

A large group of people, mostly women, are gathered on the steps of a building, holding various protest signs. The signs are handwritten and feature phrases like 'Dogs & Pigs YES on 11/56/57/11', 'LET MY Piggies GO!', 'NO CRATES NO CAGES', 'MA PIG CRATES HOGWASH', 'DOGS 4 HOGS', and 'NINE US STATES, ALL OF CANADA, AND THE ENTIRE EUROPEAN UNION HAVE PASSED LAWS TO BAN THE RESTRICTION CRATE CONFINEMENT OF BREEDING PIGS! LETS DO THE RIGHT THING MASSACHUSETTS! VOTE YES ON 11/56/57/11'. The scene is outdoors, and the image has a blue tint.

# Winning the culture war

Brett Bell

MASSACHUSETTS STATE HOUSE  
Hours: Monday - Friday, 8 am - 6 pm  
Public welcome.  
Tours available on Floor 2.

"To win any war, you first  
need to know that you  
are at war."

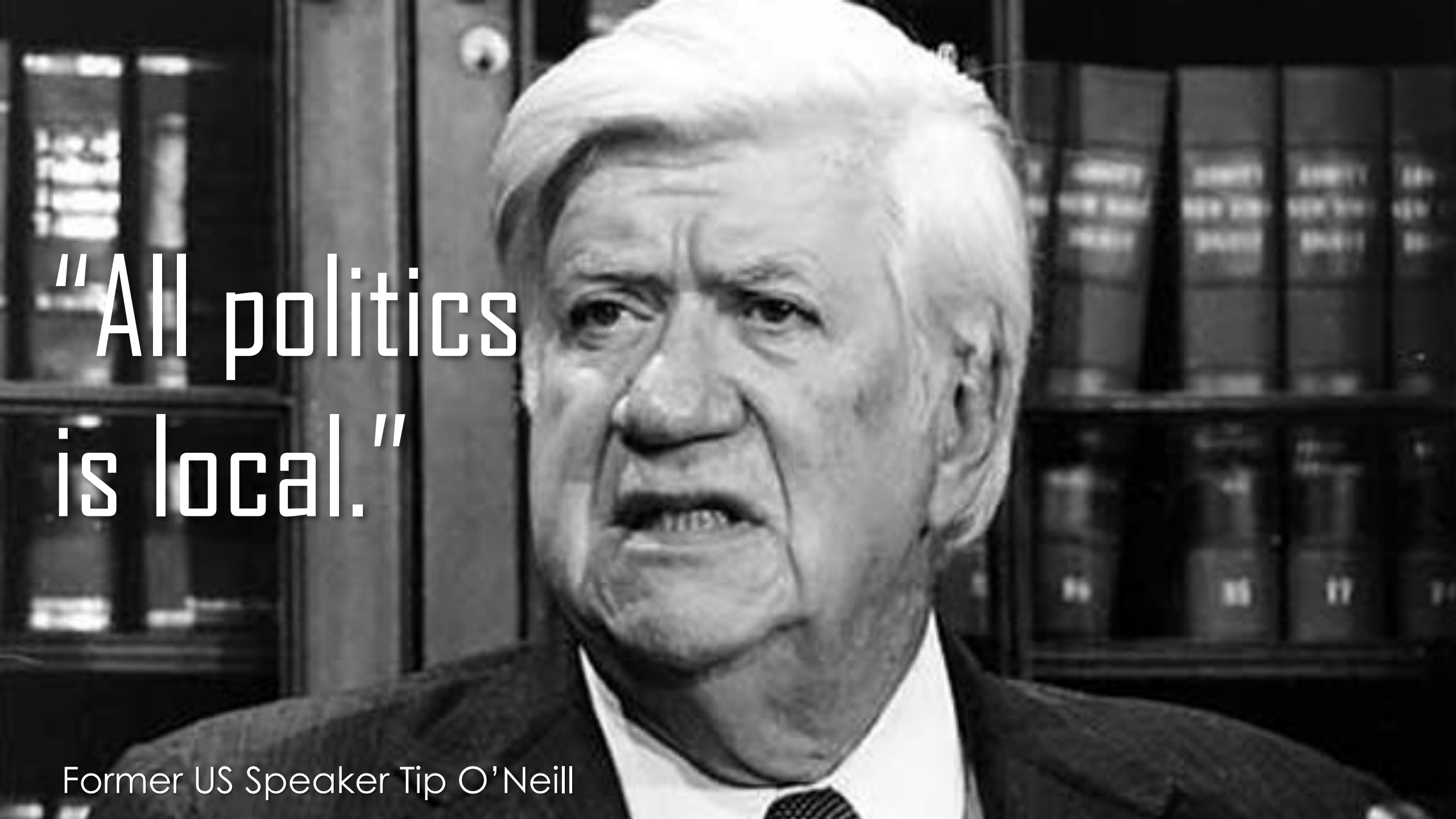
Professor Peter Kreeft, Boston College

June 2014 ABC News Poll

93%

believe that the federal government should require labels on food saying whether it has been genetically modified.





“All politics  
is local.”

Former US Speaker Tip O'Neill

All politics is  
**personal.**

# THE POLITICAL BRAIN

THE ROLE OF **EMOTION** IN DECIDING  
THE FATE OF THE NATION



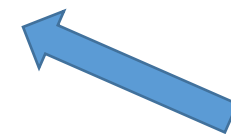
**DREW WESTEN**

"This is the most interesting, informative book on politics I've read in many years....  
[Westen's] suggestions for what candidates should say—and should have said—should  
be read and studied by anyone who wants to understand modern American politics."

—PRESIDENT BILL CLINTON

"We can't change the structure of the political brain, which reflects millions of years of evolution. But we can change the way we appeal to it."

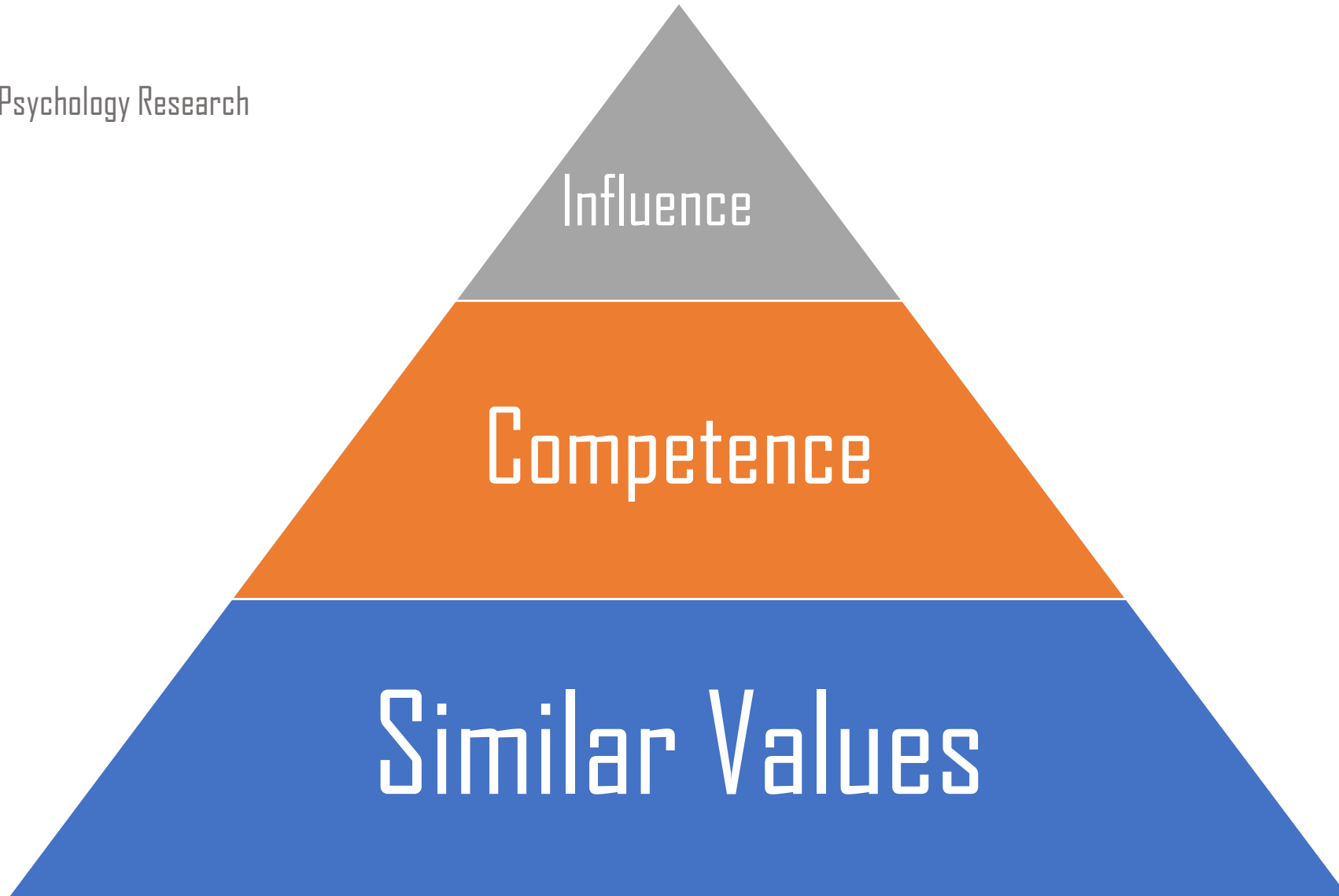
Reason



Emotion





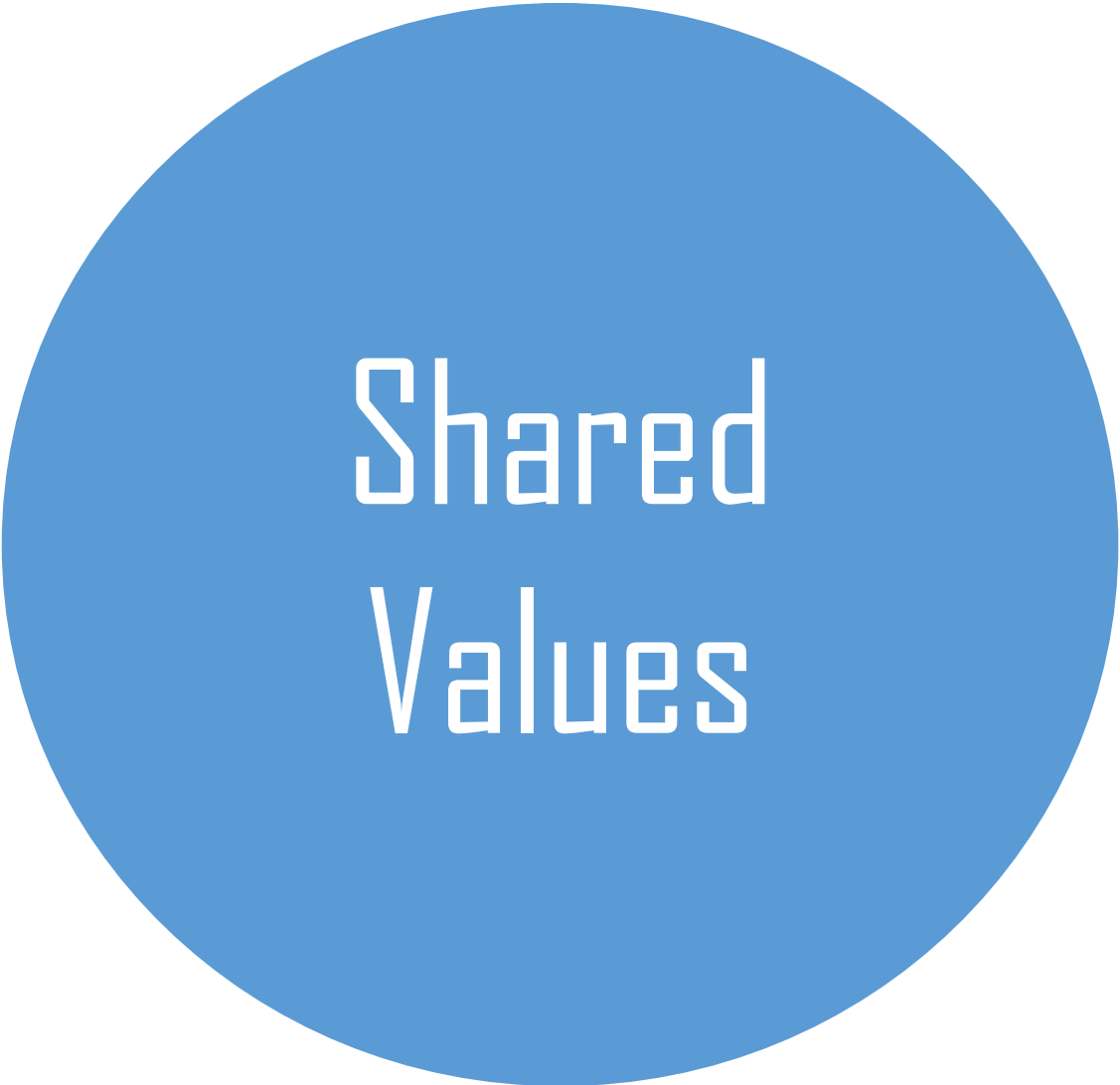


```
graph LR; A((Trust)) --> B((Social License)); B --> C((Freedom to Operate));
```

Trust

Social  
License

Freedom to  
Operate



Shared  
Values



Competence

Edelman  
trustbarometer  
2014 | ANNUAL GLOBAL STUDY

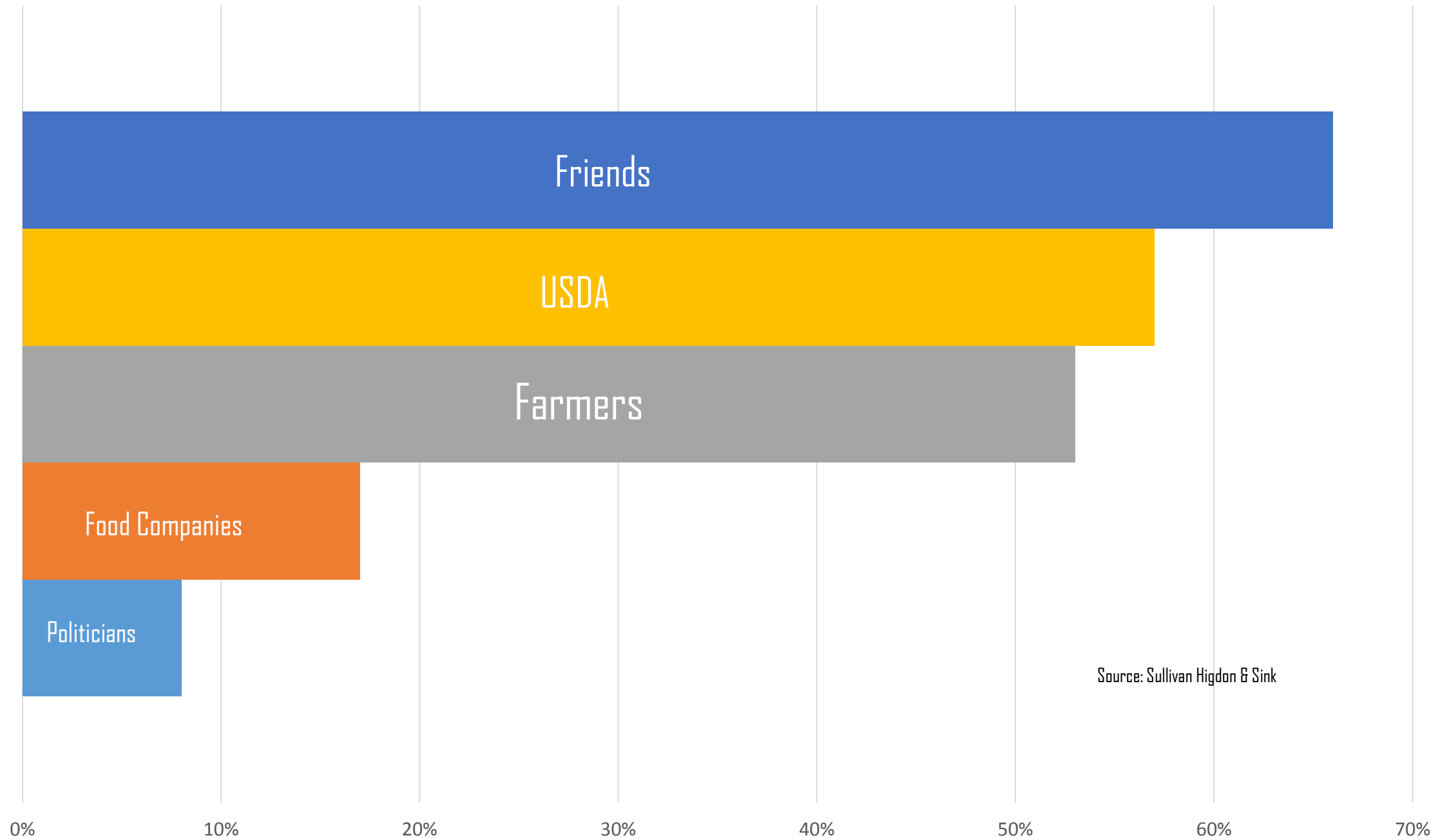
2014  
Edelman Trust Barometer Executive Summary

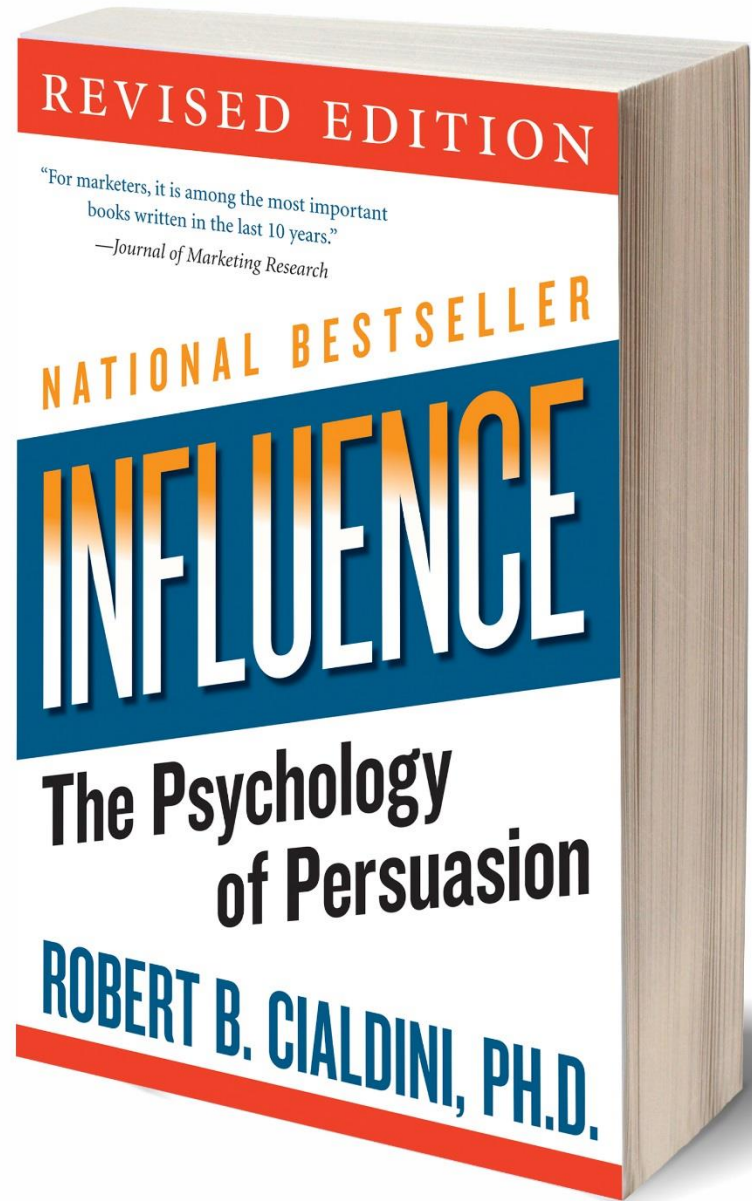
Edelman

Politicians are viewed as trustworthy by

26%

of survey respondents






shortcuts



#4: Likeability



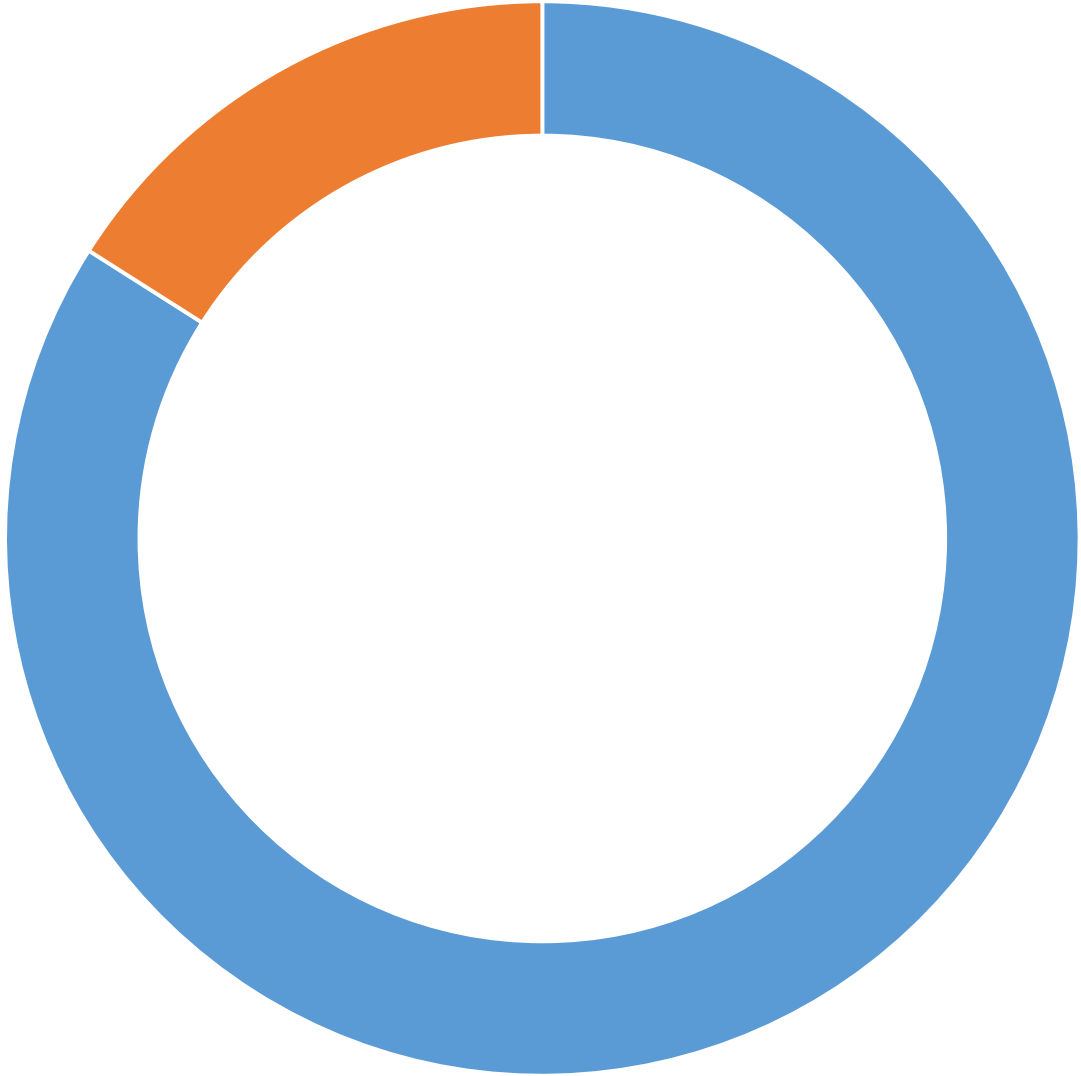


A woman with long dark hair, wearing a dark jacket over a blue collared shirt, stands in a field. In the background, there is a wooden fence and several cows grazing. The scene is outdoors with a soft, natural light.

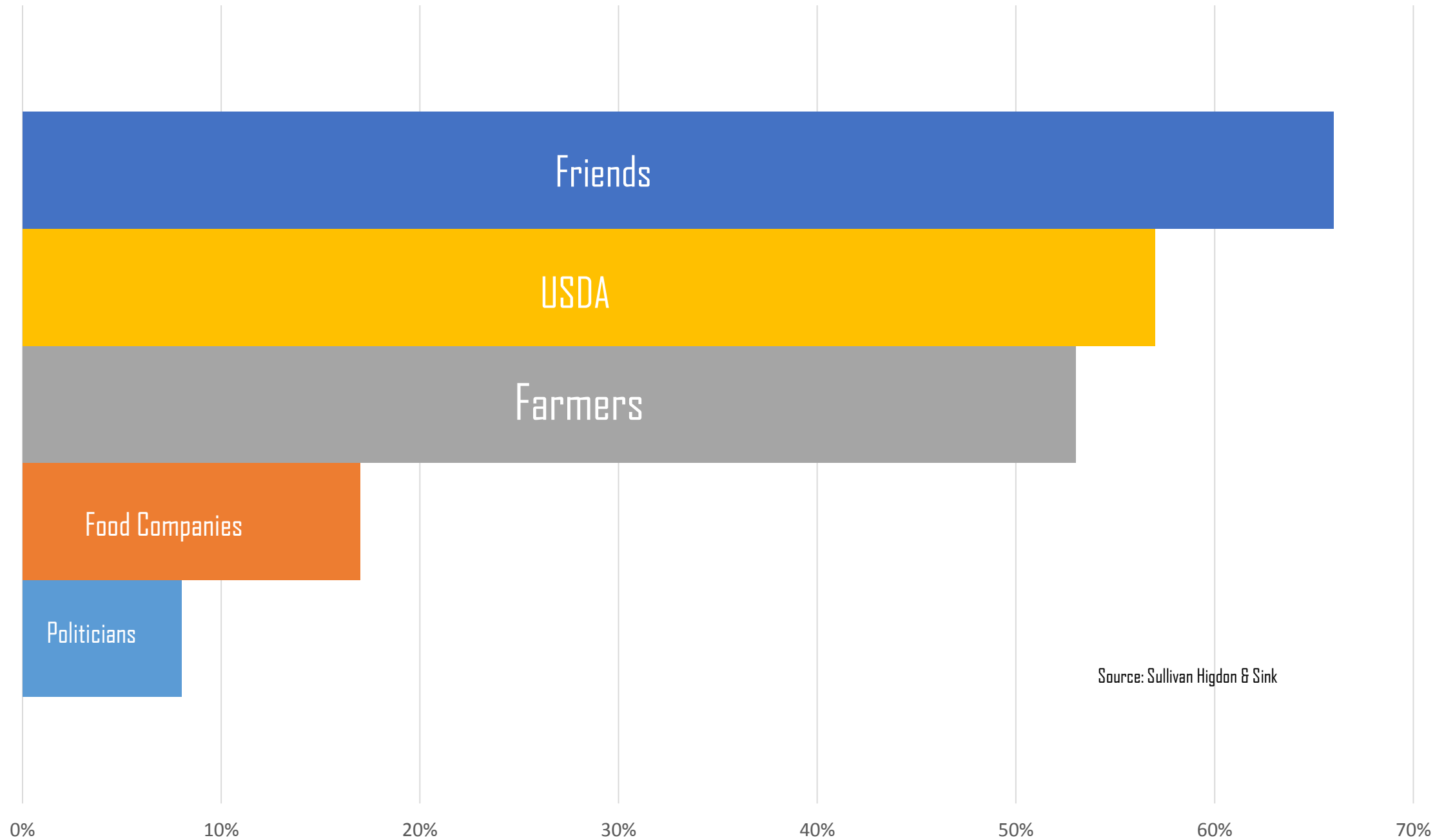
Veronica Lasater  
Colorado Farmer  
Young Leadership Member, CO Farm Bureau

**NO** on  
**105**

# Recommendations From People I Know



■ Trust completely ■ Do not trust

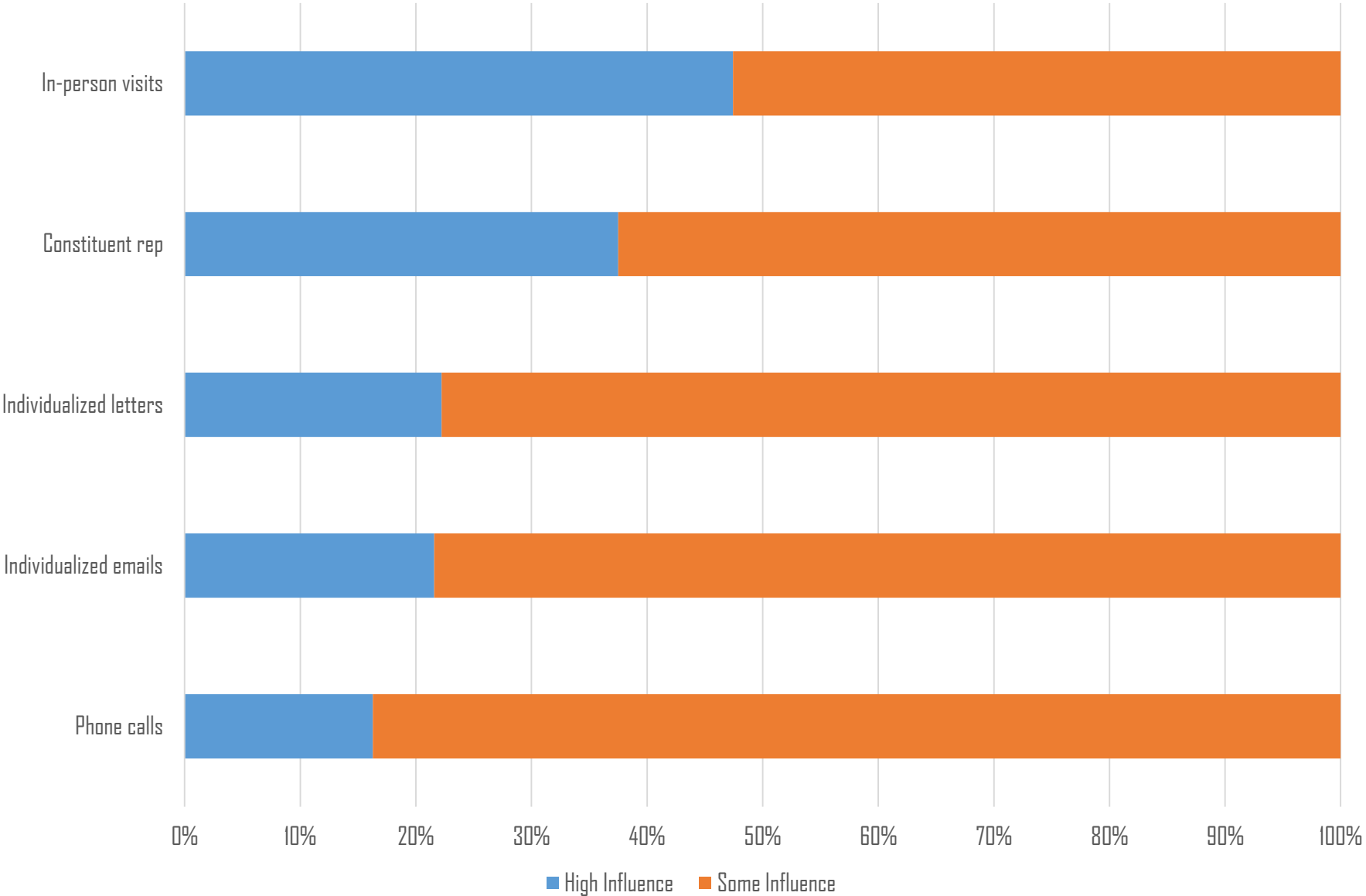


Source: Sullivan Higdon & Sink



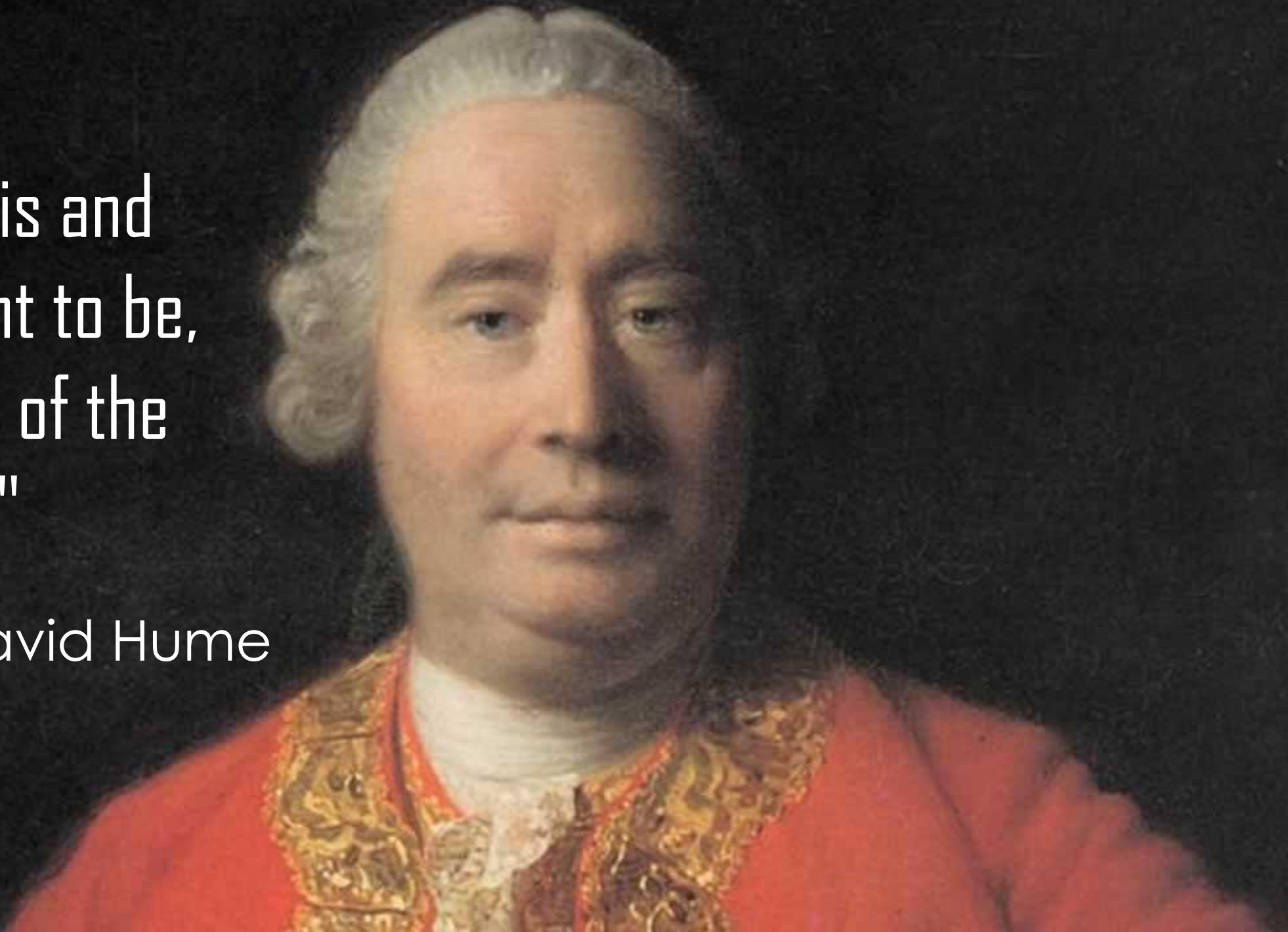
108

# Congressional Survey: Types Of Contact



"Reason is and  
only ought to be,  
the slave of the  
passions"

David Hume



**EVERY 60 SECONDS A SPECIES DIES OUT.**  
EACH MINUTE COUNTS, EACH DONATION HELPS: [BUND.NET](http://BUND.NET)







AIUTACI A CURARE GLI ANIMALI VITTIME DEI TEST COSMETICI.  
INVIA UN SMS AL 48585 PER DONARE 1 EURO E CONTRIBUIRE A CREARE UN CENTRO DI RIABILITAZIONE.





Don't buy exotic animal souvenirs



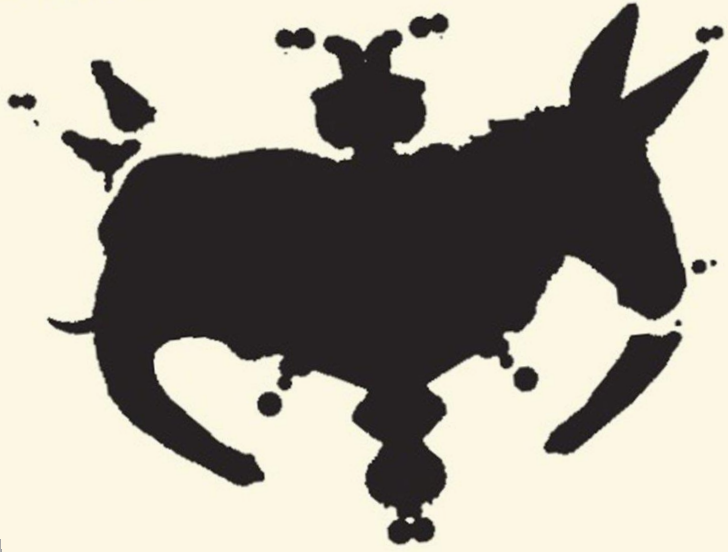


PEACE LITTLE GIRL (DAISY SPOT)

LENGTH: :60

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THE FATE OF THE NATION



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"The road to victory is  
paved with emotional  
intentions."

How does this  
personally  
impact me?



DO NOT  
BLOCK  
INTERSECTION  
CALIFORNIA  
VEHICLE CODE  
SUBJECT TO 8000 PINK

LA PEER ST  
600 N

BIKE LANE

89

CHASE

Robertson Blvd  
to Pacific Palisades

UNB 948

6NL V023

750LUN

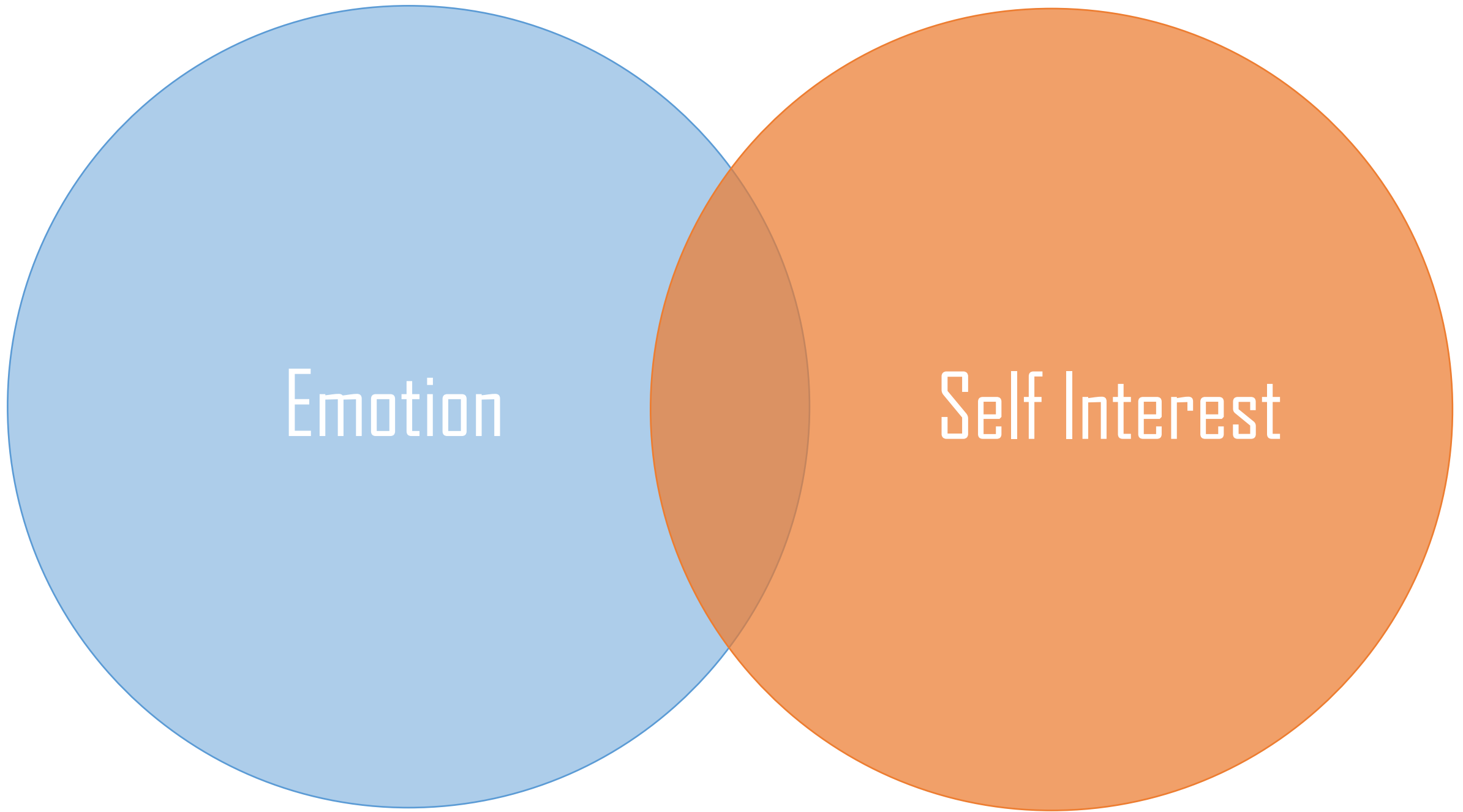
# THE HIDDEN AGENDA OF THE POLITICAL MIND

HOW SELF-INTEREST SHAPES OUR OPINIONS  
AND WHY WE WON'T ADMIT IT



JASON WEEDEN &  
ROBERT KURZBAN

“Most people aren’t ideologically pure, and most don’t derive their opinions from abstract ideologies and principles. People are more strongly influenced **by the effects of policies on themselves, their families and their wider social networks.** Their views, in short, are often based on self-interest.”

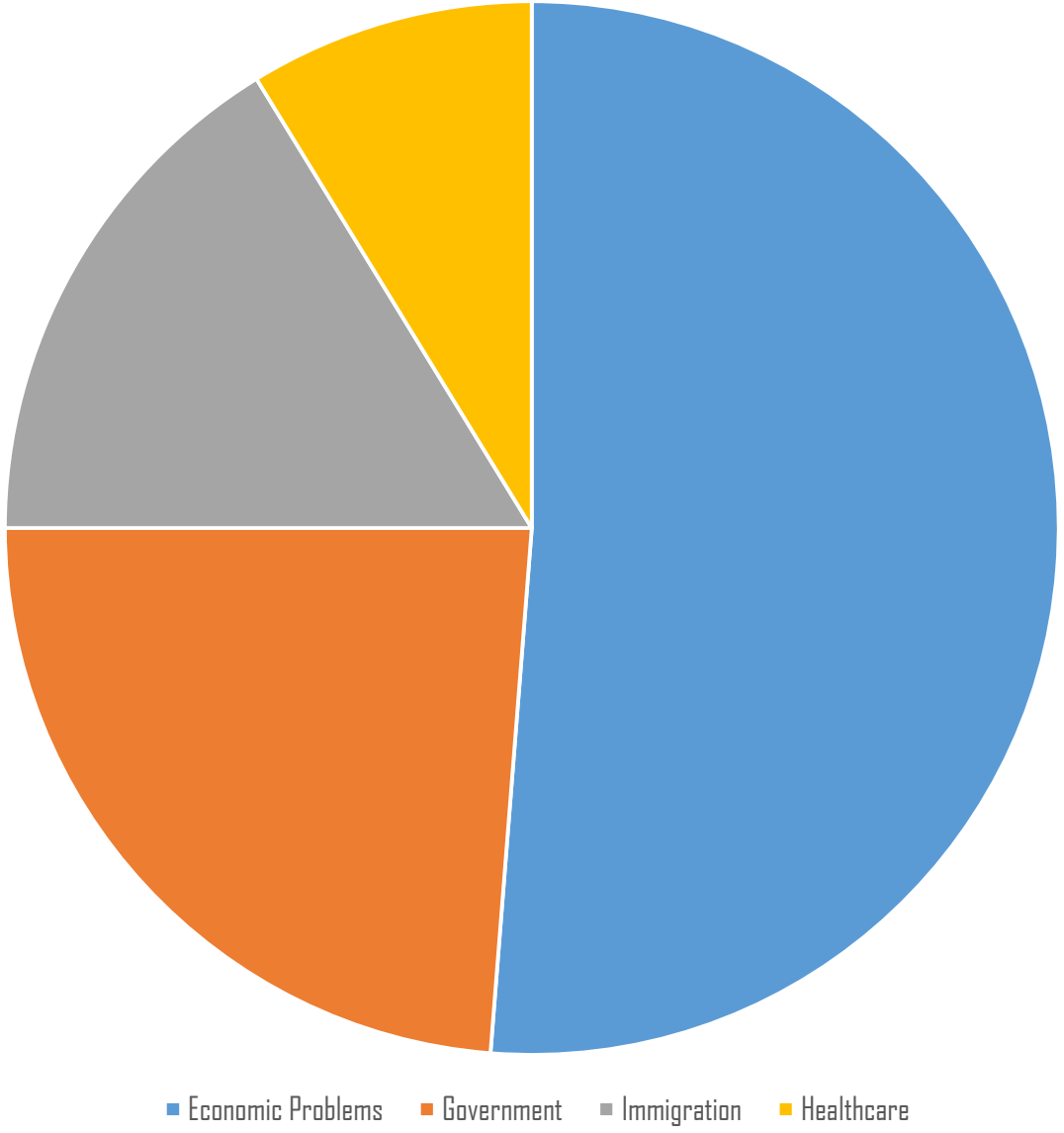


Emotion

Self Interest



What is the biggest problem facing the country today?



2013 survey: Why don't you participate?



#1: I Was Never Asked.



# 87%

of all US residents use the Internet



# 74%

of Internet users have a social networking profile



# The Great Crate Challenge



## What Do You Want to Say to the Pork Industry?

The HSUS is on a mission to spread awareness about cruel gestation crates. We went to the streets for The Great Crate Challenge to see how well people could hold up to the pressure of being locked in a metal crate so small, you can't move freely, touch your toes, or turn around.

After four minutes, people understandably wanted out. Four minutes is nothing compared to four years, which is how millions of pigs are living their lives right now.

The pork industry's leadership continues to defend the indefensible. Locking animals in these tiny, cramped cages. It's hard to imagine a more miserable existence than being immobilized day and night.

We think pigs deserve better and you have the opportunity to say something to the National Pork Board. What would you like to say?

### TAKE ACTION

No animal deserves to live like this. Use our easy online form below to compose your message to the National Pork Board and let them know how you feel.

 Share on Facebook  Share on Twitter



**Your Message:**

Say NO to Cruel Crates for Pigs

To: National Pork Board

It's cruel and inhumane for pork producers to immobilize pigs -- who are social, intelligent, and active animals -- in cramped gestation crates day and night for virtually their entire lives.


- Please personalize your message

Please stop supporting this animal cruelty and say no to cruel crates for pigs.

Sincerely,  
 [Your Name]  
 [Your Address]  
 [City, State ZIP]

**Your Information:**

- Required fields
- First Name:
- Last Name:
- Your Email:
- ZIP / Postal Code:
- Country:

 Enter your mobile phone number below to sign up for [text alerts](#) (standard rates apply)


Mobile Phone Number:

After you take action, you'll receive updates by email on how you can help animals. You can easily opt-out at any time.

Send Your Message

## Your Information:

- Required fields
- First Name:
- Last Name:
- Your Email:
- ZIP / Postal Code:
- Country:

 Enter your mobile phone number below to sign up for [text alerts](#) (standard rates apply)

Mobile Phone Number:

After you take action, you'll receive updates by email on how you can help animals. You can easily opt-out at any time.

 Share on Facebook  Share on Twitter



- Please personalize your message

Please stop supporting this animal cruelty and say no to cruel crates for pigs.

Sincerely,  
 [Your Name]  
 [Your Address]  
 [City, State ZIP]



## BE A PART OF HISTORY. BE THERE WITH MITT.

Donate today for a chance to  
spend Election Night with Mitt.

On March 6th, millions of Americans will cast their ballot in the Super Tuesday primaries and caucuses. That night, millions more will tune in to watch the election results.

And by donating \$3, you could swap your seat on the couch for a chance to meet Mitt and watch the results with him and other supporters.

# \$3.00

Donate **\$3** or more today to be automatically entered for the chance to be Mitt's special guest at Election Night on Super Tuesday.

All politics is  
**personal.**



# To do

1. Emotional core
2. Personal stories
3. Self interest
4. Call to action
5. Start small

A green rectangular sign with rounded corners and a white border, mounted on a wooden post. The sign features the words "Thank You" in a large, white, sans-serif font. The background is a sky filled with soft, white and grey clouds, suggesting a bright, slightly overcast day.

Thank You