

Nuggets: Saturday, July 23

- Take-away's from yesterday: Noelle's TED talk regarding Twitter analytics received the most interest from the participants
- Perfect lead in for our speaker this morning
- Other comments were focused on different ways in which the media has influence
- Anna: Presentation regarding Nigeria was very interesting, in particular the last part about the possible answers to problems, knowing a country is one part but identifying solutions
- Learned how technology based media can be used, wish there was some time for interaction regarding those areas, what are the details, what can we do better, regarding technological methods of understanding
- I'm here to find a way how to gather initiatives in Africa, integrated Africa, it was the aim of my coming here to find a way how to link all of these initiatives and I think that social media is a good opportunity for us as Africans to think together regarding how to make this change, because its coming; How to face changes and how to leverage social media, integrating concept
- Patti: We also need to think about this for North America, Canada the US and Mexico share a financial incentive to get along; Toronto did contest about "as Canadian as..." what is it that should be our national motto. What won? "As Canadian as... We can be under the circumstances."
- Seems to be a major challenge facing strategic communication i.e. capacity issues; Picking up from the talks yesterday regarding these issues
- As I listened to yesterday's lecture, I realized that we have the same goal but different methods of achieving this goal, so we need harmony and synergy among our orientations and methods of addressing challenges
- Shared purpose
- Achieving the strategic communication objectives is a long term process, requires a lot of follow-through to achieve it, easy to forget that this is required; Losing hope that this objective can be achieved; With follow-up and follow-through it is possible
- Patti: On Monday we will discuss that, without follow up, we might as well give up
- I just wanted to follow up on what was said, and what resonates with me from yesterday, easy to forget the results that have been achieved; Interesting that there are results always that we are not noticing; Must acknowledge what we are achieving all of the time; How do we track results?
- Patti: This is a perfect point about the importance of the network
- Regarding yesterday's presentation about messages, creating a message that sticks, challenge for communication officers; when something is said by the media and has already be framed, how do we counter messages that stick?
- Patti: This is something we need to take the time to talk about, we don't want to be strictly reactive; Going to talk on Monday about creating that drum-beat of communication, how you can go out in a variety of strategic ways so that you preempt having to do a reactive response, instead of cleaning things up, getting your message out there to influence the communication landscape to serve the thematic message of your approach; Messages that you need to respond to are sticky and damaging; this is about follow-through and monitoring

- Techniques, creating stories around the main messages; We used to think that when we become emotional we cannot be rational; Yesterday Tom helped us understand that the emotional part of messaging is not a bad thing; Separating emotionality and rationality is not how the brain works
- Stories often evoke emotions, the power of how to evoke the emotions helps people understand and retain the message
- Peter: Also yesterday got me thinking especially after Patrick's TED talk, when you are engaging strategic communication we need to retain the background and context of the situation; Cannot assume common values for all of the countries; There are no standard or text-book methods or methods; Objectivity is an illusion, it alienates the people you are trying to reach; Peacekeeping, using the weapons that cause the problem to fight it; Radio, using music, drummer, comedian, this is more practical than coming up with a dictionary definition of what peacekeeping looks like; Very practical and inspiring
- As professionals we need to remember that in our relationship with traditional media, we are not the center of the world, what we care about the most does not come on top of the list of many others; Have to appreciate the value of your material and what it brings to a particular audience