

Did You Hear That?

Measuring Your Effectiveness in the Age of Echo Chambers

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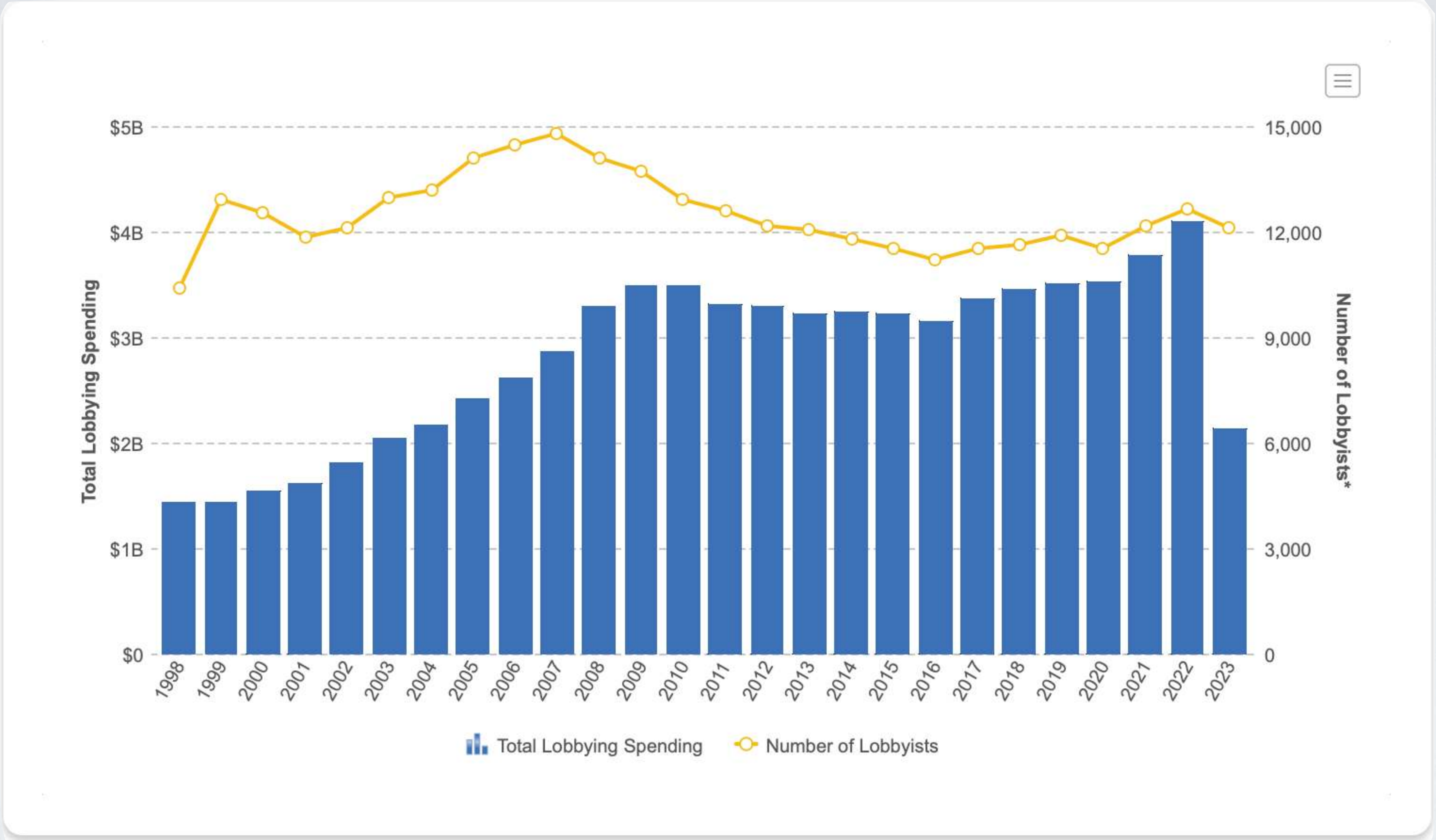
Podcast Creator / Host

80-Proof Politics: Distilling the Art of Advocacy



80ProofHost@gmail.com

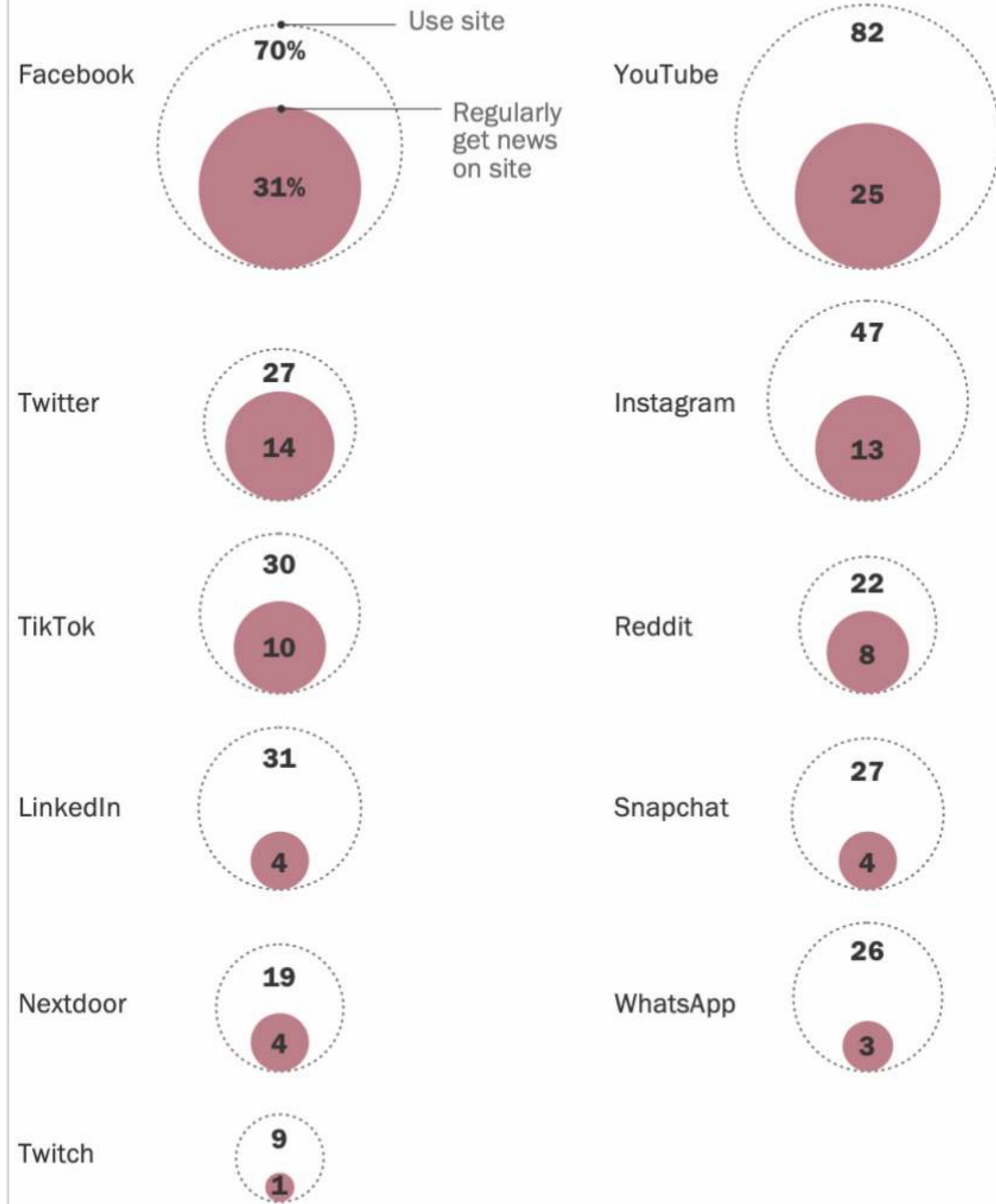
Registered Lobbyists and Total Spending (1998 - 2023)



NOTE: Figures on this page are calculations by OpenSecrets based on data from the Senate Office of Public Records.

News consumption and use by social media site

% of U.S. adults who ...



Source: Survey of U.S. adults conducted July 18-Aug. 21, 2022.

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Demographic profiles and party identification of regular social media news consumers in the U.S.

% of each social media site's **regular** news consumers who are ...

	Facebook	YouTube	Twitter	Instagram	TikTok	Reddit	LinkedIn	Snapchat	Nextdoor
Men	35%	55	57	37	37	67	52	38	33
Women	63	43	40	60	59	29	46	57	66
Ages 18-29	26	31	42	46	52	50	28	67	12
30-49	40	38	37	38	35	41	40	29	37
50-64	21	19	16	10	11	7	24	3	27
65+	13	11	5	5	2	2	8	1	25
High school or less	43	40	27	37	45	26	17	42	29
Some college	31	34	31	30	35	34	23	37	34
College+	26	26	42	33	19	40	60	20	37
White	56	45	51	36	40	51	45	29	53
Black	14	19	18	24	21	12	20	30	17
Hispanic	21	24	18	27	29	21	20	27	16
Asian*	5	8	9	10	6	13	11	9	10
Rep/Lean Rep	43	42	31	32	33	27	39	28	44
Dem/Lean Dem	51	54	65	65	63	72	60	69	53

*Estimates for Asian adults are representative of English speakers only.

Note: Respondents who did not answer not shown. Twitch and WhatsApp not shown due to small sample size. White, Black and Asian adults include those who report being only one race and are not Hispanic; Hispanic adults are of any race.

Source: Survey of U.S. adults conducted July 18-Aug. 21, 2022.

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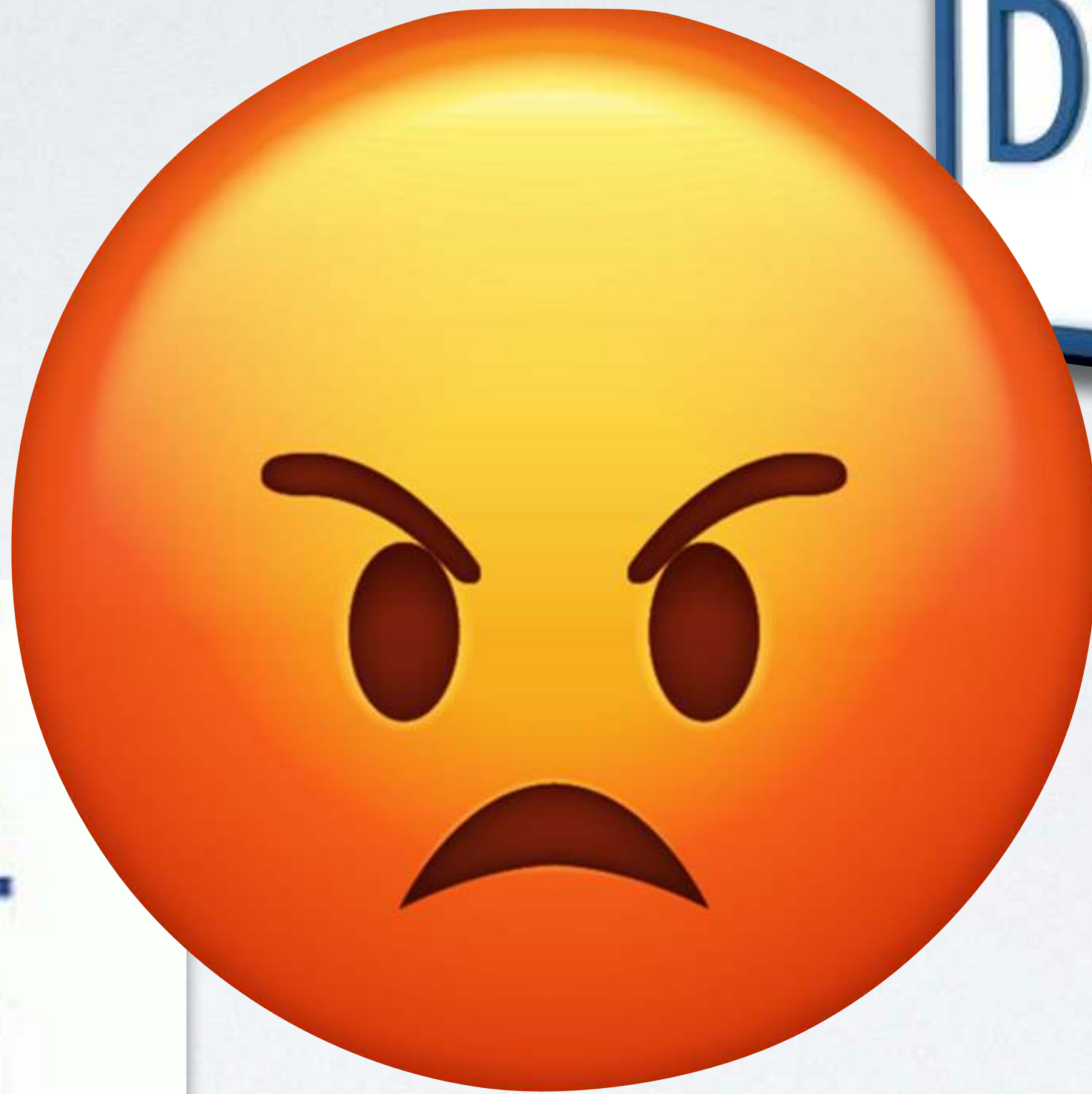
Dislike

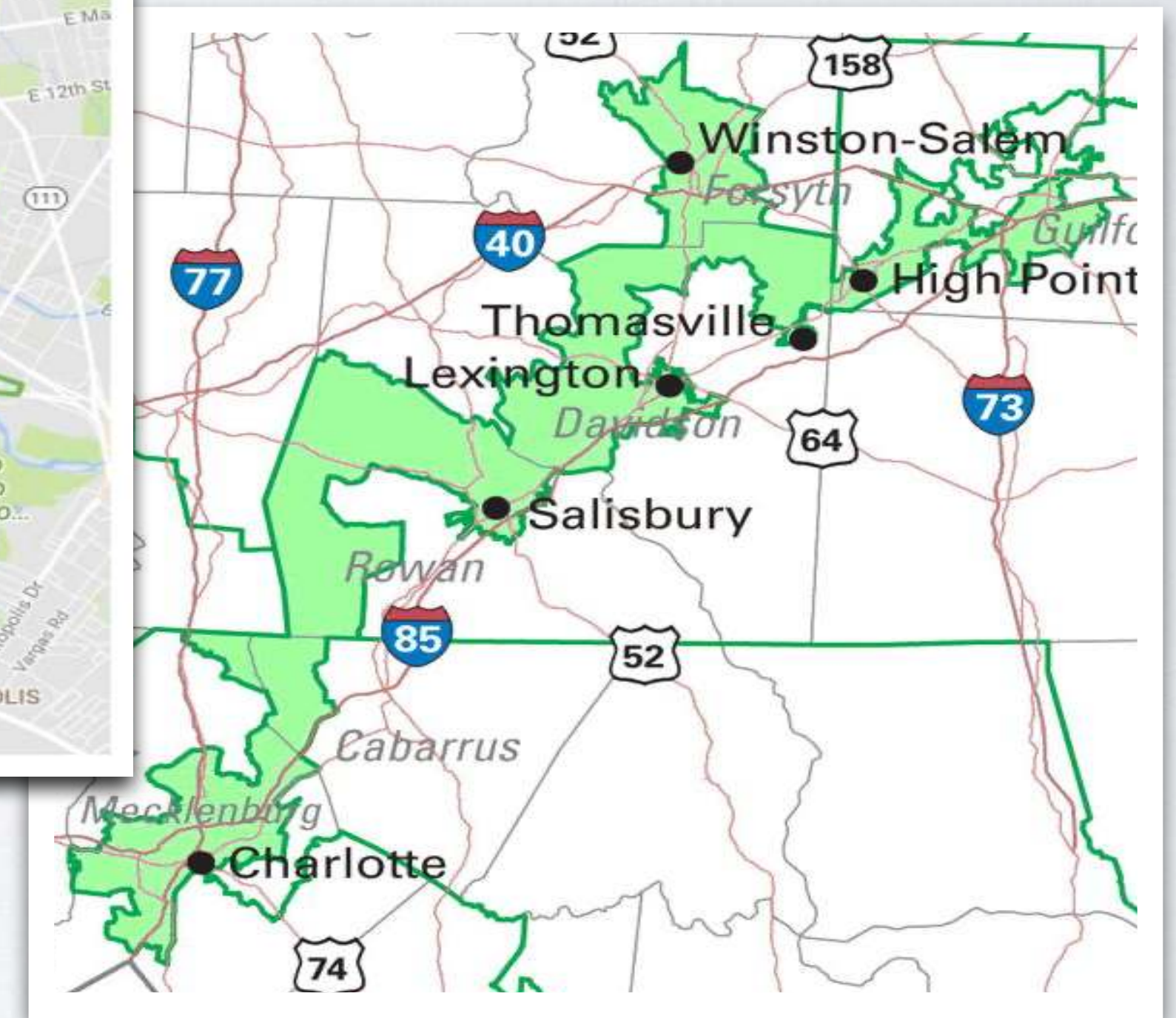
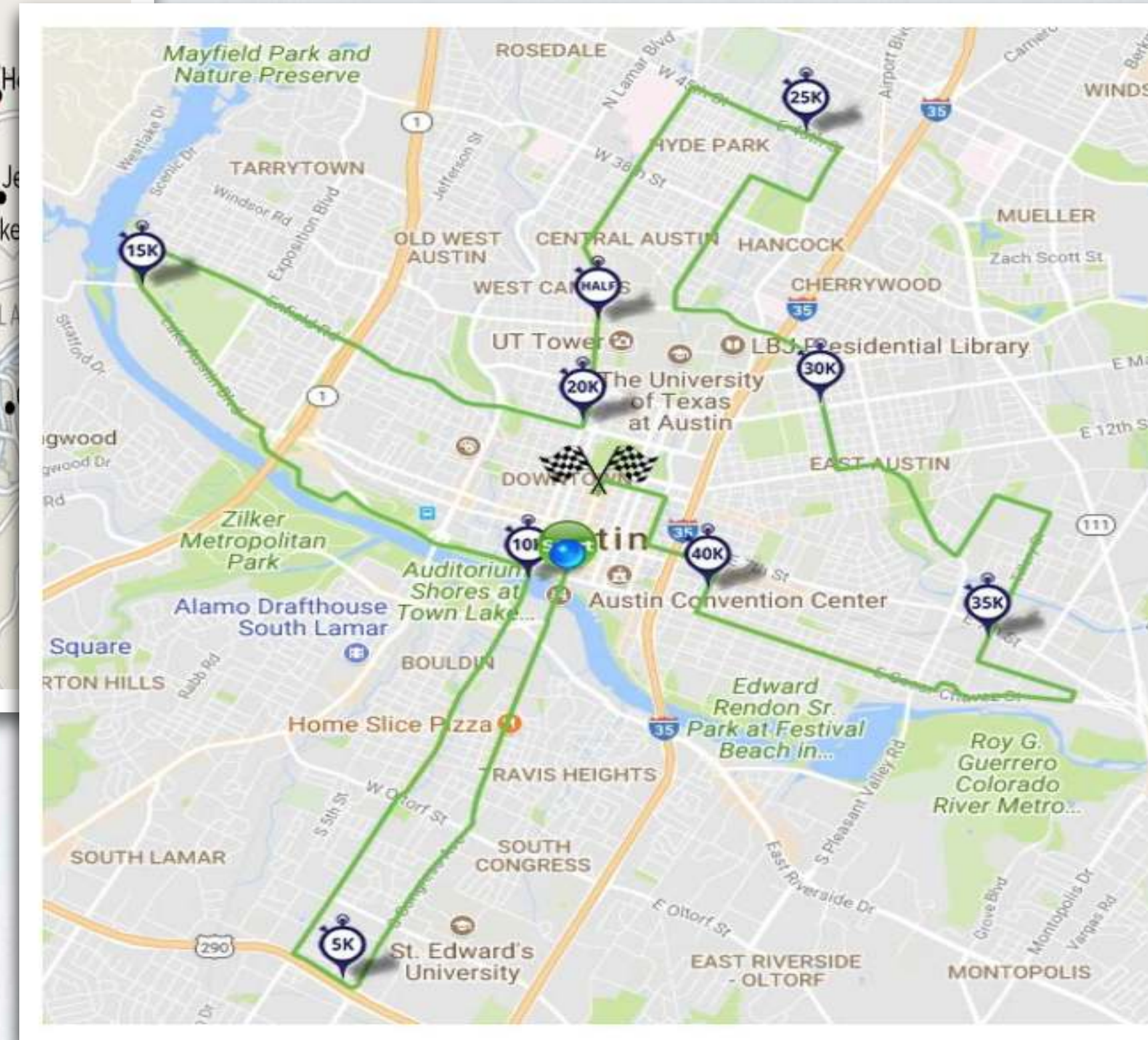
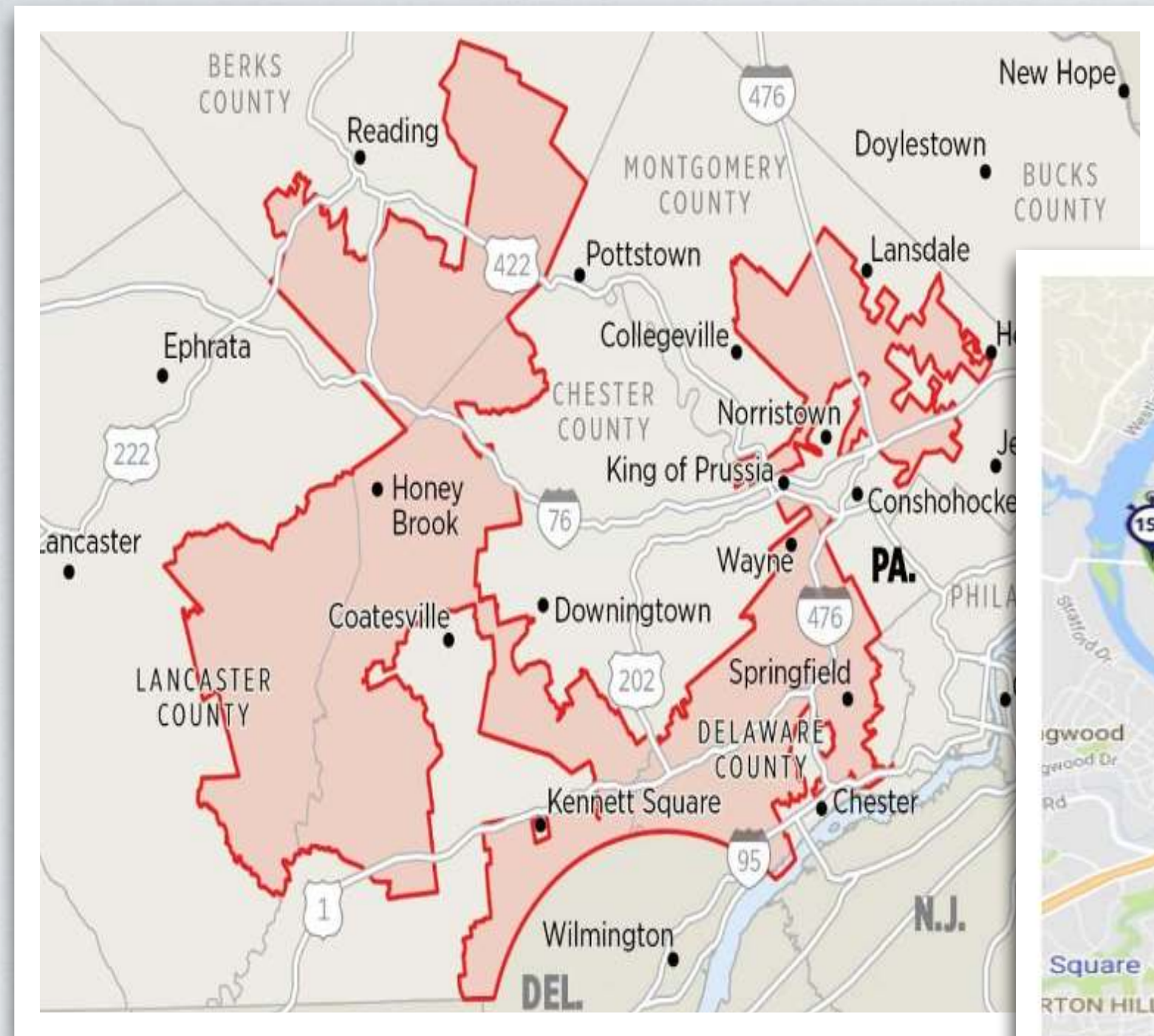


Unfriend

Delete

& BLOCK





Affective Polarization

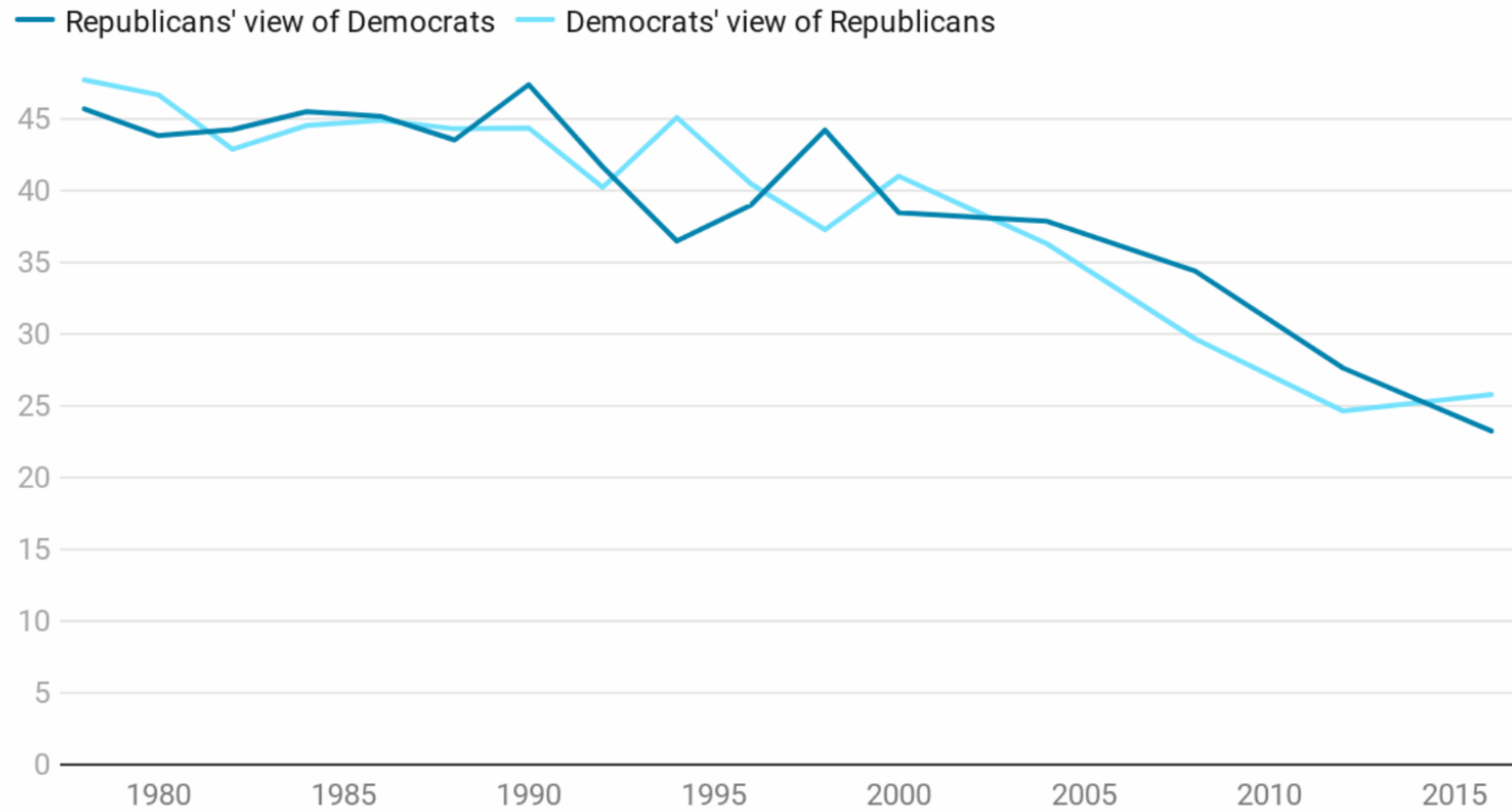
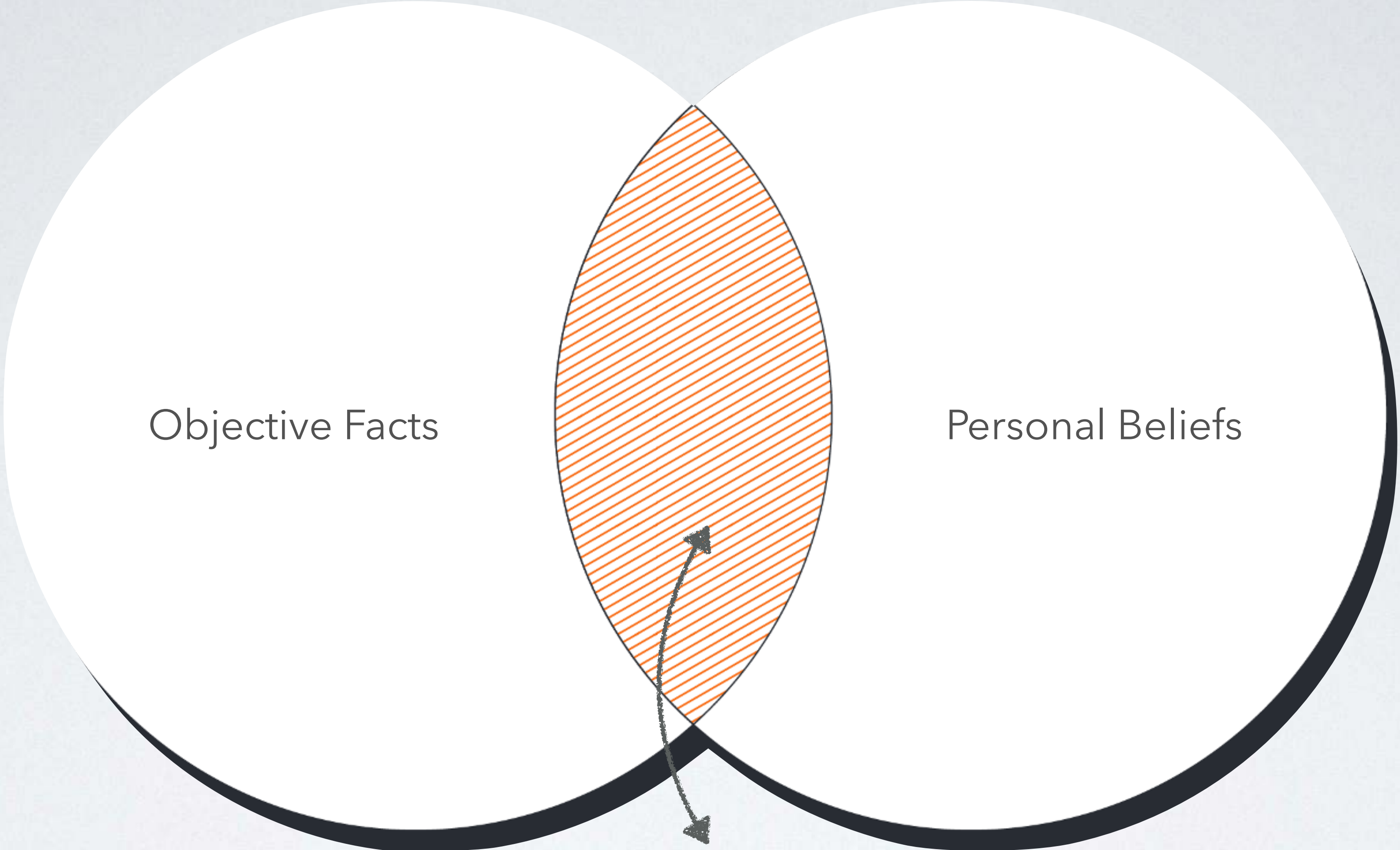


Chart: Peter Levine • Source: American National Election Studies

Confirmation Bias



Objective Facts

Personal Beliefs

Evidence That Reinforces Beliefs

Automobile Ownership

Volvo

Chrysler

BMW

Nissan

Lincoln

Pontiac

Mercedes

Buick

Volkswagen

Chevrolet

Jeep

Mazda

Ford

Saab

Cooper Mini

Jaguar

Tesla

Mitsubishi

Dodge Ram

Lexus

Porsche

Toyota

Audi

Subaru

Fast Food / Restaurant Chains

Boston Market

Panera

Cracker Barrel

White Castle

Dunkin'

Subway

Wendy's

DQ

Pizza Hut

Denny's

Chili's

Chick-fil-A

Starbucks

Schlotzsky's

Burger King

McDonald's

Candy Preference

Reese's Pieces

Hershey's Kisses

Hershey's Special Dark

Russell Stover Chocolates

York Peppermint Patties

Junior Mints

Twix

Tootsie Roll

Twizzlers

Jelly Bellys

Starburst

Milky Way

Nestlé Crunch

Skittles

Sweetarts

Nerds

2009 Broadcast Viewing Preference

Celebrity Apprentice

Dancing With The Stars

Desperate Housewives

The Simpsons

College Football

America's Got Talent

How I Met Your Mother

Survivor

Big Bang Theory

The Office

NFL Sunday Night Football

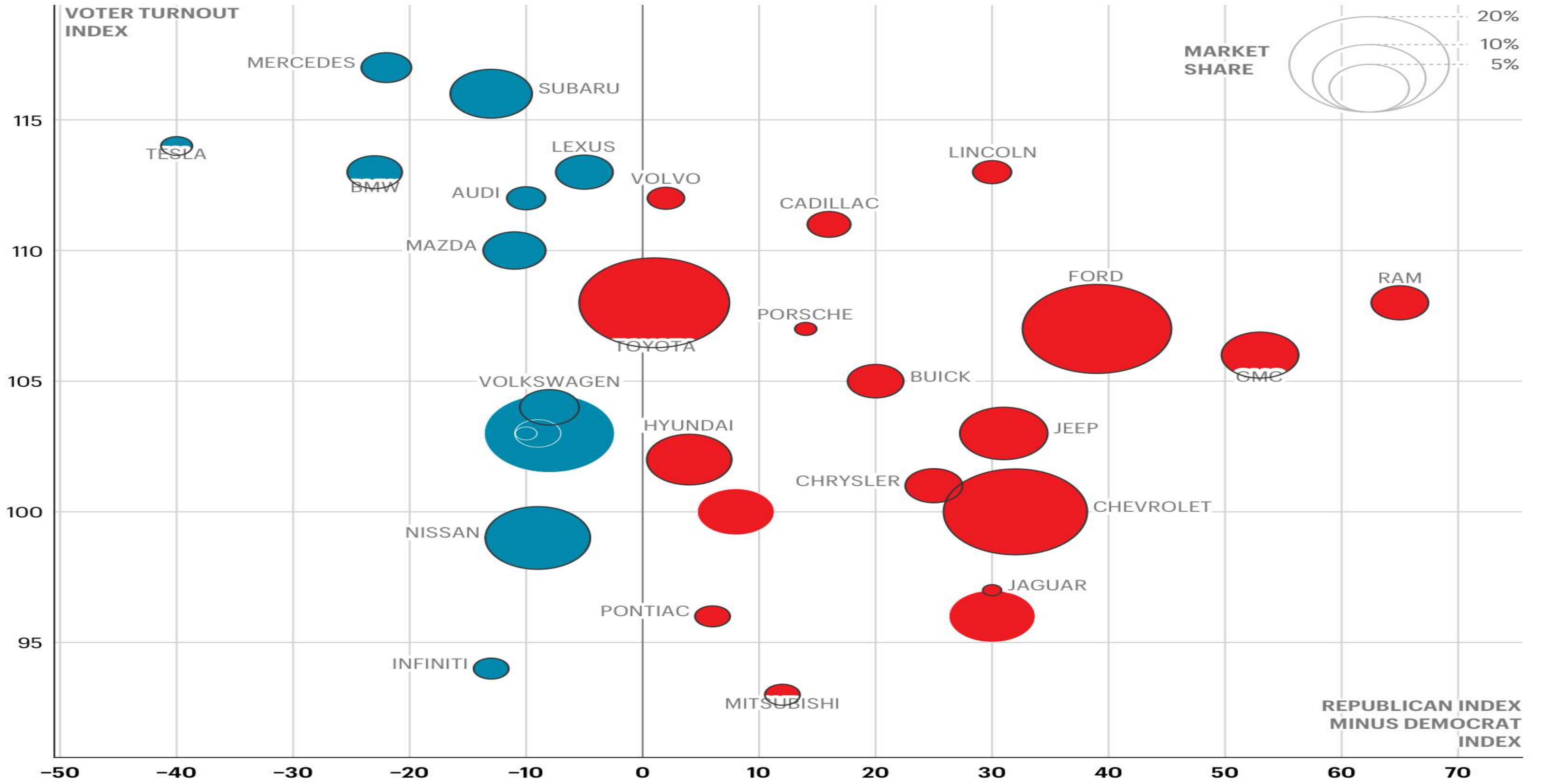
30 Rock

60 Minutes

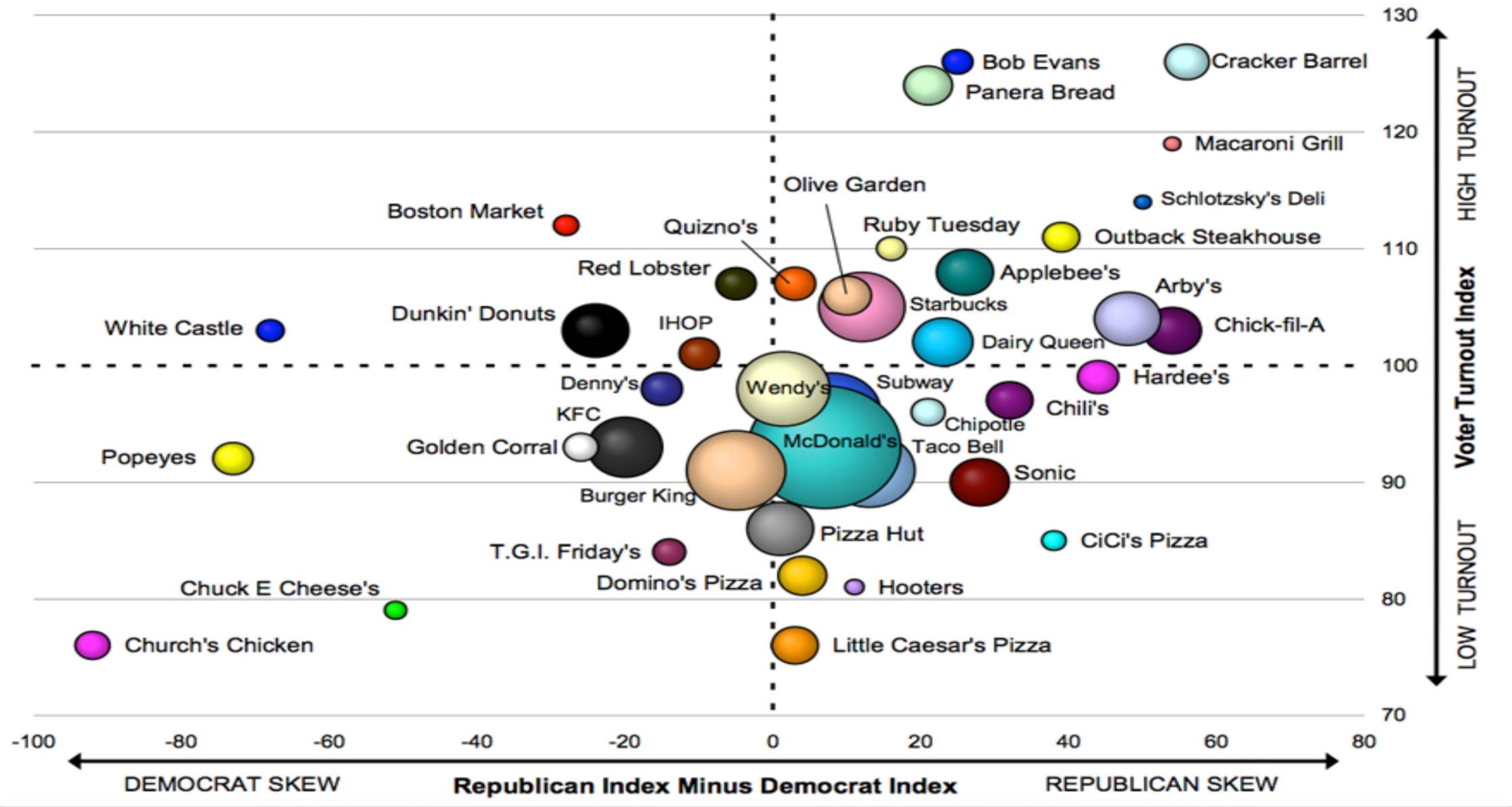
Family Guy

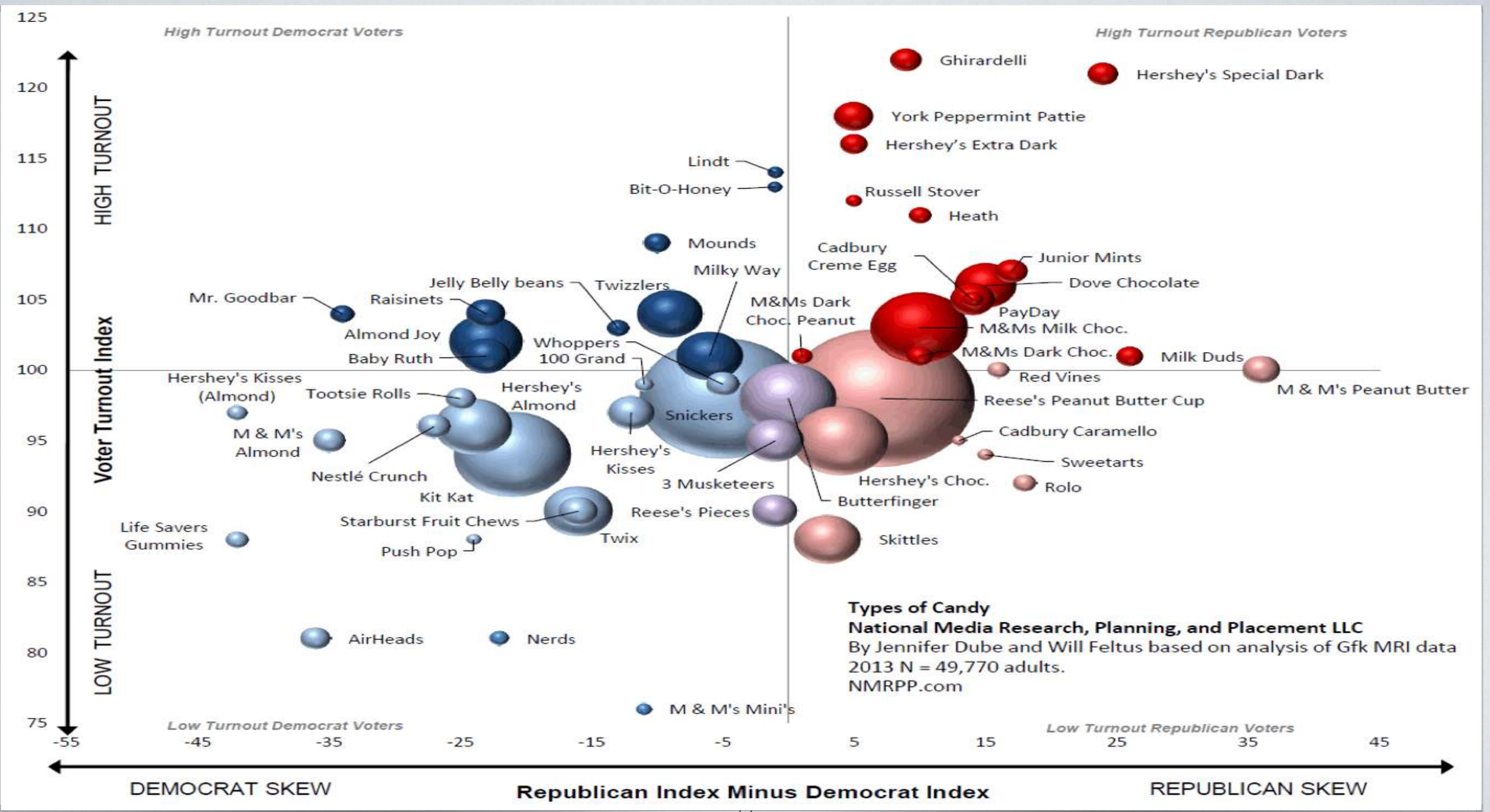
Two And A Half Men

24



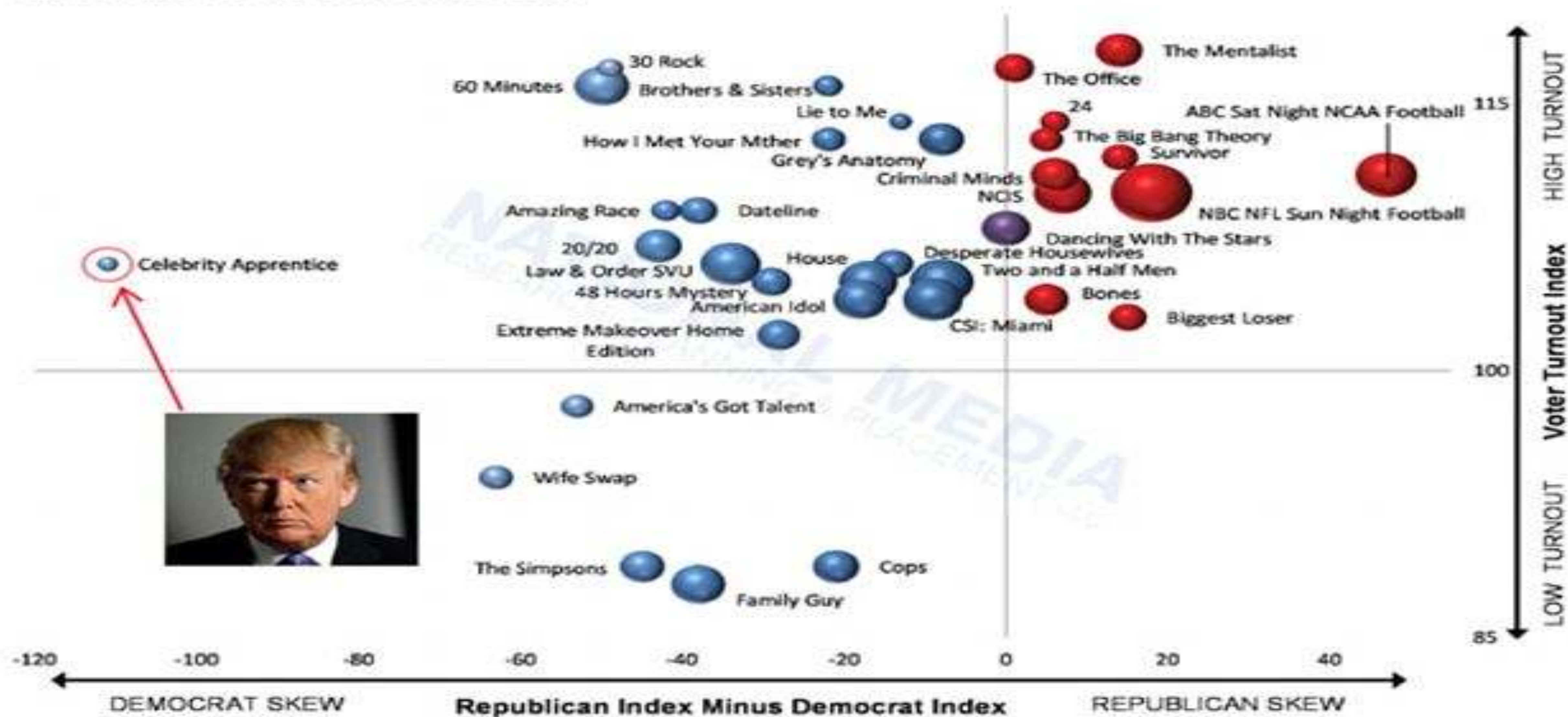
COMPOSITE ANALYSIS OF SCARBOROUGH USA+ 2022 RELEASE 2 TOTAL (JUN 2021 - NOV 2022) N=201,913 ADULTS 18+ AND 2023 WINTER MRI-SIMMONS USA, N=51,612 ADULTS





2009 National Broadcast Television Primetime Audiences:

Party Identification vs. Voter Turnout Index



Know your audience

Personal relationships

Personal interests and passions

What is the Decision Maker's jurisdiction?

Loyalties and obligations

Their constituents

The media

Most importantly... the message

Message Delivery Tips

Set the tone in advance

Be polite

Be patient

Always tell the truth

Tell a personal story

Do not vilify your opponents

Find the Golden Nugget

Prioritize your requests

Be specific

Leave materials with them

Offer to be a resource

Say "Thank you"

Follow up!

The Ask

It is important to ask for something specific

Policy asks such as:

**Introduce a bill / support legislation /
oppose a potential regulation / etc.**

Relationship-building asks such as:

**Schedule a location visit / submit a
statement for your website / author an
op-ed' submit a statement for the record /
attend a briefing / etc.**

IMPACTS

Improved Services
and Systems

POLICY GOALS

Policy
Development

Placer
the Polic

INTERIM OUTCOMES

Advocacy Capacity

Organizational
Capacity

New
Advocates
*(including unlikely or
nontraditional)*

New Donors

Partnerships
or Alliances

New Champions
(including policymakers)

More or
Diversified Funding

Collaboration
and Alignment
(including messaging)

Organizational
Visibility or
Recognition

Policy
Monitoring and
Evaluation

Policy
Maintenance

Policy

Awareness

Public Will

Media
Coverage

Salience

Political Will

Issue
Reframing

Attitudes or Beliefs

Constituency
or Support Base
Growth

Media
coverage

Issue
reframing

Five Tips For Evaluating an Advocacy Campaign

Identify your key issues and prioritize

Select tactics that will advance your cause

Identify meaningful metrics

Collect your data

Assess your success

Thank you, and
Good Luck!

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