

# strategic communications

jack whelan

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## who am i?

- M.A. Yale University
- Worked in Publishing Industry in production, editorial, and sales and marketing for nine years
- Journalistic writer, Script writer, Speech writer, communications consultant

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B.A. Boston College



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Go Eagles!



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also to a masters degree from

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yale



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worked in publishing industry in new york city for almost ten years



As an editor--mostly in history of ideas

The screenshot shows the Continuum website's Philosophy section. At the top, there is a dark navigation bar with the Continuum logo and the text 'continuum'. Below this is a menu with links for 'Subject Areas', 'Authors', 'Booksellers', 'Academics', 'Librarians', and 'eBooks'. The main content area is titled 'Philosophy' and includes a 'Set updates via RSS' link. A brief description states: 'Continuum's Philosophy site provides information on the expanding list of books we publish in this field. With titles covering the whole history of philosophy and all its major sub-disciplines, spanning both the analytic and Continental traditions, we provide authoritative and innovative resources for instructors, students, researchers and the general reader.' Below this is a section titled 'New Titles in Philosophy' featuring four book covers with their respective titles and authors:

Book Title	Author
Logics of Worlds	Alain Badiou
Phenomenology of Intuition and Expression	Tracy Colby
Atheism: A Guide for the Perplexed	Kerry Walters
Literature in Theory	Julian Wolfson

(heady stuff)

but also worked in . . .

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production

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sales

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marketing

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it was all about helping authors to  
package their ideas effectively

if you have good ideas, but you can't communicate them  
effectively. . .













and i've taught this course

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for

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over

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twenty-five

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years

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since 1986, to be exact

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(yikes--he must be ancient)

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to make you

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telling, engaging, memorable

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(good luck with that)

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business students are smart, but boring

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then it's up to you to build on it

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h diagnose what ails you

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motivation

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motivation

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what are the

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at our disposal?

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three or four things:

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# The Books

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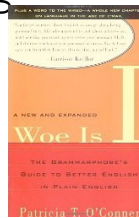
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# Readings



O'Conner, Woe Is I

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no curve

(what you get is what you get)







(inquiring minds want to know)

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let's diagram it

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not quite

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a word or two about . . .

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style  
the lens through which the substance of your  
message is projected

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yin & yang

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three more things before you can go:

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first, how to solve a problem

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you do it in four steps

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analysis  
strategy  
execution  
evaluation

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second, some basics  
on pronouns--

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## pronouns & case

Person	Nominative (subjects)	Accusative (objects)
First Person	I, we	me, us
Second Person	you	you
Third Person	he, she, it they	him, her, it, them
Relative Pronoun	who, whoever	whom, whomever

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and one more thing . . .

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you need to know how to tell a joke

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exposition then insight

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ok...here's another example:

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next time

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jokes

be natural

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think on your feet

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(don't read or memorize)

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Speak up

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Don't be offensive

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