

Jeff Ansell - Management Communications Strategies

Hi Everyone,

Welcome back to my second newsletter.

Thanks for all your kind responses regarding my first newsletter. Since writing it, I've spent a couple of days as a guest lecturer on management communications at Harvard Business School and the University of Toronto. It's a lot of fun working with MBA and Executive MBA students. They ask great questions and are very quick studies.

I've also been traveling a fair bit conducting media and crisis communications programs across the United States and Canada.

Speaking of travel, I'm on my way to Washington DC next month where I'll be a guest speaker at the conference for the 17th Annual National Campaign and Training Seminar and Trade Show. It's sponsored by Campaigns and Elections Magazine and will be held May 5 - 7, 2000. Hope to see you there.

Click below for more information and a direct link to the Campaigns and Elections Web site.
<http://www.jeffansell.com/newsansell.htm>

When you do media interviews, you are only as good as your worst quote. Watch on RealVideo what I told convention delegates about the impact of media on a company's reputation. Click here to go to my site <http://www.jeffansell.com/homeansell.htm> and then click on Learn to Manage Your Media Reputation for the RealVideo segment. If you don't already have it, you'll need a RealVideo G2 player. You can get it free via a link on my site.

One of my favorite media magazines is Brill's Content. There's an interesting article in their archives about what it means to be a good or bad Washington reporter. It's definitely worth the read.
<http://www.brillscontent.com/>

I've also included an excerpt from a Brill's poll that Peter Luntz conducted regarding attitudes toward the news media. According to the poll, 49.5% of the population get their news from television. Click below to find out who the most trusted television personality is. You might be surprised.
<http://www.jeffansell.com/newsansell.htm#one>

The Center for Media and Public Affairs, a non-partisan research and educational organization that conducts scientific studies of the news and entertainment media has identified trends in news coverage. The CMPA catalogued almost 100,000 network news stories of the 1990's and found that a handful of topics kept emerging. Click below for the breakdown.
<http://www.cmpa.com/Mediamon/mm0708.htm>

British Prime Minister Tony Blair recently had a touchy issue to deal with in media. It involved his nanny's memoirs. On my News & Views page, I offer some thoughts on how Prime Minister Blair took the high road in telling his story.
<http://www.jeffansell.com/newsansell.htm#most>

When you have a moment, browse the PRESS CLIPS section of News and Views. The articles in the left-hand column contain valuable information that you might find useful regarding your situations. Look especially for the Trimark Exchange Newsletter entitled PRESENTATION TIPS and also read, BOOSTING YOUR MEDIA REPUTATION. The PRESS CLIP articles explore interesting viewpoints.
<http://www.jeffansell.com/newsansell.htm#press>

Presentation Tips (Direct link)
<http://www.jeffansell.com/trimark2000.htm>

Boosting Your Media Reputation (Direct link)
<http://www.jeffansell.com/icfamag99.htm>

Emergency Management Consulting and Support Services

Some situations demand your attention on more than a Public Relations level. When a physical disaster strikes, it's important to effectively manage all aspects of the situation. A quick response can reduce damages and liability. Companies with expertise in emergency management and risk mitigation develop effective and realistic emergency response programs. They provide external resources regarding support management of emergency situations. Their goal is to strengthen a company's ability to minimize the impact of an incident by having an effective emergency plan, the necessary resources to implement the plan and the capability to manage the operational response.

Though I've never had personal experience with the Meredith Management Group, their Web site highlights what some companies ought to be thinking about.
<http://www.mmg-ems.com/>

One of the most valuable traits of an effective media and crisis counselor is practical knowledge gained through first-hand experience. I'm often asked about my background and if you've attended one of my seminars or workshops you already know a little bit about me. For those of you who are curious about my experience as an investigative journalist, take a moment and click the link below.
<http://www.jeffansell.com/profileansell.htm>

_____VIEWPOINT! _____

BLUR . . .

We experience it every day, especially if we're wired to the electronic communication machine. Blur is the blending of new technologies and the speed at which they multiply. It's literally impossible to keep up. We're subject to Blur in the workplace and at home too. It's inescapable.

How are we supposed to keep up and perform effectively when every time we turn around we're bombarded with faxes, email, telephone calls and the unending white noise of television? I have a simple solution. Shut it out! Do we really need to subject ourselves to every little bit of information that pushes its way into our hectic lives? Of course not! We must learn to be selective. Sometimes saying nothing is the best action.

Technology isn't the only reason for Blur. Being caught off guard and unprepared can cause you to mix up details and confuse the issue. Blur makes it difficult to think on your feet. It makes it hard to understand what people are saying and even harder to form a response. Take a deep breath and relax.

Can you recall the first three points of my Top 7 Media Tips?

1. Know beforehand what you want to say in an interview
2. Keep your language simple
3. Tell the truth

Click below for the complete list.

<http://www.jeffansell.com/tipsmediaansell.htm>

Until next time,

I'm Jeff Ansell . . . be well

_____ Forward News & Views to a friend or colleague _____

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