



Due Diligence Test Panel Report

To: Interested Parties

From: Eric Eckl, Water Words That Work, LLC

Re: Review of the "Ask your Representative to Support Responsible Fish Farming" Petition

Date: 3/27/2010

I asked the panel to review this already-published petition as part of our "shakedown" cruise for the forthcoming service. The true purpose of the service is to evaluate -- and refine -- draft materials before they are released. Once the service launches, you will receive your feedback in complete confidence.

Summary Findings

Piece	Overall Average Score (1=Lowest, 4= Highest)
This Piece	2.83
All Issue Advocacy Pieces Tested	2.83

Where does this piece fall on the scale below:

	1	2	3	4	
It's about the people who made the piece, and what they do	1	3	6	15	It's about the audience that sees the piece, and what we can do
	Average for this Piece:	3.4	Average for Issue Advocacy Pieces:	3.08	

Pick one word that summarizes how this piece makes you feel:

- Responsible
- helpless

- concerned
- indebted
- committed
- Convinced
- galvanized
- Involved
- sad
- worried
- intrigued
- interested
- Guilty
- enlightened
- interested
- interesting
- confused
- Simple
- interested
- bored
- Satisfied
- Concerned
- Hopeful
- bored
- interested

Step One: Begin With Behavior

Statement	1-Strongly Disagree	2-Somewhat Disagree	3-Somewhat Agree	4-Strongly Agree	Average for this Piece	Average for all Issue Advocacy Pieces tested
The piece makes it clear what I can do	2	2	7	14	3.32	3.06
I am confident others would do their part	3	8	12	2	2.52	2.39
I am confident my action would make a difference	3	9	8	5	2.6	2.58
Step One Average:					2.81	2.67

Please elaborate on your answer to the last statement about 'making a difference:'"

- I somewhat disagree with being confident my action would make a difference. It is hard to imagine my individual letter making any impact on anyone.
- I'm not sure how exactly it works, but I feel like if it goes straight to my representative, it'll probably just go to his spam thing and he'll never see it. Or he'll see a bunch of annoying emails with the same nonsense in them and pay them no mind.
- If enough people voice their concern, Congress might take steps to better regulate this fish farming practice. But it will take the cooperation of other nations too.
- Based on activist experience, I know contacting government officials is important. But the massive government wall, and the perception of that wall, seem impenetrable.
- While writing to my rep would be useful if no one else did that, I am sure there are hundreds of people writing to him every day, many of them pointing his attention to the same matter. Ultimately, I expect my representative to look at the proposed regulation in detail, and then decide whether to support it or not.
- I realize that state representatives receive hundreds, if not thousands, of complaints and suggestions everyday. Unless this action is taken on a large scale, I am doubtful it would hold a significant impact on government policies.
- There was enough information in the 'boilerplate' letter for me to learn why fish farming was harmful. I had previously thought that all fish farming was done on the continent and did not impact the oceans. With that kind of knowledge sharing, I can now turn to the next person, and the next politician, to help them understand that it is important to regulate and monitor fish farming's impact on the ocean environment.
- Again, I always think that so far as anything 'regular people' do influences lawmakers, contacting them as an organized constituency complaining about an issue, will have some affect.
- it takes one person to sway voting one way or the other
- Making a difference means that attention is paid to the possible detrimental effects of these practices and legislation is passed to curtail rampant expansion without care about the costs in the future to our environment and our own well being as a people.
- It's possible that my sending a response could make a difference, but it would take a lot of other people doing it to get the message out.
- Being only one voice, my single opinion can hardly effect political maneuverings. However, a widely distributed petition can have some influence on the various representatives of the petitioning constituencies.
- I believe by sending a letter, I will add to the urgency of the situation.
- If I sent the text message to my State Representative, I am confident it would impact his judgement of the topic. Should he receive similar text messages from others, I think it would have even greater affect on his decision when he votes.
- If I chose to become involved in aquaculture advocacy, I would make sure that I would follow through with it. I would at least write a letter or make several phone calls to make sure this important legislation passed.
- Am not to familiar with fish farm so my action i dont think would affect much
- Again, I'm not really sure specifically what the Conservation Act entails or how it will impact what it's meant to legislate. There wasn't enough information, and the

information that was provided didn't come with any context for someone who is unfamiliar with this issue.

- You hope that your message is sent to your rep and they listen to your opinion
- I am not sure that petitions make much difference unless many people sign.
- I really don't know that my representatives would care all that much about me contacting them, they don't usually listen to people anyway.
- I feel that the piece would help to make more of a difference by giving options that would help the consumer make smarter decisions about farmed fish. For example, it could state a list of suggestions for consumers to minimize the impact of farm fishing (ie. refraining from purchasing farmed fish until more regulation exists).
- I'm not sure that the government really cares too much about fish farming right now, when all they seem to be focused on is the current state of our economy and health care.
- By using the links to learn about the waters close to me, I feel I can better understand how I can make a difference.
- Appealing to government is an exercise in futility. Better to appeal to private business or, even better, just buy sustainable fish--it usually tastes better, anyways.
- I understand that I can send the email to my congressperson, but I do not have much of a guarantee that it will do any good. Will the congressperson listen, or care about my email? It is likely, to me, that the congressperson will never even see my email, because his/her assistant checks the email.

Step Two: Find Foolproof Photos

Statement	1-Strongly Disagree	2-Somewhat Disagree	3-Somewhat Agree	4-Strongly Agree	Average for this Piece	Average for all Issue Advocacy Pieces Tested
The images get my attention	7	7	7	4	2.32	2.29
The images demonstrate what I can do	16	5	2	2	1.6	1.88
The images show how my actions make a difference	12	6	6	1	1.84	1.85
Step Two Average:					1.92	2.01

Please elaborate on your thoughts about the images in this piece:

- I think more images showing the value and beauty of the ocean, like the piece describes it as, would be very useful. Not just a picture of random fish.

- There was one small photo, and I'm not sure what exactly it was trying to convey. There's a lot of fish jumping, so are they in a farm since there's a lot? Are they free, because they're jumping? I don't know.
- The form provided to send along to Congress makes it easy to follow through to lend support to this cause. The little inset picture of the "goldfish" didn't really convey the environmental danger though.
- The website layout is nice, but specific to the actual form, its not exactly visually stimulating. Fish are nice, but it does not connect to me, personally.
- they show the beauty of the sea, and evoke imagining how we can preserve it
- The image could have been better, and perhaps multiple images could have been utilized to depict the brutality of fishing or the negative environmental impacts that have been created by fishing.
- My memory of the image was of fish swimming close together in the ocean. This helped to focus my thoughts on farming that is being done in the ocean, and the impact of overcrowding, species, and nutrient issues that would result. So, the image really didn't impact me until I had found and read the 'boilerplate' letter. It might have helped ensure that I learned that information if there were a hint of it in the opening of the ad - since I don't usually read boilerplate letters-to-politicians.
- The images are fish-y. It's a whole fish motif, it's not really to do with the issue except as a general background image kind of thing, reminding you the theme is fish and the ocean ecosystem.
- they are very pretty
- I do not feel the images are as dramatic as they could be and do not illustrate what the damage is very clearly. It is not until the copy is read that you really understand what the piece is about.
- It's just a nice picture of a school of fish. Really doesn't illustrate anything about fish farming in cages or anything like that that needs to be regulated.
- While an image of fish IS indicative of what the petition is about, perhaps a more "gruesome/traumatizing" image of fish-farming would be more effective.
- Seeing the fish remind me about why I'm doing the letter in the first place.
- No images were shown of the fish farming taking place in the ocean and that would have been more compelling had they been included. The sample text message, however, is very helpful in showing me how I can act to make a difference in this issue.
- The images are few and the ones present are bland. It only has one picture of water life, and the rest is white with text. It does not inspire or grab attention.
- Is a great image but it goes with the articles
- It was nice that they have a Facebook link; it shows that someone in the organization is aware of social networking. But this piece didn't seem to reach out to ordinary citizens. Frankly, most of us think we're doing a good thing for our diets when we buy fish, and don't have any real idea about the environmental impact it might have. That needs to be explained here.
- Picture shows fish, which grabs my attention, and conveys what the message is about, but doesn't really explain how I'm making a difference
- There is only one photo of fish. More photos of fish farming and its environmental impact would strengthen the piece.

- It just shows fish jumping out of the water, doesn't really help me to know much of anything about the issue.
- I feel that the images do not immediately show the impact of farm fishing on the environment. Perhaps an image of natural salmon infested with sea lice or some other environmental effect of fish farming would have a more clear impact.
- The image of the fish is nice, but none of these images really make you think about fish farming until after you have read the piece.
- More images are needed!
- Images of lots of fish happily jumping to me indicate that things are okay. This is the WRONG image.
- The only 2 images that stuck out were a group of fish and a man's picture at the bottom. Neither one was powerful, or made me feel one way or the other about the petition.

Step Three: Swap the Shoptalk

Statement	1-Strongly Disagree	2-Somewhat Disagree	3-Somewhat Agree	4-Strongly Agree	Average for this Piece	Average for all Issue Advocacy Pieces Tested
The piece has a clear message	2	1	10	12	3.28	3.50
I could explain this piece to others without showing it to them	1	4	6	14	3.32	3.43
The piece was prepared with the general public in mind	1	4	9	11	3.2	3.09
Step Three Average					3.27	3.34

How would you describe the audience this piece is intended for:

- Anyone interested in protecting the environment.
- Anyone who cares about the world we live in, especially those that depend on/live near affected places.
- Anyone who cares about the environment and especially those who care enough to send a message to Congress and vote.
- People already inclined to support a cause.
- General public

- This piece is intended for anyone and everyone living in the United States. I'm sure that we all have had seafood at one point, and the fact that the messages are directed towards your own state's representatives makes it reachable to anyone living in the United States.
- It is intended for environmentally conscious individuals who want to know more or new information about fish farming and impacts on the ocean, and who also want a convenient and helpful way to approach policy makers.
- I think this particular issue is a bit more involved than some other environmental issues, and requires that someone be a bit more knowledgeable about environmental issues of this kind than the usual issue would. It's just more involved and so can't be aimed at regular people. You'd have to explain the thing to them from scratch.
- everyone
- The audience is the general television viewing public that is not generally concerned with ocean based problems.
- I think maybe this is intended more for people who live in areas where there are bodies of water that people fish for a living, like lakes or oceans, not necessarily the average concerned citizen, although it's very interesting and more people would be inclined to 'sign up' if this information was more widely known.
- The wider public, concerned with preserving wildlife and/or the regulation of the food industry.
- People who want to get politically active.
- The audience is an average person who has likely graduated high school due to the simplicity and professionalism of the language. Such people also own a cell phone as the action sought is to text message a State Representative. It appeals to any adult age group, except perhaps the very elderly who do not use cell phones.
- This piece is intended for the representative that the author is writing to. It is a electronic letter to him or her urging support of the upcoming legislation.
- I think it is intended for all audiences
- I guess it's for people who are already concerned and passionate about this topic, since there was no attempt at explaining this information clearly for someone who was new to the issue.
- People concerned about future sustainability of natural resources
- The public who is interested in environmental issues and political action.
- I think it was designed for those who are likely to see it, meaning it is probably an email link for those in the group.
- I believe that this piece is well designed for the general public, but is more significantly designed for the audience of Congress.
- Individuals who are concerned about safety regulations for fish farming.
- This piece is intended for anyone who reads it. It can reach adults and children alike.
- It's for anyone with a clear call to action.
- It used common language, clearly stated the issue, and presented a way for people to speak up.

Step Four: Insert the Words That Work

Statement	1-Strongly Disagree	2-Somewhat Disagree	3-Somewhat Agree	4-Strongly Agree	Average for this Piece	Average for all Issue Advocacy Pieces Tested
The issue is important to society	2	4	10	9	3.04	3.19
It is urgent to address this issue now	3	6	10	6	2.76	3.05
Issues like this affect me or my family	4	11	5	5	2.44	2.92
Step Four Average					2.75	3.05

Please elaborate on your answer for the last statement, "issues like this affect me or my family:"

- My family and I do not consume a lot of seafood, so it doesn't seem to affect me. If the piece were able to convince me that this issue affects the economy, or me in other ways that I cannot foresee at the moment, then I would change my mind.
- We're all a part of the same environment and when part of it's affected, we all are.
- Even if I myself don't live by the ocean or eat 'farmed fish', the health of our oceans and marine creatures is vital since they are an important part of the food chain and ecosystem that affects everybody.
- Oceans are important and everything, but fish wellness does not seem to affect my family directly.
- Well, the issue is affecting my family through our nutrition, but most of what happens in the seas is (unfortunately) hidden from daily view. So I think there are other issues where the impact is more direct.
- I am somewhat neutral regarding the issue, but place a restriction on fishing leads me to think that the price of seafood, which I enjoy very much, may increase. And therefore I do not feel as though I want to support this gesture.
- If the ocean is negatively impacted the entire world is impacted.
- The world is one body. All living things are of one soul. You figure it out.
- at this point it does not effect me, but one day it will if we don't do something
- It is a small small world and the slightest change anywhere has an inevitable ripple effect so issues like this effect everyone whether we like it or not.
- Well, protecting fish is important, keeping them free from diseases and parasites is critical. A lot of people fish and eat their catch, not just people who do it for a living, so it's important to put measures into place that ensure that safety. This seems to have far reaching consequences if it can affect the wildlife that lives off the fish and all that other stuff.
- My father was a commercial clammer, but of wild clams, not farm raised.

- I eat a lot of fish, so knowing that they come from an ecologically friendly source is important.
- My family eats farm raised fish because it is much cheaper than wild caught fish. Fish is an important part of our efforts to live a healthy lifestyle. So I want farm raised fish to be regulated to ensure my family is not harmed by inadequate fish sold to us in the market.
- This issue does not have an immediate affect on my family. However, if we do not take steps to ensure companies do not destroy the ecosystem then in the future there will be many environmental problems.
- I am not a fisherman or eat fish so I don't think it will affect me or my family
- Again, I don't feel like there was enough context given. Are we in danger of running out of wild fish in the ocean? Do fish farms cause irreversible pollution for our seas? What does the proposed legislation actually do? I don't know these things, and this piece didn't enlighten me about them.
- Sustainability doesn't affect me immediately, but does have important future implications
- This issue does not appear to urgently impact most people. Perhaps fish farming would affect the ocean ecosystem in such a way that it would impact people, but this should be made more clear in the piece.
- I don't eat seafood, though I do recognize that ecosystems of the ocean are important to maintain. I'm certain that we are not dumb enough as a species to destroy our world by overfishing it.
- I don't feel that the piece really gets across the message about how this will personally affect me or my family. Maybe presenting this points in bold faced, bullet point fashion will help drive the point home more clearly.
- My family and I don't consume fish.
- If the waters and the fish are not safe, we cannot enjoy them.
- Like I implied, we don't buy farmed fish. It's bad for us and doesn't taste good.
- Issues concerning the well being of the ocean and its inhabitants are important to all humans. We all depend on the health of the ocean.

In Their Own Words

In your own words, describe the social issue or problem this piece is about:

- Protecting fish farming and aquaculture, as the industry accounts for 50% of the world's seafood consumption.
- Aquaculture (fish farming) currently accounts for about half of the world's seafood consumption. It is a crude process that has been poorly developed but is spreading rapidly. This piece urges people to contact their representatives about setting strong, national fish farming standards that will protect the oceans and their resources, and thusly the people and animals that depend on it.
- The dangers of unregulated farm fisheries which threaten the environment of oceans. Raising fish in nets or pens can introduce bacteria or disease and endanger ocean creatures who are attracted to the fisheries.
- Its advocating for safer fish-farming.

- The piece is about unregulated fish farming / aquaculture causing harm to the environment and the economy.
- The piece discusses the importance of placing restrictions on natural fishing, as most of seafood used for consumption is produced through 'farming'.
- Off-shore fish farming is now 50% of the worlds consumed fish food, and the practices are harming ocean life by interbreeding of escaped farm fish, commercial nutrients, and crowding of natural habitat.
- It's a form e-mail urging lawmakers to support legislation creating standards in large scale fish farming, so as to make it sustainable and limit the harm it causes to the ecosystem and wildlife.
- passing legislation to stop over fishing so that we do not cause extinction of fish breeds.
- The piece is intended to raise the awareness level of the public regarding the negative effect of cage based fish farming just off shore on the natural environment and the native free foraging species of fish. It is feared that these concentrated fish farming practices might prove detrimental to the off shore fisheries we all depend on.
- This is about setting up national standards and regulations in the fishing industry to make it safe, to protect the oceans, the fish and the people who depend on fishing to make a living.
- It is a petition in favor of setting legal standards for aquaculture.
- It's about regulating fish farming.
- The piece is about regulating the fish farming industry which raises fish in cages in the ocean. It is recruiting Californians to text their representatives in the State Legislature to pass The National Sustainable Aquaculture Act of 2009 (HR 4363). Possible consequences to not regulating the industry are listed in the piece as well.
- This article is about advocacy for supporting responsible fish farming. It supports responsible fish farming and protecting the aqua life from poorly regulated industry.
- Passing laws on fish farming.
- That 50% of fish sold for consumption is grown, and there's no real sort of legislation to ensure the oceans aren't impacted by this? Honestly, I'm really not sure.
- Setting fishing standards
- The piece is in favor of limits on aquaculture production of fish in the open ocean in cages.
- Fish farming standards to help keep fishing under control.
- Essentially, this piece is about getting your congressperson to support more sustainable fish farming. The current methods of fish farming pose a number of potential hazards to wild fish populations (such as the environmental damage and the spreading of sea lice, etc). This piece is an attempt to mitigate those consequences by getting congress to implement standards that would more tightly regulate the industry.
- That we need to place safety regulations on fish farming, since we consume more than half of the fish we eat from these farms.
- The issue is Fish Farming and how it can and should be done in a way to protect our resources.
- The piece is about reducing damage to the ocean ecosystem by eliminating fish farming.

- Fish farming is a growing but poorly regulated industry. This petition calls for stricter guidelines for fish farming in order to protect the ocean and all the creatures which depend on it.

In your own words, how will your views reach the government or corporations mentioned?

- I must send fill out the form to send a letter to my representative for them to hear about my views on this issue.
- It looks like there's a form message that I could send through the site that would go to my representative, and, ideally, to higher ups from there.
- They have included a message that can be personalized and sent to Congress
- Through letter writing and phone calls, pressuring local legislature.
- It will reach my representative via electronic communication, and hopefully have the effect of having them confront the issue.
- I will be able to copy and send a pre-written message to my state's representatives.
- I can customize a letter to my representatives to alert them that I do not want the harmful impacts to go without regulation and oversight.
- The message will be sent directly to lawmakers.
- send an e-mail
- The only way my views would reach the government would be if I join with others and contact my congressional representatives and let them know my viewpoint on the subjects. The corporations will only pay attention if they get negative press in the media, are the target of organized protests and have to accomodate new legislation regarding their activities. Most corporations only do what they absolutely have to to maintain the bottom line.
- By filling out the form they have provided and sending a personalized message if you want to, to my Representative.
- Sending a petition to Congress or local representatives is usually fairly effective - because politicians are understandably concerned with reelection, they are more likely to change their public stance (if not their private views) in the face of their constituents actions
- Through a letter sent to politicians.
- My views will reach the government through my voting record and will reach the corporations through my spending habits.
- My views about this issue could reach the government in several ways. Some possibilities include phone calls, letters, email, forums, demonstrations, actually meeting with legislatures, and many others. With enough support it is possible to sway the government in favor of your opinion.
- send an email
- They had a letter I could forward along if I wanted.
- You follow the steps listed and the message is send to your rep
- Through a petition/letter signed by supporters online.
- By filling out the form supplied on their website for contacting representatives about the issue.

- My views on this issue would reach the government through email communication to my representatives in Congress. It allows people to send a standard form letter (as the default option), or personalize their message.
- By sending a letter to government representatives.
- By allowing the reader to personalize the text, everyone's views can be heard.
- By submitting the prewritten email (in the box to the right of the screen)
- There is a generic letter provided to send via email..

Do you have any parting thoughts you wish to share with the organization that produced this piece? Remember your identity is confidential.

- Yes, elaborate on how the bill helps the ocean and the fish. "Standards" "to protect" the ocean are too vague.
- Good luck! But perhaps a hand written letter would get more attention these days, just because it's harder for them to blend in and it's more intriguing, because everything's email now. It also shows more personal time and effort, thus how much you really care about the issue.
- I don't think a lot of people know about this danger.
- My close friend loves oceans more than anyone I know, or have heard of, so I would fill it out if I received it. The writing is very concise, but I wonder if you would benefit from switching out the "ours" and "we's" for "yous". That might be wrong though,
- You MUST describe the contents of the proposed bill - while I think the issue is important, it could very well be that the proposed bill is completely inadequate for addressing the issue, but tries to establish a "hidden agenda".
- It may be important to describe how 'farming' fish can make up for the economic losses that would result from restricting fishing. Yes, it is important to protect the important but it is also equally important to make sure that others will not have to pay more for the food that they thoroughly enjoy.
- I liked this ad a lot - it galvanized me and also provided me with the means to take action once that energy was generated by new knowledge.
- I hope you have a positive impact.
- i love fish!
- Look for more gripping images.
- This is really interesting, you should make this information more widely available.
- Perhaps a bit more detail on the standards you're aiming to have passed.
- Nope.
- It would be helpful to include images of the fish farm practices that are detrimental. This would increase the urgency of the reader to act.
- I think it is very good that the author supports this legislation and is at least somewhat actively involved in its support. This piece however does not inspire the average reader to join the fight and will have many people just pass over it.
- no
- This is probably satisfactory if it's an internal call to action, but if you're intending to reach out to members of the general public, you need to give them perspective on the issue.

- Like the options of either the form letter, or a personal message. How does it know my rep (I assume my address, but is that how this works) - will it actually get sent or is this just collecting names? Would like to know one way or another if you are going to mail me something later
- This website needs more information and details about the impact of open ocean fish farming and why it is bad for the environment in order to influence people to take action against it.
- None thanks.
- Good luck with this piece!
- This is piece is straight to the point, and easy to remember.
- This is a great piece! The links allow each reader to do a little research on where and how it will affect them. Also, being able to personalize the letter is a brilliant idea. We all need to be able to express how issues affect each of us.
- Fix the image, and work on the aesthetics of wild caught fish. There are compelling reasons to avoid farmed fish above and beyond politics.
- Good job making this user friendly. Perhaps you could do more to show the potential impact of sending emails. I didn't notice if you did.

About the Due Diligence Test Panel

Just whose opinions are these, anyway? The "Due Diligence Test Panel" is a standing body of U.S. residents who provide feedback on marketing materials and perform related tasks in return for payment.

A major corporation recruits the board members, maintains the feedback system, and acts as a financial middleman. Water Words That Work, LLC has devised this questionnaire and subscribes to the service, as do other marketing firms.

The feedback that you receive from the test panel is different from feedback you receive from your peers, for three reasons:

- The test panel members who review your materials have the perspective of everyday citizen "in the wild." They are not professionals in the field and have not participated in the drafting of the materials.
- The test panel members have never met you, and will provide their feedback anonymously. Their feedback will not be influenced by their personal relationship with you.
- The test panel more closely approximates the demographic makeup (especially race and education) of the U.S. "public" than the staff and board of most nature protection and pollution control organizations.

Demographic Trait	Environmental Professionals	Due Diligence Test Panel	Traditional Telephone Poll, U.S. Sample	Actual U.S. (Census)
4 Year College Degree	95% or higher	~50%	~40%	24%

White/Caucasian	95% or higher	~80%	~80%	79%
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All test panel answers are verbatim -- including spelling and typographic errors.

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