



Say What You Mean...

...and mean what you say

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Introductions

- Name
- Position
- Company
- Are you in a Comms/PR role?
- What you hope to get out of this course



Topics for Discussion

- Introductions
- Message development
- Conversational techniques
- Practice
- Consistency across platforms
- Visual Communications
- Communication Culture
- Questions?

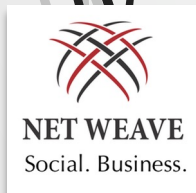


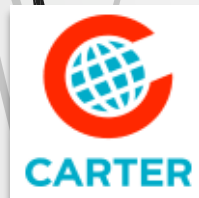
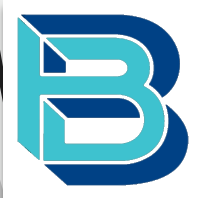


Say What You Mean...

“ The single biggest problem
in communication
is the illusion that
it has taken place. ”

— George Bernard Shaw





Default (GPT-3.5)

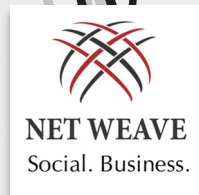


Can you tell me in one sentence what the point of this paragraph is?

The Bishop Museum of Science and Nature is the most exciting museum on Florida's Gulf Coast, featuring The Planetarium, the Parker Manatee Rehabilitation Habitat, the Mosaic Backyard Universe and a constantly changing lineup of temporary exhibitions — offering something new to discover with each visit!



The point of this paragraph is to highlight the attractions and dynamic nature of the Bishop Museum of Science and Nature, emphasizing its status as an exciting destination on Florida's Gulf Coast.



Is that what you meant?



Strategic Message Development



Message Development

- What do you want your audience to know?



[YOUR
WORDS HERE]



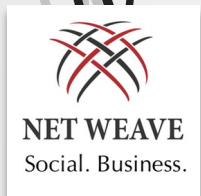
Message Development

- What do you want your audience to know?
- What do you want people to take away with them?
 - Emotion
 - Information
 - Motivation



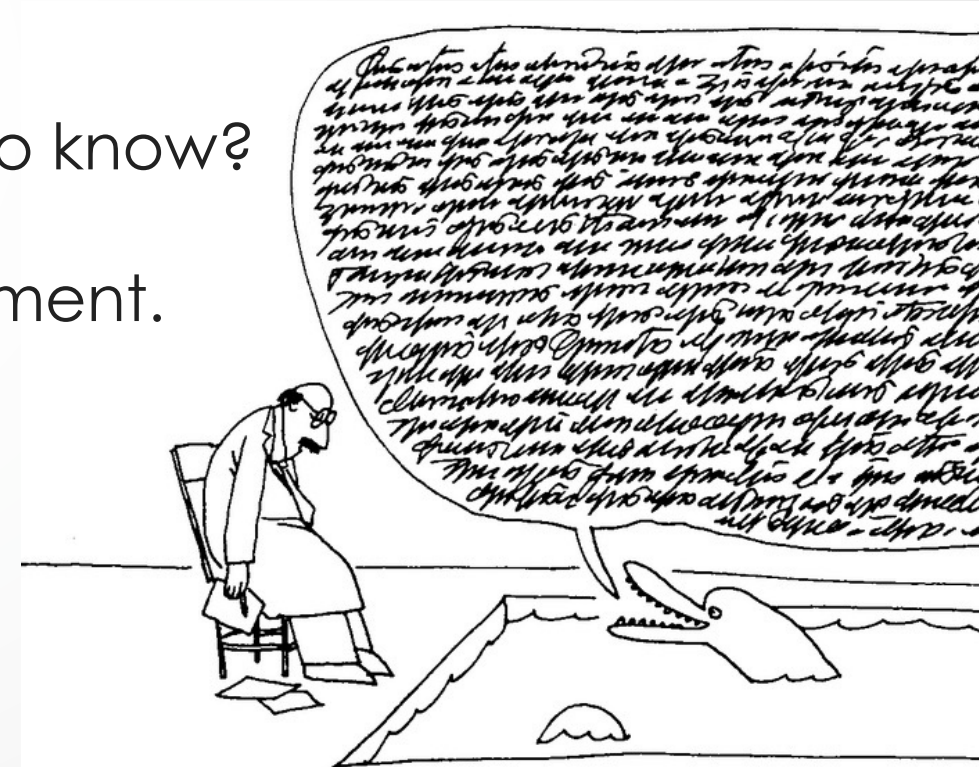
Message Development

- What do you want your audience to know?
- What do you want people to take away with them?
- What do people really want to know?
 - What's in it for them?



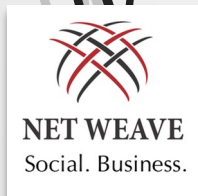
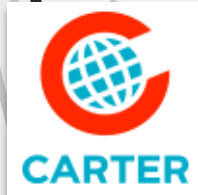
Message Development

- What do you want your audience to know?
- What do you want people to take away with them?
- What do people really want to know?
- Deliberate message development.
 - What's your point?



Message Development

- What do you want your audience to know?
- What do you want people to take away with them?
- What do people really want to know?
- Deliberate message development.
- Don't overwhelm them.



Don't write to be understood, write so as not to be misunderstood

"Tell me more about this gravy hot tub..."



More Message Development

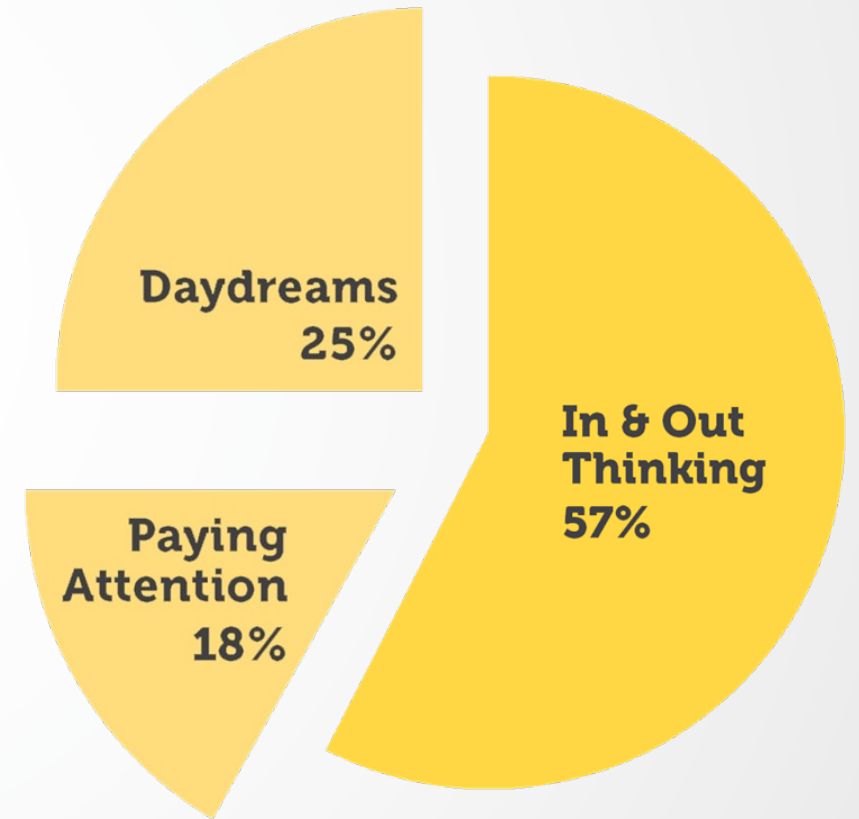
- The Listening Gap



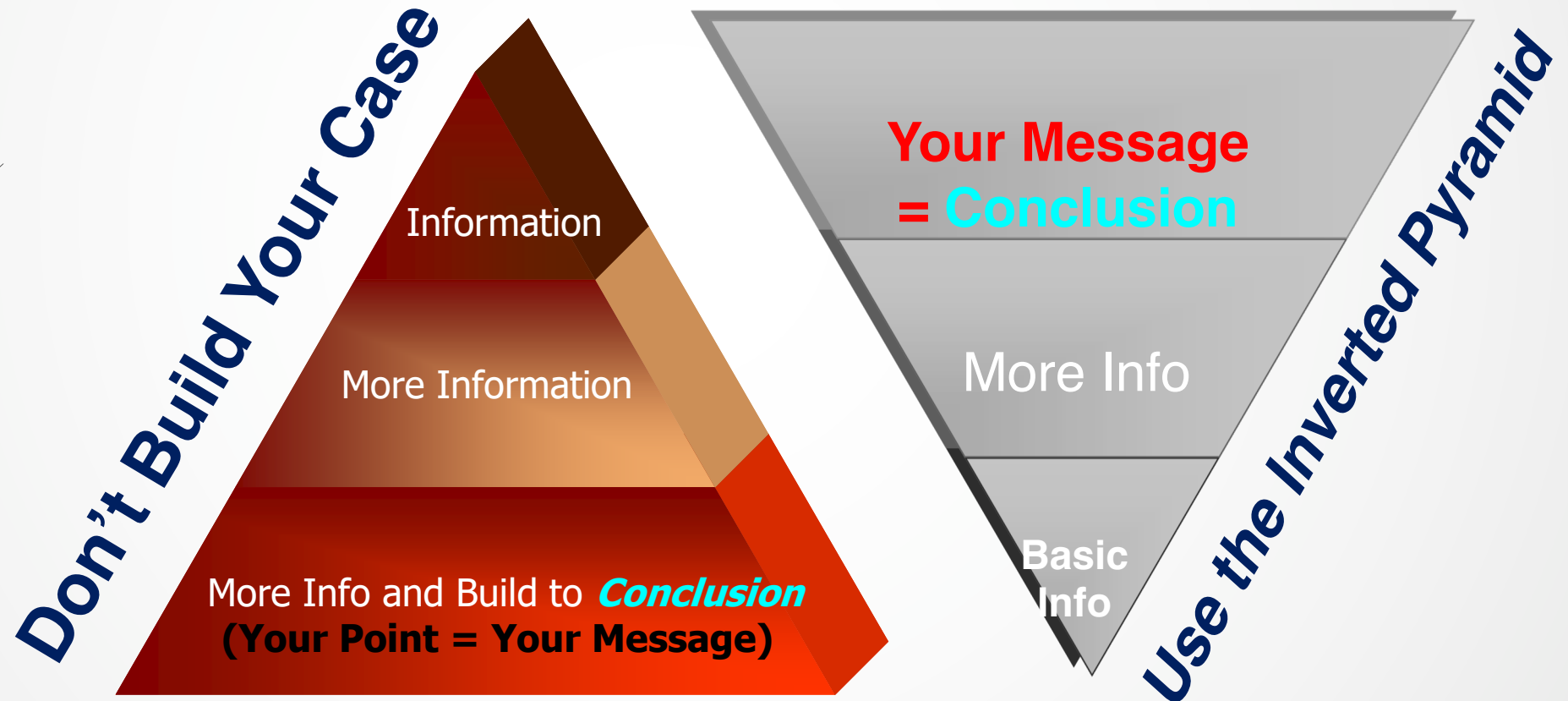
**Speech = 150
words per
minute**



**Comprehension
= 950 words per
minute**



More Message Development



What's your point/conclusion?

Main supporting information

Additional supporting information

**Maybe a detail if they're
still paying attention**

Another
message





Ingredients for a Good Conversation

- Remember the Inverted Pyramid
- Know your audience
- Avoid jargon
- Choose your own words (don't repeat other people's)
- Don't speculate or exaggerate (beware sarcasm and humor)



Exercise

- Pair up.
 - Person A: offer your message – 3 mins
 - Person B: listen, take notes on what you heard, felt, thought
 - Person B: tell A what you took away from their message (1 min)
 - Person A: tell B what your goal was (1 min)
- Reverse.
- Were you successful in getting your point across?
- Did you organize your thoughts/information differently than you usually do?





Getting the Word Out

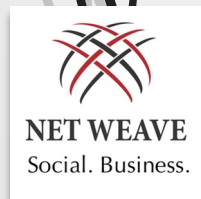
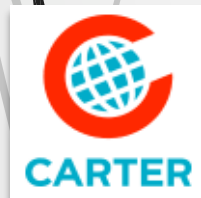
What Are Your Platforms?

- **Press Releases**
- **Marketing Materials**
 - Rack Cards
 - TV
 - Outdoor
 - Brochures
 - Radio
 - Digital
- **Social Media**
 - How many platforms are you *publishing to*?
 - How many platforms are you *listening on*?
- **Website**
 - Virtual Tours/Exhibits
 - Blog
- **YOUR PEOPLE**



Consistency Across Platforms

- **Graphical consistency.**
 - Do your website, Instagram, Facebook, YouTube videos, and press kits all have the same look and feel graphically?
 - Have you thought about how various formats will affect spacing/framing/blocking?



Consistency Across Platforms

- **Voice consistency.** Social should be more conversational, press releases more formal, but everything should sound like one voice. Try the “celebrity spokesperson” exercise.
- **Brand consistency.** Is this “on-brand” for us? Have we discussed what is ON brand for us?
- **Coordination.** Are all outgoing messages coordinated so multiple sources don’t produce different results? If marketing, PR, advertising, education, and customer service are different departments, do they talk?



Visual Communications

- Can your visuals stand alone if separated from their captions/releases?
- Will they be viewed positively out of context.
- Do you have permission for User-generated Content?
- Are employees and volunteers covered by releases?





Bringing it Together

Communication Culture

- Communication not limited to *external*.
- Silos cause issues.
- How do you share information, so everyone knows what they need to do their job *effectively*.
- When a visitor arrives, everything should be familiar/consistent with what they have seen before arriving.



Taking It From Here...

- What did you find most useful about today?
- How can you apply it?
- What's one thing you'll do as soon as you get back?





Questions?

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