

**Making an Impression:  
Everything You Always Wanted to  
Know About Communications--  
in about 30 minutes**

September 17, 2014

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CSAC Communications



# What We Will Cover

Why should you care about good communications?

Take a NAP (No Acronyms Please!!!)

Social Media—How to tell your own story and why you want to!

# Why Should You Listen to Us?

Backgrounds in journalism & communications.

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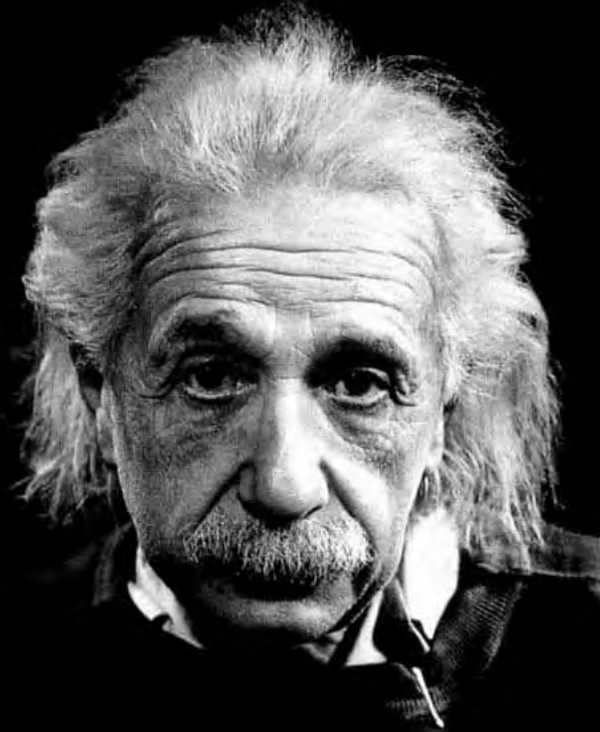
You should have heard the alternatives.

We wear really cool pocket protectors.

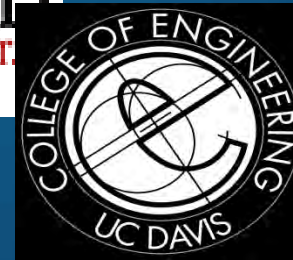
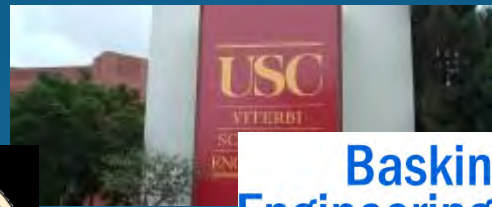
# Even Albert says: Keep it Simple Stupid -- in his own words of course

“Everything should be made  
as simple as possible,  
but not simpler.”

Albert Einstein



# Most people don't have engineering degrees





You have to be able to explain something in language a class of 8th graders could understand



You have to be able to explain something in the time it takes to ride the elevator about 10 floors



"You talkin' to **me**?"

# Good Communication:

- 1) Builds your reputation and credibility and that of your organization
- 2) Wins friends and influences people
- 3) Earns public support
- 4) Builds a relationship that can payoff when things go bad
- 5) Explains things SIMPLY

# Bad Communication can Destroy Your Credibility

- In 2008, Senator Norman Coleman was accused in the media of improperly accepting gifts from someone.
- During a press conference, his campaign manager, Cullen Sheehan, may have stayed on message a bit too much.



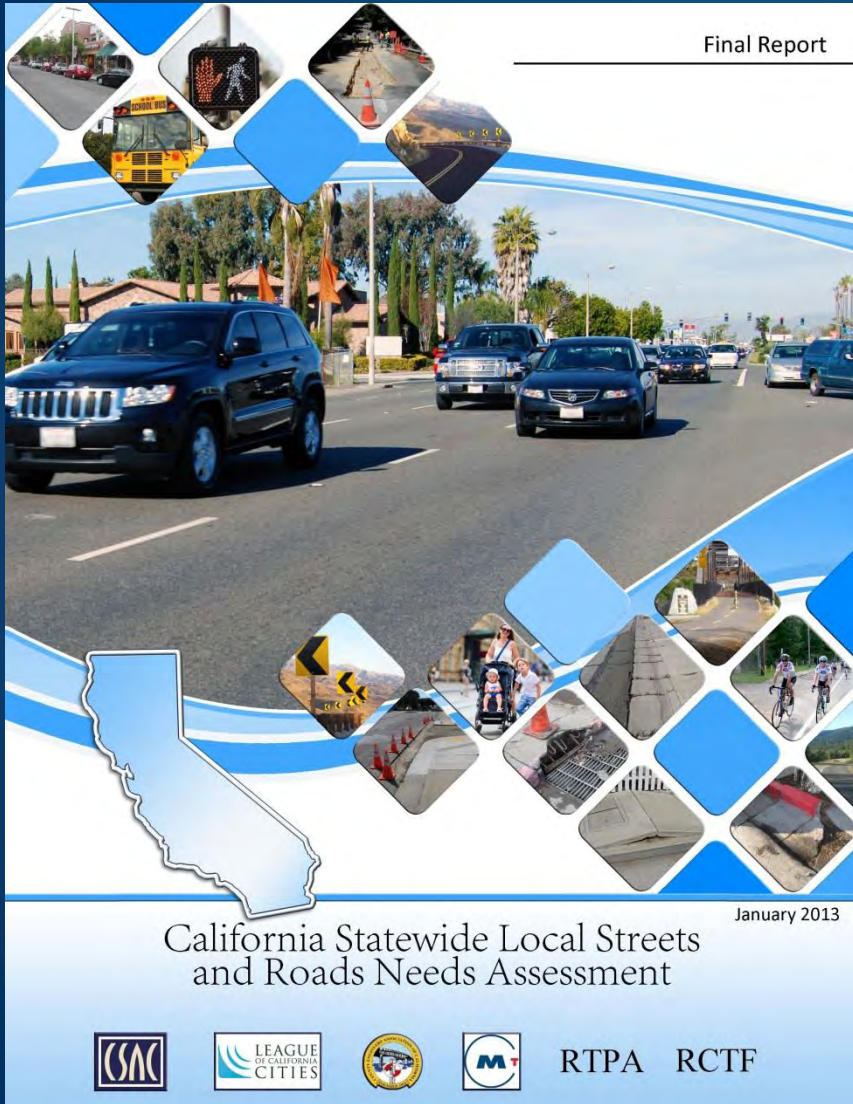




"I'll start with the weekly progress report. Ms. London, on my right, will act as acronym and jargon translator."

On a Recent Trip to  
Southern California...



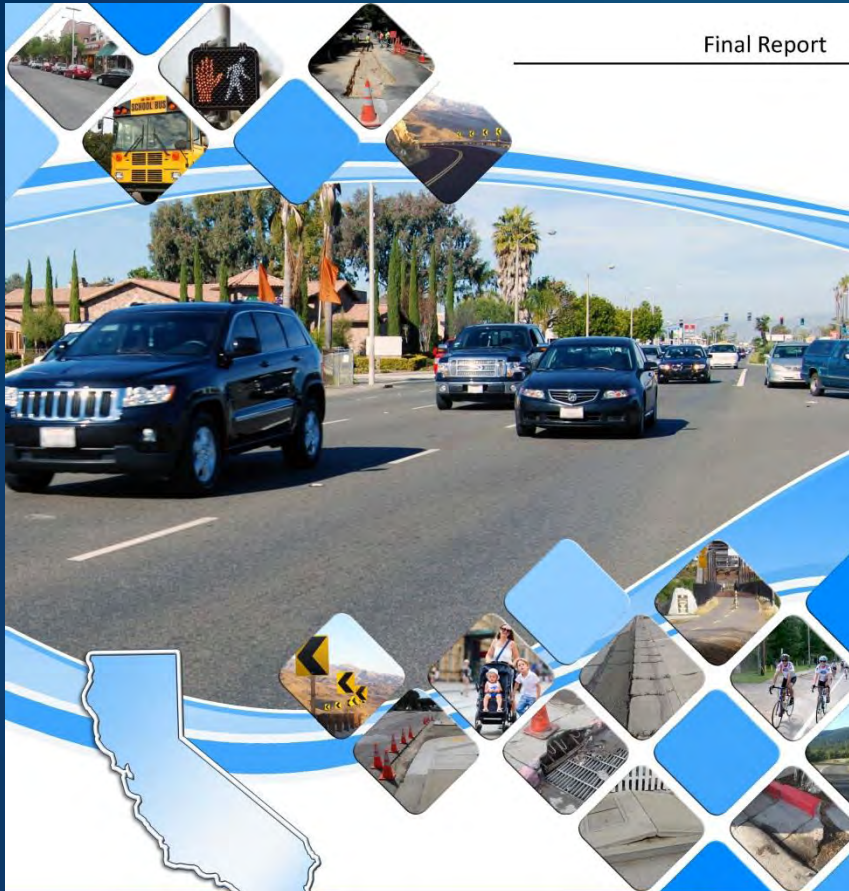


# California Statewide Local Streets And Roads Needs Assessment



Final Report

# BMP



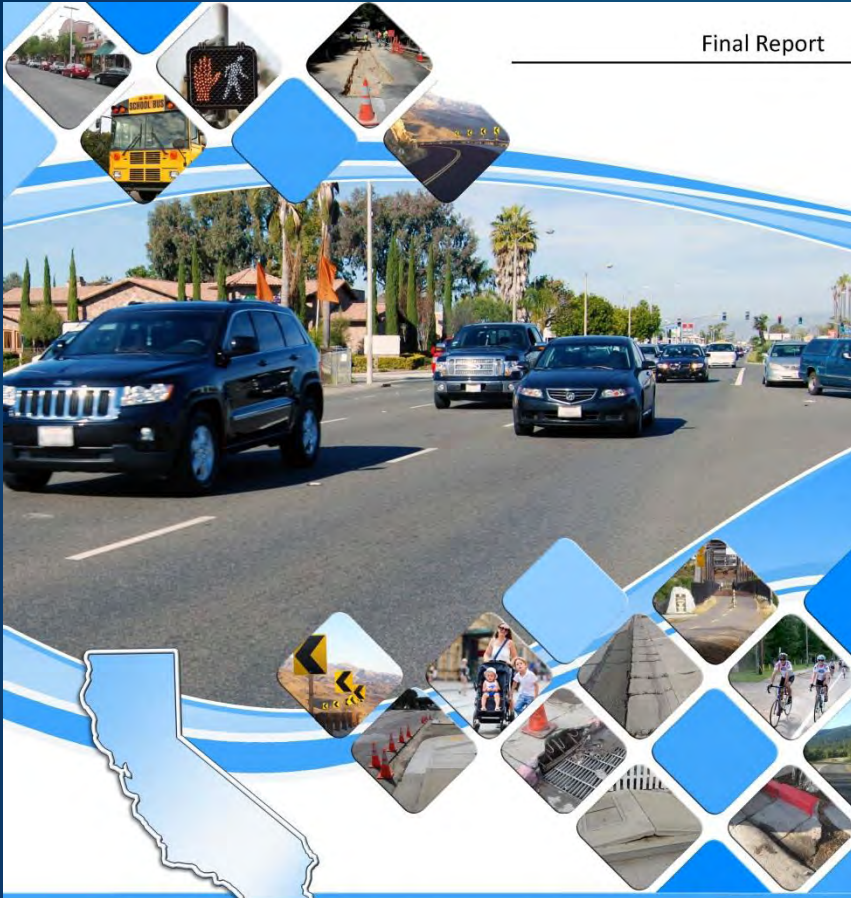
January 2013

## California Statewide Local Streets and Roads Needs Assessment



RTPA RCTF

Final Report



BMP  
PCI

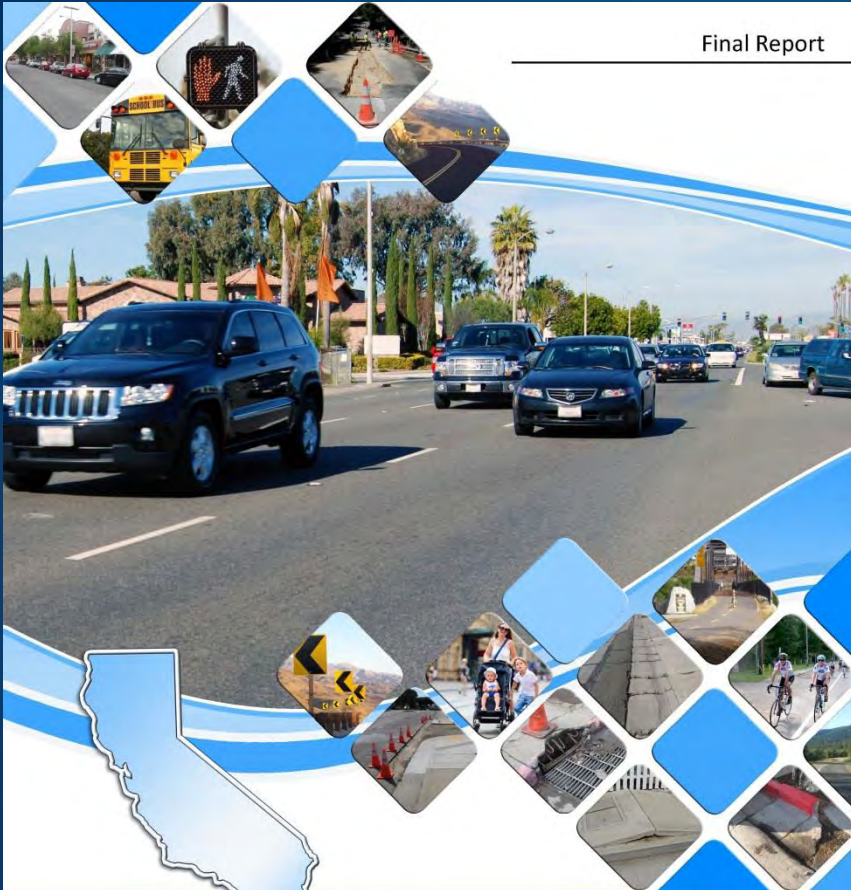
January 2013

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RTPA RCTF

Final Report



# BMP PCI SHOPP

January 2013

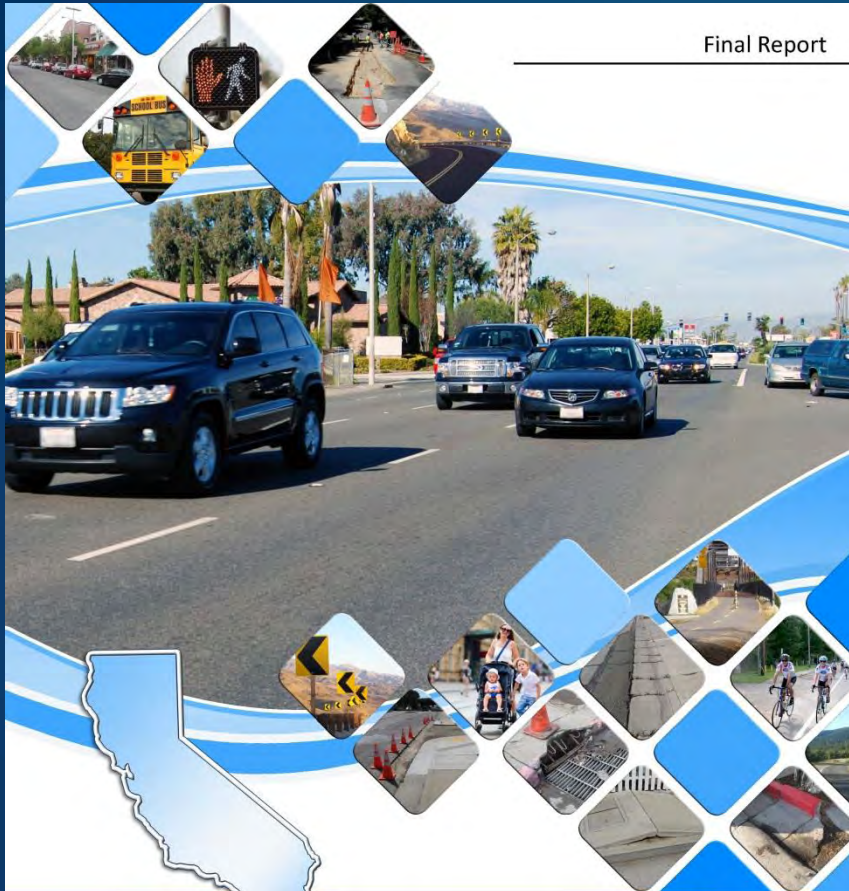
## California Statewide Local Streets and Roads Needs Assessment



RTPA RCTF



Final Report



January 2013

# California Statewide Local Streets and Roads Needs Assessment



RTPA RCTF

BMP  
PCI  
SHOPP  
NCI  
SD  
FO  
RTPA  
RCTF  
Snooze

# RCTF????

- Reduced Complexity Transfer Function?
- Remote Communication Test Facility?
- Research Challenge Trust Fund?
- Reformed Church of Tinton Falls?



Look at our PCI since we can't follow our BMPs! Contact the RTPA and RCTF ASAP!





Why I Fear Clowns

Know Your Audience!!!!

Where Did All this Come From???





# Defense Industrial Security Clearance System

# Defense Industrial Security Clearance System

(DISCO)

Airframe Structure  
Support Boeing Advisory  
Group

Airframe Structure  
Support Boeing Advisory  
Group

(ASSBAG)

# Eliminate Needless and Excess Material in Accountability

# Eliminate Needless and Excess Material in Accountability

(ENEMA)

# Compression Osmosis Water Purification Installation

# Compression Osmosis Water Purification Installation

(COWPI)



# Man-Portable Air Defense Systems

# Man-Portable Air Defense Systems

(MANPADS)



**S.H.I.T.**

Servicio de Hosteleria

Industrial de Terrassa

YOLO so why use dumbass  
acronyms?



som<sup>ee</sup>cards  
user card

# Social Media

Twitter, Facebook, YouTube, Linked in, Pinterest, Ahhhhhhhhhhhhhhhhhhhhh----



- “Stop me before I tweet again!”
- How many of these do I Really need to care about?
- Social Media = Amplifier

# Social Media Allows You to Take Matters into Your Own Hands



# Twitter – Who Uses It?



- Reported to Have 1 Billion Users
- First Place Many People Get Their News
- Tell Your Story in 140 Characters – Without Acronyms!

# Twitter – How Can You Use It?



- Report Breaking News, such as road closures
- Interesting facts about your county Public Works
- Links to related materials



# Facebook – Who Uses It?



It's still a Happening Place...

- 1.3 Billion Users
- 680 Million Mobile Users
- More than 17 Million Users in California

# Facebook – How Can You Use It?



- Humanizes What You Do; Puts a Face on Things
- Promote Events or Groundbreakings
- Morale Boost for Your Staff

# Message Development

The three C's

Clear-

Concise-

Connect back to main  
messages-

# Key Messages

- **27**: Words in print media quote
- **9**: Seconds in broadcast media sound bite
- **3**: Messages reported in print or broadcast media

**FOX 7**

● *Normal* ● *Slow* ● *Braking* ● *Full Speed*

S Lakeline Blvd  
to  
I-35 South/San Antonio  
**11 Minutes**

Loop  
300

Austin

**HD**



5:31 AM

NEWS (Fox) **FORMER TEXAS FINANCIER R. ALLEN STANFORD HAS BEEN CONVICTED**

Thank You!!!!!!

TTYL!