

Communications Handout – Region 10 Leadership Workshop 2013

Great Gulf Coast Region 10 Websites

- Our website -- <http://www.region10sai.org/> -- where you can find all the latest information about regional activities, choruses, history, etc. Bookmark this page.
- Regional Facebook page: Great Gulf Coast Region 10, Sweet Adelines International. "Like" it to stay current, especially with regional photos. www.facebook.com

Regional Yahoo E-groups (managed by the Regional Communications Coordinator)

- Things that can (and can't) be sent out via the Regional Groups:
 - Chorus Show Announcements – if the "Chapter Date Clearance" form has been filled out and submitted to the RMT Team Coordinator and has been approved. Then the announcement can be sent to the RMT Communications Coord. & Marketing Coord. For publication.
 - Director search, Passing of long time members (that more than your chorus members would want to know about), Events that the region would want to participate in.
 - Can't be sent: Good Luck wishes , Show announcements without the clearance.
- Region 10 group -- for all members/past members. This is self-selecting. Everyone is encouraged to sign up to receive all region-related news. **Easy sign-up from the Region 10 home page:** <http://www.region10sai.org/> **OR send an email to** sa-region10-subscribe@yahoogroups.com
- Region 10 CAL group – for CAL members. This is self-selecting – with approval. Please pass this information on to any CAL Members of region 10 you know. They may join by sending an email to Reg10-CAL-subscribe@yahoogroups.com
- Yahoo e-groups are FREE and easy. If you need a way to communicate with your chorus easily by email. Create one for your chorus. You will need to sign in to Yahoo. You don't need a "yahoo email" address just an email address to register it with. Go to: www.Groups.Yahoo.com and choose "start your group today" – once you create the group – you can 'invite' your membership or you can have them self-enroll. If you need assistance, please feel free to contact Karla Fenton at FentonKJ@SbcGlobal.net

Tune In With Ten – Newsletter

- This is published 3 times a year. Generally in January or February, June, and September or October. You can find the next "due date" on the region website in the newsletter area.
- Kerri Mauney is the TIWT editor and publisher. You can email her with your information for the newsletter at kbmauney@gmail.com

Communications/Marketing Resources

- Vista Print: good company, quality products at a cheap rate. They make Business Cards, flyers, Posters, Banners... check them out at www.VistaPrint.com
- Chorus T-shirts – we have use this company for the Cruise T-shirts we had made. They do good work at a good price. <http://www.customink.com/>
- Social Media: You need to be using it. Get the following going, if you haven't already.
 - Facebook Page/Group.
 - Meet-Up – it is \$72 for 6 months but if you use it and promote it then it can get you members. Try it for 3 months or 6 months, but you have to get your members to use it and post to it... or it will not be effective. www.Meetup.com
 - YouTube Channel: post clips of videos www.YouTube.com
 - Groupanizer: for public and Members-Only websites... Good rates. www.Groupanizer.com

**By Karla Fenton, GGC Region 10 Communications Manager, FentonKJ@SbcGlobal.net
(cell) 281-705-2192**

14 Quick and Effective Communication Tips for the Time-Challenged

by [Alyssa Gregory](#)

<http://www.sitepoint.com/blogs/2009/10/12/quick-communication-tips/>

The reality is, we're all time-challenged these days. And one of the biggest time drains is ineffective communication. It's frustrating to have repeat conversations, send secondary emails and continue to follow up when you think an issue is closed. And it's a waste of time for everyone involved when you have to keep cycling back to step one, repeating the same details over and over again.

This is common in business because, as I said, we're all busy. And sometimes it just takes multiple mentions for a message to fully sink in. But this challenge is easy to improve, both as a communicator and a listener.

Here are 14 communication tips you can do to make more of your input stick, eliminate all of the conversation do-overs and get clarity the first time around.

1. **Take Notes:** Taking notes is easy to do when you're on a call, in a meeting or even as you read through emails, and it will help you retain vital information the first time around.
2. **Use Bullets:** In your written communication, bulleted lists make certain points stand out and are easier for your recipient to absorb.
3. **Number To-Do's:** Whether you are sending a task list to a team member or creating one for yourself, numbering to-do items makes them more actionable.
4. **Follow Up in Writing:** While you may be taking notes during phone or in-person meetings, the other party may not be, so it never hurts to send a written follow-up message with an overview of the meeting after the fact to make sure you're on the same page.
5. **Provide a Summary:** Long messages, especially those in writing, are overwhelming. If the length is necessary and can't be reduced, insert a 2-3 sentence summary at the beginning to let the reader know what's to come.
6. **Use Agendas:** Agendas give meetings structure and keep everyone on time. Use an agenda for each meeting you have and

- be sure to follow it closely. If new issues pop up, schedule a follow-up meeting.
7. **Be Prepared:** Once you have an agenda prepared, you should take time to make sure your action items are ready to go. Have all of the information you need to discuss on-hand.
 8. **Encourage Input from Others:** Communication is a two-way street, so if you're not allowing others to have a say, something is lacking. Focus on creating a give and take in your communication.
 9. **Talk Slower:** Sounds obvious, but fast-talking is something you may not even be conscious you are doing. Slow down and it will be easier for the other party to hear and understand what you're saying.
 10. **Follow Email Etiquette Rules:** Make sure your emails are conforming to general formatting and content rules.
 11. **Schedule Calls:** To avoid mid-day interruptions and time wasted playing phone tag, make it a standard practice to schedule calls in advance. It can be a huge time-saver and make your phone conversations shorter and more productive.
 12. **Pick the Appropriate Time and Format:** Important messages can be missed when the messenger's timing and delivery is off. Use an appropriate format for the message and be sure it's a good time for the listener to hear it.
 13. **Limit Distractions:** Cut down on external distractions when you're in the communication zone, including other calls or emails popping up.
 14. **LISTEN:** Listed last, but probably the most important communication tip. You can't communicate well unless you are a good listener, so make sure you are taking time to stop talking, hear, and fully understand what others are saying during every conversation.

What tips would you add to this list that will help maximize effective communication?

Alyssa Gregory is the owner of [avertua, LLC](#), a full-service virtual assistant firm. She has been designing websites since 1995, and has a passion for supporting small businesses. Alyssa provides business tips, advice and news through her [Small Business Idea Generator blog](#).

GOLDEN BOOK

Principles from *How to Win Friends and Influence People*

Become a Friendlier Person

1. Don't criticize, condemn or complain.
2. Give honest, sincere appreciation.
3. Arouse in the other person an eager want.
4. Become genuinely interested in other people.
5. Smile.
6. Remember that a person's name is to that person the sweetest and most important sound in any language.
7. Be a good listener. Encourage others to talk about themselves.
8. Talk in terms of the other person's interests.
9. Make the other person feel important - and do it sincerely.

Win People to Your Way of Thinking

10. The only way to get the best of an argument is to avoid it.
11. Show respect for the other person's opinion. Never say, "You're wrong."
12. If you are wrong, admit it quickly and emphatically.
13. Begin in a friendly way.
14. Get the other person saying "yes, yes" immediately.
15. Let the other person do a great deal of the talking.
16. Let the other person feel that the idea is his or hers.
17. Try honestly to see things from the other person's point of view.
18. Be sympathetic with the other person's ideas and desires.
19. Appeal to the nobler motives.
20. Dramatize your ideas.
21. Throw down a challenge.

DATE CARNEGIE
TRAINING



GOLDEN BOOK

Principles from How to Win Friends and Influence People

Be a Leader

22. Begin with praise and honest appreciation.
23. Call attention to people's mistakes indirectly.
24. Talk about your own mistakes before criticizing the other person.
25. Ask questions instead of giving direct orders.
26. Let the other person save face.
27. Praise the slightest improvement and praise every improvement. Be "hearty in your approbation and lavish in your praise."
28. Give the other person a fine reputation to live up to.
29. Use encouragement. Make the fault seem easy to correct.
30. Make the other person happy about doing the thing you suggest.

DALE CARNEGIE
TRAINING



Public Relations 101: Getting Your Message Out

By *Chris Robertson* <http://ezinearticles.com/?Public-Relations-101:-Getting-Your-Message-Out&id=119556>

Perhaps you'd like to promote your organization's event. Maybe you're trying to publicize your cause. Or maybe you're trying to get media attention for yourself or your product. Sometimes it's difficult to have your voice heard amidst the cacophony of competing messages. The mainstream media often refers to today's information overload. After all, people get their information from more sources than ever before. There's broadcast news, cable news, newspapers, magazines, radio, online publications, bloggers, discussion boards, RSS streams, and more.

It seems, however, that people aren't overwhelmed with information; they're simply customizing the way they receive information. As for the mainstream media's hype about overload, it may very well just be a case of sour grapes. When people turn to other sources for news and information, the market share of the mainstream media decreases.

When you're trying to get your message out to the masses, follow the lead of public relations professionals. Their approach to promotion is to use multiple channels, both in traditional media and in new media. By blanketing as many channels as possible, your efforts at public relations and promotion are bound to be successful.

When you want to get the word out, you first need to define your audience. Who is it that you're trying to reach? If you're trying to market your message to 18-34 year olds, you don't want to waste your time with media that draws an older crowd.

Once you define your audience, you need to craft your message. Indeed, if you are using multiple channels or trying to reach more than one audience, you may have to craft several messages. For each, it's important to try and see the world through the eyes of your intended audience, and the design a message that they will find appealing.

When you know your audience and have your message, it's time to distribute that message. Although that can seem like an obstacle for an amateur, there are actually many venues through which you can do public relations and promotion. There are even online marketing opportunities that allow you to post free press releases and offer free public relations services. One such service is pr-inside.com. It's a free public relations service that helps you in promotion - whether you're promoting your online business, your organization, or yourself. You simply register and submit your free press releases. It takes about five minutes, after which the pr-inside.com team reviews your text and adds it to their public relations website.

There's no need to be intimidated by the competition from big public relations firms or the savvy mainstream media. With some forethought and a targeted message, you can publicize your message effectively using free online marketing tools.

Chris Robertson is an author of **Majon International**, one of the worlds MOST popular [internet marketing](#) companies on the web. Visit this [Business and Entrepreneurs Website](#) and [Majon's Business and Entrepreneurs directory](#).

The 7 C's of written communication are:

Complete

Concise

Clear

Concrete

Considerate

Correct

Courteous