

## Citizen Advocacy in the Information Age

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### E-Commerce vs. "Idea Commerce"

- Buying products online is not revolutionary
- Accessing information online is not revolutionary
- Connecting people online is revolutionary
  - The Internet has changed the way we "sell" our opinions and "buy" into political causes
  - The Internet is the most effective tool ever created for organizing people

### How the Internet Changes the Rules

- Favors information networks over traditional information channels.
- Increases expectations for transparency
- Transforms the news media
- Facilitates activism


\*Source: *Creating a Digital Democracy*, Foundation for Public Affairs, 1999

### Who Wins and Who Loses?

- Government
- News Media
- Corporations
- Associations
- Activist Groups

### Who Wins and Who Loses?

Government



↑


Opportunities for open government  
Better access to info. for decision-making

↓

E-government is complicated  
Decision-makers overwhelmed with e-mail

### Who Wins and Who Loses?

News Media



↑


Efficient, comprehensive news-gathering  
Ability to update news throughout the day

↓

Increased competition  
Longer hours, increased pressure

### Who Wins and Who Loses?

**Corporations**




↑  
Operating efficiencies  
Opportunities to connect with customers

↓  
Expectations for transparency and privacy  
Internet is better for offense than for defense

### Who Wins and Who Loses?

**Associations**




↑  
Easier to bring people together  
Better tools for advocacy

↓  
Coalitions have better focus  
Must provide superior intelligence and analysis

### Who Wins and Who Loses?

**Activist Groups**



↑  
Easier to bring people together  
Better tools for advocacy

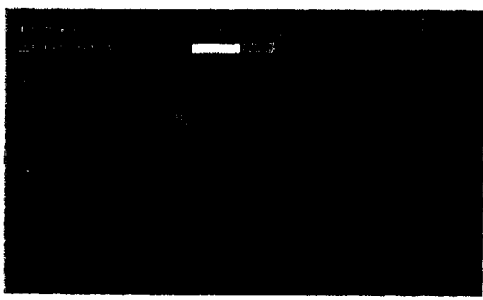
↓  
Internet is a noisy place  
Even activists face competition

### Activist Tools and Techniques

- Customized issue tracking
  - Sierra Club, Human Rights Campaign
- Public policy mobilization
  - Action Network, Protest.net
- Interactive databases
  - AFL-CIO, Environmental Defense
- Mobilization against corporations
  - Rainforest Action Network, PIRG
- Recruiting and fundraising
  - NRA, Million Mom March

\*Source: *Cyber Activism*, Foundation for Public Affairs, 2000

### Protest.net Bulletin Board



### Environmental Defense Scorecard

• **CHRYSLER CREDIT FINANCIAL CORP. - WASHINGTON, DC, VA**

**1997 Rank: Major Chemical Producers or Waste Generators of 100+ Tons/Year\***

Company Name	1997 Rank	1996 Rank	1995 Rank	1994 Rank	1993 Rank	1992 Rank	1991 Rank	1990 Rank
Chrysler Credit Financial Corp.	1	1	1	1	1	1	1	1

Other companies on list: *(illegible)*

Scorecard based on: *(illegible)*

For more information on this scorecard, visit [www.defenders.org](http://www.defenders.org)

\*Data: These rankings are based on chemical releases and wastes reported by federal facilities to the Toxics Release Inventory, and do not take into account releases from other sources or from other facilities that are not reported to TRI.

1997 TRI Facilities Database Provided by Environmental Defense Research Institute

The Defenders' Scorecard is a trademark of Environmental Defense Research Institute.

## National Rifle Association

**Take Action:**

**Make Plans to Attend the 2002-2003 Grassroots Workshop to Meet State Legislators**

There are a number of ways you can take action on gun violence. One is to attend the National Association of State Legislators' 2002-2003 Grassroots Workshop. This workshop is a unique opportunity for you to meet with your state's legislators and discuss your concerns about gun violence.

- Contact your legislator with your views on gun violence
- Write to your legislator
- Write letters to the editor of your local newspaper
- Write an op-ed piece for your local newspaper
- Call the NRA's Legislative Office
- Attend the NRA's Legislative Conference

All of these take action steps are a big part of an effective effort. For more information on how to take action, visit our website at [www.nra.org](http://www.nra.org). We'll be there to help you every step of the way.

Don't forget to visit our website at [www.nra.org](http://www.nra.org) for more information on how to take action.

## Rainforest Action Network

**Action Details**

**Say No to Borneo's Predatory Logging**

Loggers are cutting down the rainforest in Borneo at an alarming rate. This is destroying the habitat of many rare and endangered species. The logging is also causing soil erosion and sedimentation of rivers, which is harming the local communities that depend on the forest for their livelihoods.

It's time to say no to Borneo's predatory logging. We need your help to stop the logging and protect the rainforest.

Write your legislator and let them know you don't support predatory logging. You can also contact your local newspaper and let them know about the logging in Borneo.

For more information, visit our website at [www.rainforestactionnetwork.org](http://www.rainforestactionnetwork.org).

## Corporate Tools and Techniques

- Crisis communications and media monitoring
  - American Airlines, Verizon
- Intelligence gathering and issues management
  - Dow Chemical, IBM
- Grassroots action online
  - Microsoft, Merck
- Web-based business coalitions
  - USA Engage, Coalition for Medicare Choices
- Efforts to engage customers and NGOs
  - Shell Oil, Coca-Cola

\*Source: *Public Affairs Strategies in the Internet Age*, FPA, 2002

## Media Monitoring Services

**eWatch**

**Services**

At eWatch, we offer a wide range of media monitoring services. We can help you track what is being said about your company in the media, so you can respond quickly and effectively. Our services include:

- **Media Monitoring:** We can monitor the media for mentions of your company, products, or services. We can also track the sentiment of the coverage and provide you with a detailed report.
- **Crisis Management:** If you experience a crisis, we can help you monitor the media for rumors and misinformation. We can also help you develop a crisis communication plan.
- **Competitor Analysis:** We can monitor the media for mentions of your competitors. This can help you understand their strengths and weaknesses and identify opportunities for your company.
- **Product Launch:** We can help you monitor the media for reactions to your new products or services. This can help you understand what you like and don't like about your offerings.
- **Brand Reputation:** We can help you monitor the media for mentions of your brand. This can help you understand how your brand is perceived and identify areas for improvement.

## Microsoft's Public Grassroots Site

Microsoft's Public Grassroots Site

Learn more about Microsoft's commitment to public participation and how you can get involved. Visit our website at [www.microsoft.com/grassroots](http://www.microsoft.com/grassroots) for more information.

**Microsoft's Public Grassroots Site**

Microsoft is committed to public participation and transparency. We want to hear from you about our products, services, and policies. Our Public Grassroots Site is a place where you can share your ideas, feedback, and suggestions. We will review all comments and use them to improve our products and services.

Visit our website at [www.microsoft.com/grassroots](http://www.microsoft.com/grassroots) to learn more about how you can get involved.

## USA Engage Coalition Web Site

**USA-ENGAGE**

**2001 Report Card**

The guide you use for both houses of Congress. How have your representatives done in 2001?

Visit our website at [www.usaengage.com](http://www.usaengage.com) for more information.

February 11, 2002

Many thanks to the members of the USA Engage Coalition who have helped us to create this report card. We are grateful for your support and feedback.

## Strategies for the Internet Age

- ◆ Coordinate your external activities.
- ◆ Build on-line and off-line alliances.
- ◆ Establish Issue priorities and improve Information flow.
- ◆ Learn how to identify credible and influential on-line individuals and organizations.
- ◆ Understand how the Internet fits into an overall public affairs strategy.

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