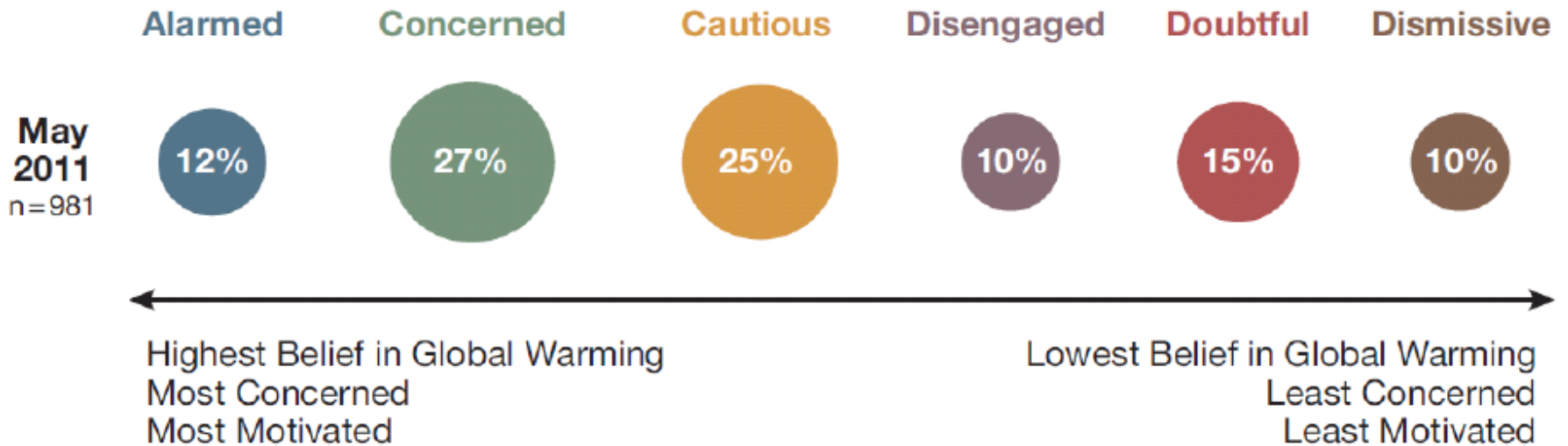
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Public's Opinion on Climate Change

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

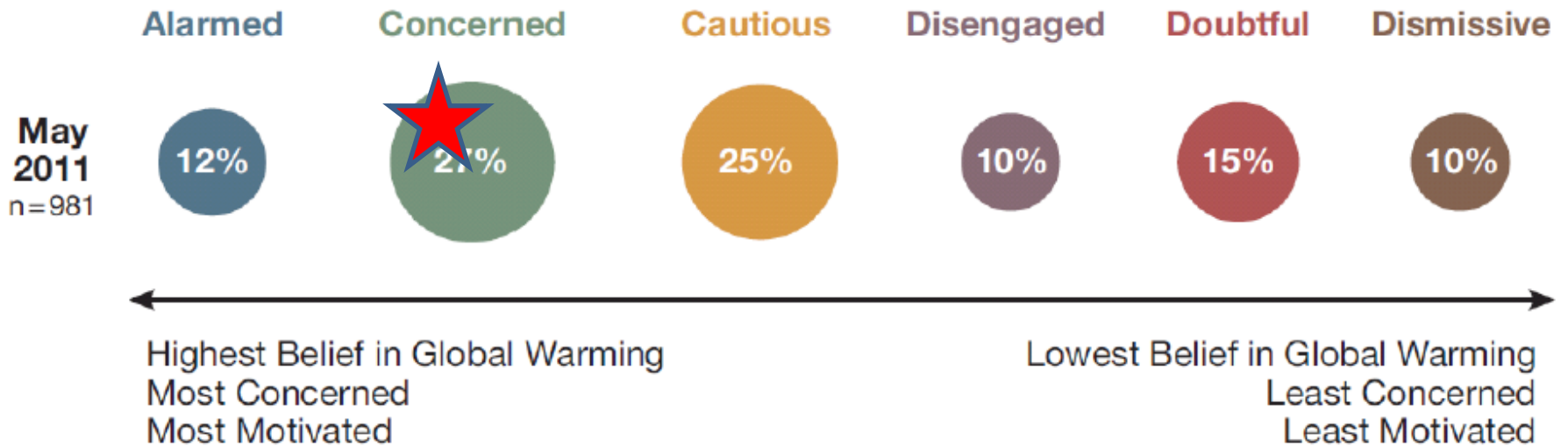
FIGURE 1 | Proportion of the U.S. Population in the Six Americas, May 2011



Proportion represented by area

Source: Yale/George Mason University

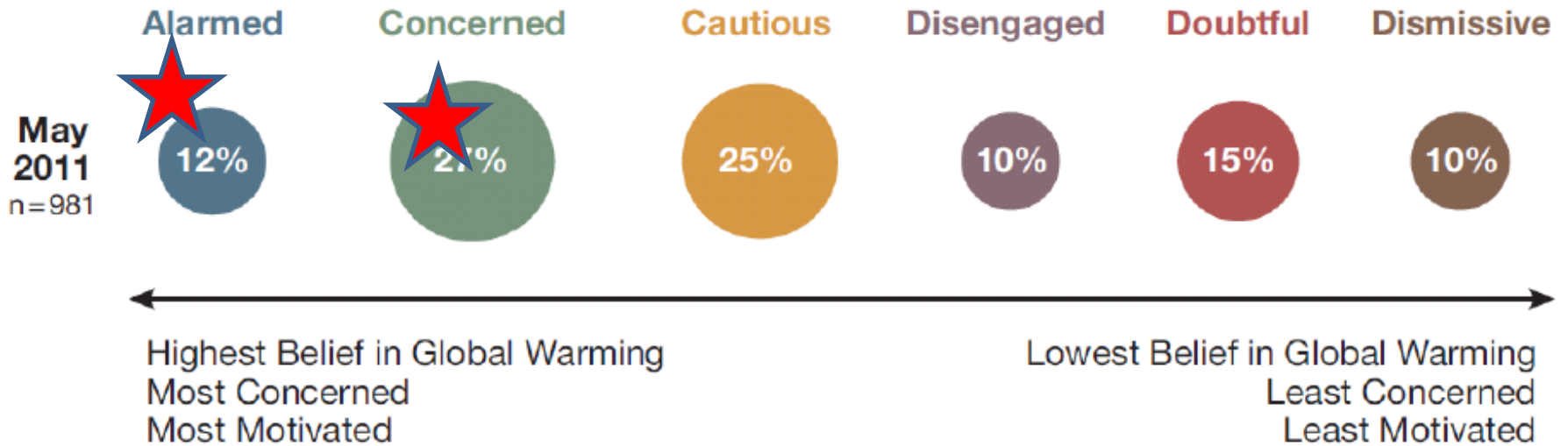
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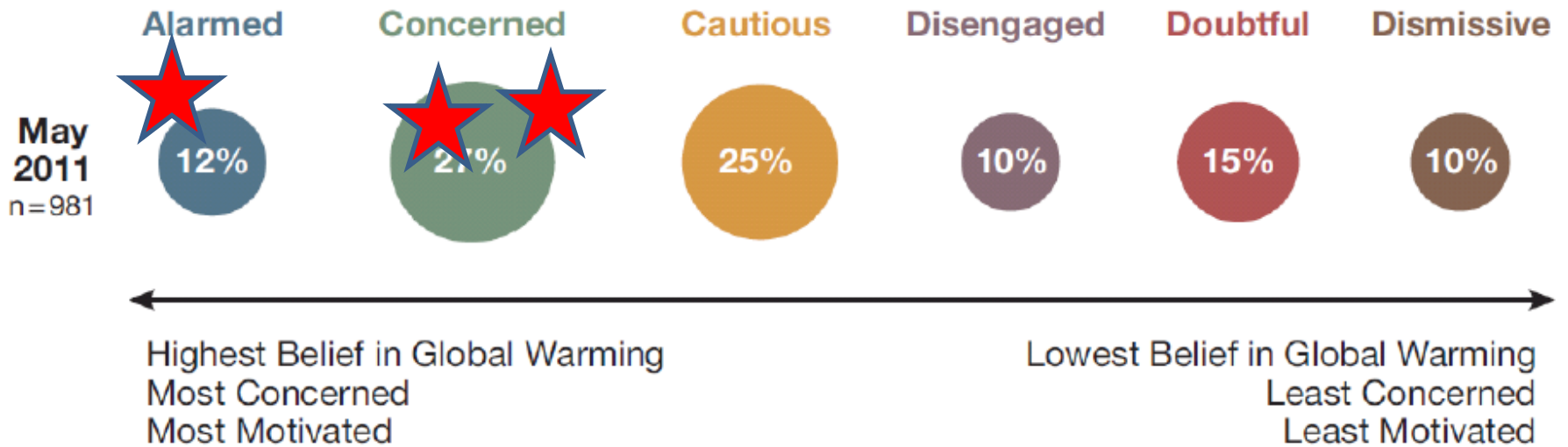
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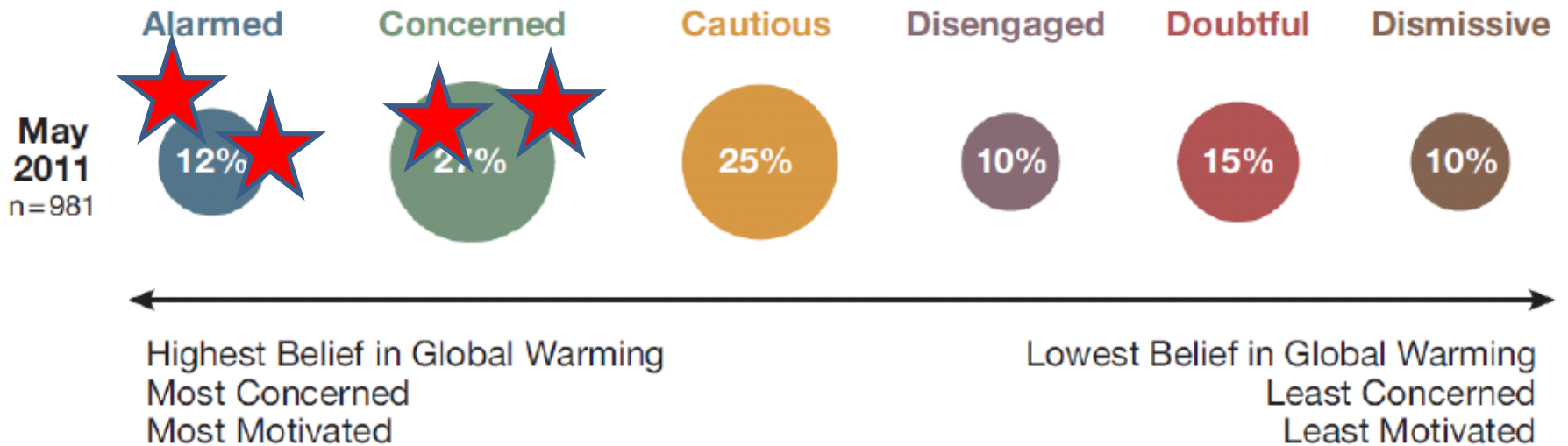
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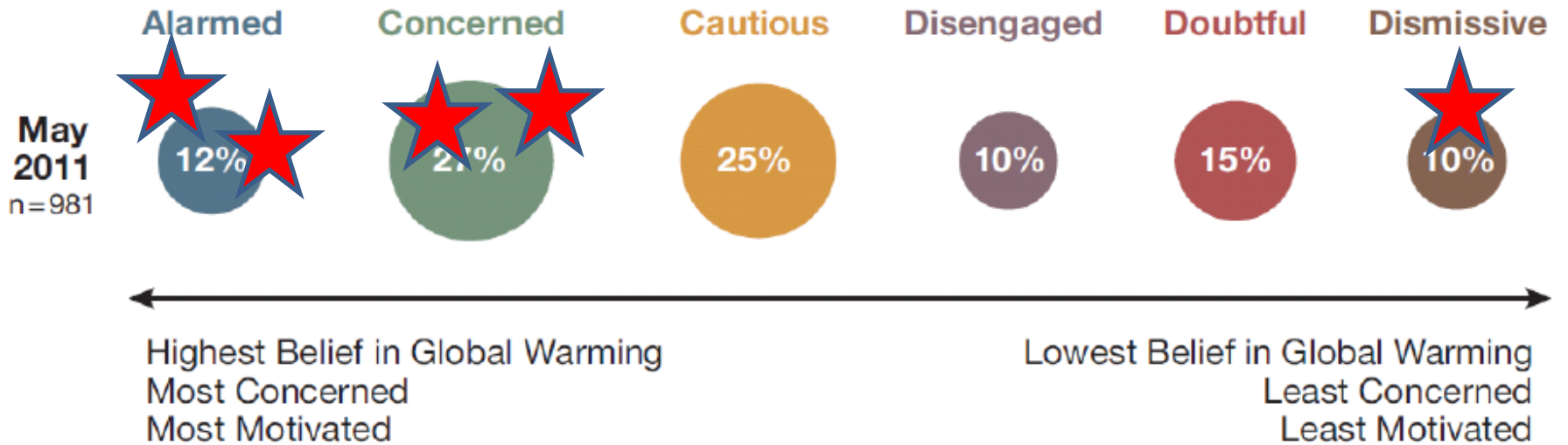
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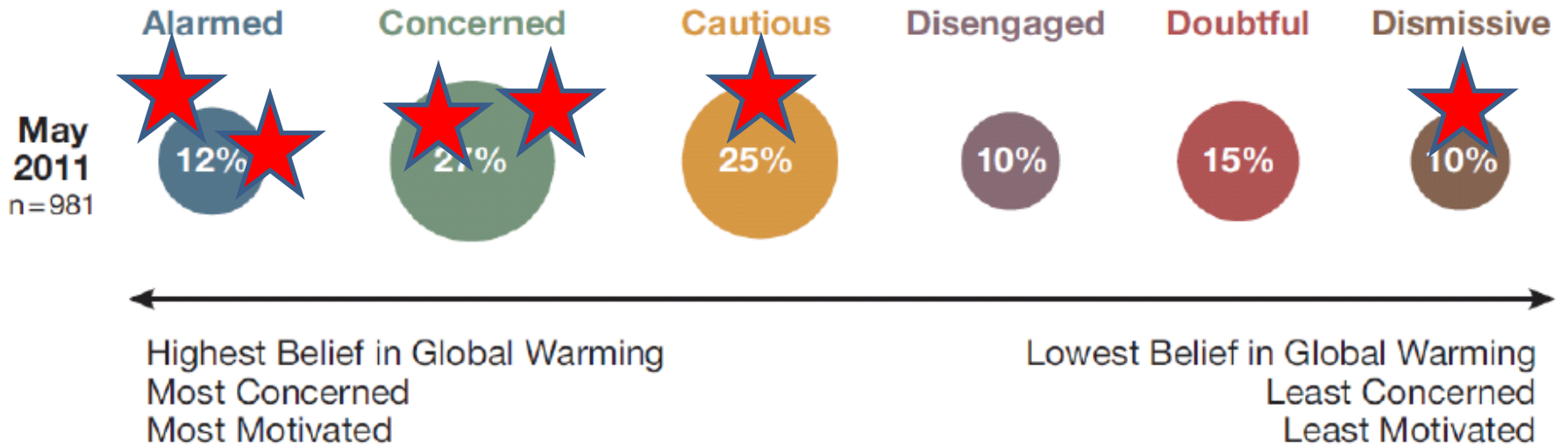
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5 reasons why campaigns fail

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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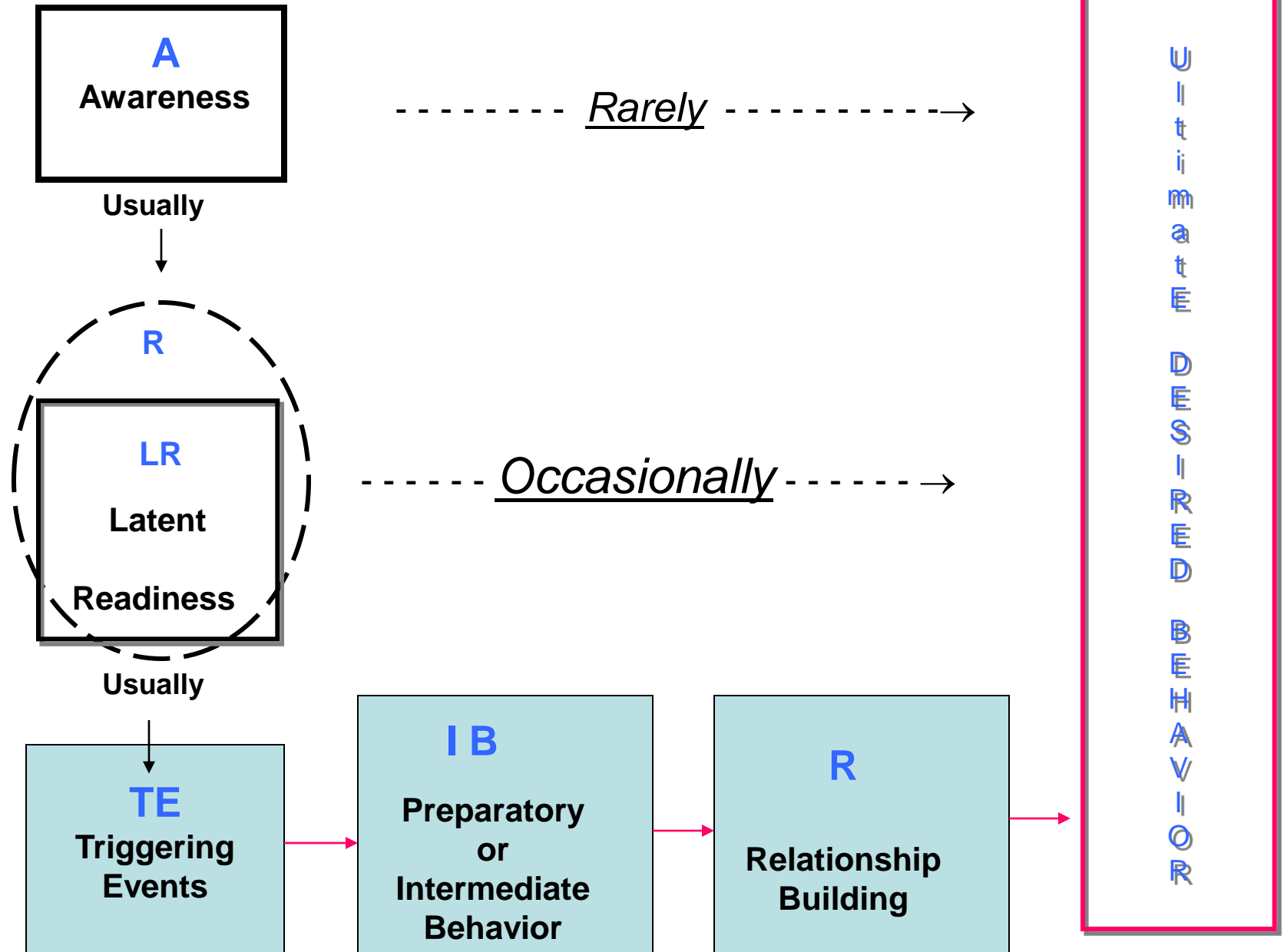
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Developing & Delivering Messages

“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**

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Thank you!

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