

## BASIC PRINCIPLES FOR ISSUE ADVOCACY

	Born Wild UK	Captives UK	Trapped US	Captured SA
Audio/video				
Clarity				
Comprehensive				
Consistency				
Credibility				
Current				
Documentation				
Effectiveness				
Efficiency				
Ethical				
Focused				
Honesty				
Illustrations				
Integrity				
Language				
Nuances				
Optimized				
References				
Specificity				

Audio/video: Whether audio-visual materials are used, and whether such materials are of an acceptable quality.

Clarity: Whether - line by line, paragraph by paragraph - the message is clearly expressed.

Comprehensive: Whether all points are raised that could or should be raised.

Consistency: Whether the advocate's message as well as presentations about factual circumstances are coherent. Inconsistencies are confusing, make the communication less efficient, and may adversely affect the advocate's trustworthiness and thus his effectiveness.

Credibility: Everything the advocate does, including where the advocate gets information from, whether such information is accurate or plausible, and whether such information is then used in a logical, forthright manner.

Documentation: Whether information purporting to be factual appears to come from "solid" sources, distinguishing them from speculative theories or postulates.

Effectiveness: Overall successfulness of communication strategy and other activities.

Efficiency: Whether communication strategy is designed for optimization within the means available.

Ethical: Whether the advocate complies with our Professional Code of Conduct.

Focus: Whether message stays on target.

Honesty: The forthrightness of the advocate, whether the message and underlying philosophy and objectives are clearly identified. Truthfulness and accuracy, particularly as regards purported facts. Transparency, i.e. openness and no attempt at manipulation or concealment ("hidden agendas").

Illustrations: Whether graphic material is used, and whether such materials are of an acceptable quality.

Integrity: Whether the advocate is capable of taking an independent stand based upon genuine values, and this in a consistent manner.

Language: whether language as far as style and grammar is of an acceptable standard.

Optimized: Whether all arguments are followed through, all points made in conjunction with issues that are raised. May also include assessment of other aspects of the communication strategy (like layout).

References: Whether it is possible to ascertain exactly where factual information originates from.

Specificity: Whether an adequate amount of information is provided, defined as what is required to understand exactly what is going on - like *who* is this, *when* was it, *how* big, *how* much?