

delta media

Rethinking the Audience

New realities and effective strategies

Presented to:
Canadian Public Relations Society

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Outline

▸ Outline

Audience Brain

Audience Life

Solutions

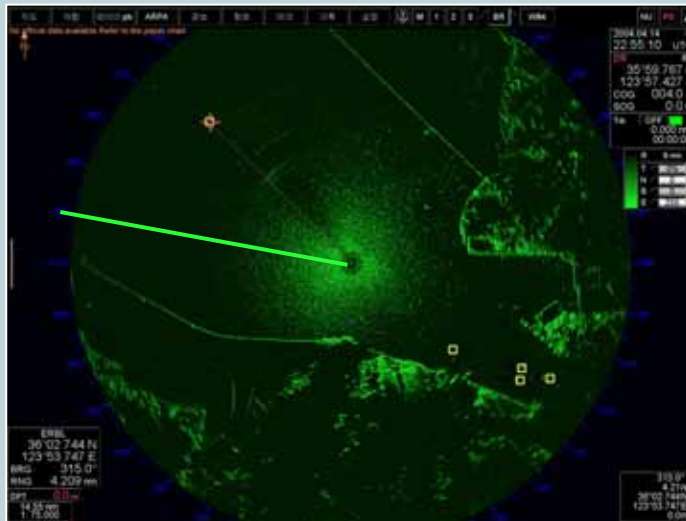
Q & A

- Four things you should know about the audience's brain
- Three things you should know about your audience's life
- Solutions to consider



4
things
you
should
know...





1. The Surveillance System... What's new, alarming



1. The Surveillance System

Outline

▸ Audience Brain

Audience Life

Solutions

Q & A

- Disposition system gets us through the day
- Surveillance system scans for **new or alarming**

“So when do we **think** about politics? When our **emotions** tell us to” (Marcus, Neuman, Mackuen, 2000)

1. The Surveillance System

Outline

▸ Audience Brain

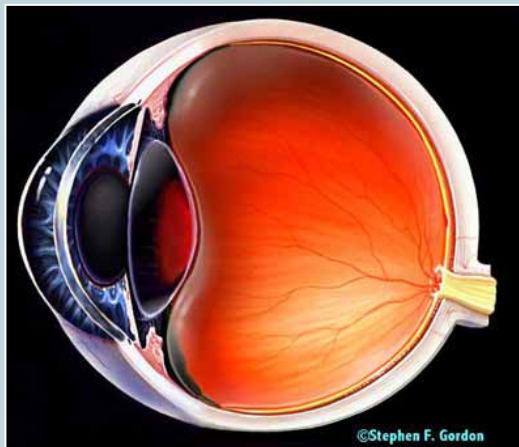
Audience Life

Solutions

Q & A

Then we switch to rational thinking

- We pay attention
- We consider cost and benefit
- We consider change



2. The Visual Orientation... Think fast, emotionally

2. The Visual Orientation

Outline

▸ Audience Brain

Audience Life

Solutions

Q & A

We pay attention first to visual stimuli

“Political symbols **rivet** our attention and evoke strong emotion... dominated by a **simple** good-like, bad-dislike evaluative dimension” (Sears, 2001)

2. The Visual Orientation

Outline

▸ Audience Brain

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Solutions

Q & A

“... the perceived shape of the situation is **quickly** matched to others stored in emotional memory and an **emotional** response then is framed that is in keeping with past positive or negative **experience**” (Barry, 2005).



We process quickly and emotionally.

We remember.

We fill in blanks.



3. The Confirmation Bias... Standing guard

3. The Confirmation Bias

Outline

▸ Audience Brain

Audience Life

Solutions

Q & A

- We pay more attention to what **confirms** our beliefs
 - We filter out what does not
 - Avoid
 - Forget
 - Dismiss
 - Self-fulfilling prophecies
 - Resistance to change

3. The Confirmation Bias

Outline

▸ Audience Brain

Audience Life

Solutions

Q & A

“None of the circuits involved in conscious **reasoning** were particularly engaged. Essentially, it appears as if partisans twirl the cognitive kaleidoscope until they get the conclusions they want, and then they get massively reinforced for it, with the elimination of negative **emotional states** and activation of positive ones” (Westen 2006)



4. The Social Dynamic... Talk about it



4. The Social Dynamic

Outline

▸ Audience Brain

Audience Life

Solutions

Q & A

- We seek the opinion of those around us
 - Family, friends, colleagues
- We look for **alignment**
 - Intentions, values
- We look for **expertise**
 - Experience, credentials



4. The Social Dynamic

Outline

▸ Audience Brain

Audience Life

Solutions

Q & A

- Even people we don't like can influence us to act

“... when *Agrees* and *Knows* are high, people can indeed be persuaded by people they do not like” (Lupia, 2002).

3
things
about the
audience's
life...



Three things about the audience's life...

Outline

Audience Brain

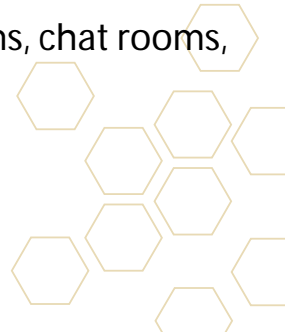
▶ Audience Life

Solutions

Q & A

1. More **choice**

- Media outlets
- Websites
- Opinions (blogs, forums, chat rooms, etc.)



Three things about the audience's life...

Outline

Audience Brain

▶ Audience Life

Solutions

Q & A

2. Shorter **attention** spans

- Need to sift
- Delete without reading
- Scanning instead of reading
- Interacting rather than passively receiving



Three things about the audience's life...

Outline

Audience Brain

▶ Audience Life

Solutions

Q & A

3. More to **do** every day

- Work
- Family
- Media
- Continuing education
- Participate in political process
- Etc.



3
possible
solutions



Possible solutions

Outline
 Audience Brain
 Audience Life
 ▶ Solutions
 Q & A

Content

- Say less, show more
- Create more powerful messages
 - What’s new
 - What’s alarming
- Talk less often



Possible solutions

Outline
 Audience Brain
 Audience Life
 ▶ Solutions
 Q & A

Content

- Beware fear and anxiety
 - Audiences are smart
 - Erode credibility in the long run

Is she to be a failure as a mother?

What's the matter? What was making her lose the love and confidence of her children?

The Answer: Though she doesn't know it, poisons are accumulating in her tired system... they are running her nerve-fragging her weakened medical authorities call them **Fatigue Poisons**. If she only knew that stimulants interfere with the best which the body needs... that they encourage the development of **Fatigue Poisons**. If she only knew that thousands of men and women have avoided stimulating captein beverages and turned to Postum!

Make This 30-Day Test

Eliminate coffee from your diet for that long. Drink Postum instead. That is the amazing difference. See how much better you sleep, how much better you look, how much better you feel.

You'll give you the four week's rest you need. Just read the coupon below. Please indicate whether you want Postum made instantly in the cup or Postum-Cereal, the kind you boil. Postum is product of General Foods Corporation.

DON'T LET Fatigue Poisons

RUN YOUR LIFE

Possible solutions

Outline

Audience Brain

Audience Life

▸ Solutions

Q & A

Channels

- Talk *with* fewer people
- Be there just in time
- Find moments for reflection
 - Home
 - Events
 - Commute



Possible solutions

Strategy

- Empower your champions



Champions...

Outline

Audience Brain

Audience Life

▸ Solutions

Q & A

- Will pay more attention
- Are more likely to act
- Are more likely to influence
- Are more influential
 - Knowledge and alignment
- Have more reach than ever
 - Blogs, forums, websites, etc.

Champions...

Outline

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Audience Life

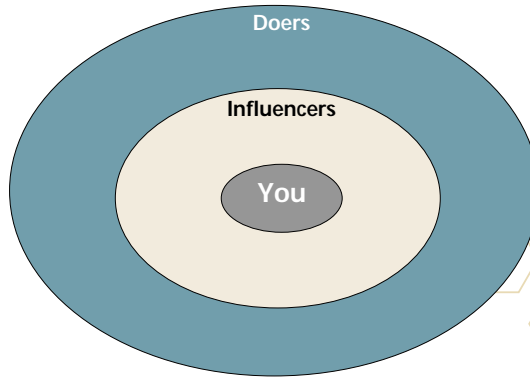
▸ Solutions

Q & A

1. Find yours
2. Acknowledge them
3. Dialogue with them
4. Call upon them
5. Empower them

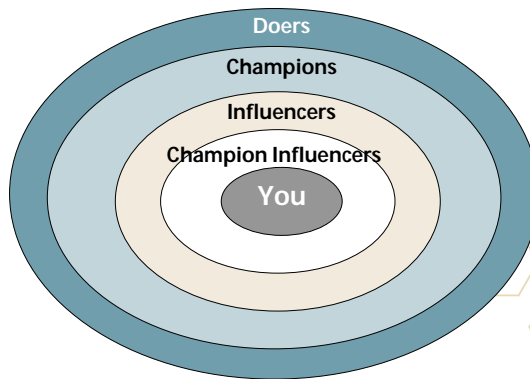
Champions...

- Outline
- Audience Brain
- Audience Life
- Solutions
- Q & A

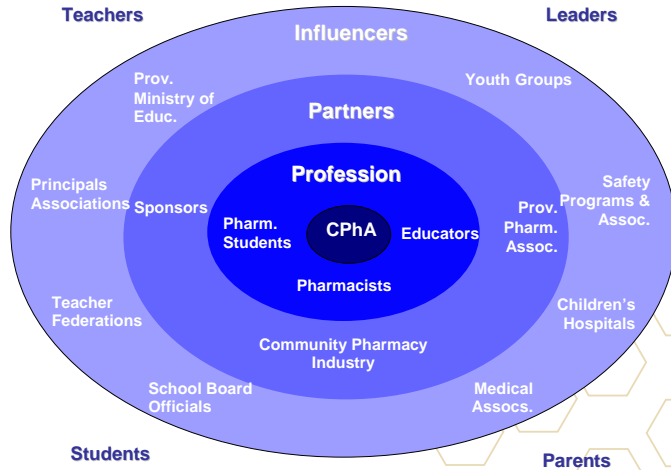


Champions...

- Outline
- Audience Brain
- Audience Life
- Solutions
- Q & A



- Outline
- Audience Brain
- Audience Life
- Solutions
- Q & A



Over to you...

- Outline
- Audience Brain
- Audience Life
- Solutions
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- Questions and answers
- Concerns
- War stories





Thank you!

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