

Hello everyone and welcome to my July 2002 Newsletter.  
Please feel free to forward this newsletter to friends and colleagues.

I collect information from a wide variety of sources. Lately, more often than not the sites I refer to ask viewers to register - usually for free. We sometimes don't have time or we might feel it's intrusive to give up personal info, but I've discovered that if I take a few moments to register with some of these publishers I'm rewarded with a wealth of information never before available. If you want to take full advantage of the information in my newsletters I encourage you to consider registering with these third parties if they ask. I'm sure you'll find value in the strategies and ideas we share.

Hot Topics in this newsletter . . .

1. Martha Stewart Kitchen Conference
2. Measuring the CEO's Reputation
3. When to Use Negative Words
4. Do You Trust the Press?
5. Is it Prudent to Criticize Your Boss in the Press?
6. How George W. Bush Stays Ahead of the Media
7. Bill Clinton – Master Orator
8. Are Journalists Reporting News Differently?
9. Are you Being Blogged?
10. Art of WOW!
11. WOW - You've Come a Long Way Baby
12. Women Shatter Glass Ceiling
13. Viewpoint – Cross Pollination
14. Culture is King

..... [www.jeffansell.com](http://www.jeffansell.com)

\_\_\_ MARTHA STEWART KITCHEN CONFERENCE \_\_\_

So Martha, what did you know and when did you know it?

Jane Clayson interviewed Martha Stewart June 25 on The CBS Early Show as Martha hacked away at a cabbage in the CBS studio kitchen. It's a miracle she never nicked a finger. Jane asked Martha pointedly about the ImClone insider trading controversy and Martha replied, "Well, as you understand, I'm involved in an investigation that has very serious implications. I'm not at liberty at this time to make any comments whatsoever."

Martha went on to say, "I am the C.E.O. of a New York Stock Exchange listed company and I don't want to be on any covers of any newspapers for a long, long time. That's the story. Thank you very much."

She also said, while rolling her eyes, "I think this will all be resolved in the very near future and I will be exonerated of any ridiculousness."

And finally Martha added, "I want to focus on my salad."

What's of special interest is that Martha's personal stock trades have directly impacted her namesake company.

Despite her claim of innocence, shares in Martha Stewart Living Omnimedia plummeted 40% since this scandal erupted in June. Martha's personal loss is \$235 million. That's a lot of cabbage.

Martha's quotes at the outset of the scandal seemed to be aimed primarily at her fans, not directly at shareholders. There was no corporate legalize interwoven into her statements. She spoke to her followers in simple language and refused to deal with it on a corporate executive level.

Is Martha Stewart a savvy executive positioning herself as a victim if things go awry? If she is, it's a strategy some celebrities have used successfully in the past.

It is no secret that numbers motivate investors, but what many people forget is that fans are attracted to image. This quite possibly could be one of the most intriguing and unique media dances of the day because many of Martha's shareholders are also fans. It wouldn't be a stretch to believe that many people buy stock in her company simply because they like her and invest based on emotion. Even though fans are reluctant to believe something is amiss in the land of OZ, shareholders are usually more prudent.

The agenda at the outset for Martha seemed to be to dissipate negative energy from the initial impact of alleged wrongdoing. It doesn't look like it worked.

If there ever was a reason to deal effectively with a potentially angry public this is it. The possibility here is great for Omnimedia stocks to slide even further based on the implication that Martha used inside information to sell off shares in ImClone. Fortunately, humans are forgiving - we recently lived through the Clinton era of first deny and then beg forgiveness. Investigations will reveal Martha's guilt or innocence, but how she deals with the media will dictate how well she manages her community of followers in the kitchen and on the trading floor.

This is a true test of CRM, customer relationship management and clearly demonstrates how important it is to cultivate a strong public face as well as a solid bottom line. What you say is just as important as how you say it.

The links below represent a timeline of the story over the last couple of weeks. As you work your way through it you will see a pattern developing regarding Martha's PR strategy.

Click here for the complete 1st interview on the CBS site ...  
<http://www.nytimes.com/2002/06/25/business/25CND-EMPI.html>

Make sure you check out the VIDEO too. Look for it in the right column in a section called MULTIMEDIA. The link is - Martha Stewart on 'The Early Show' (from CBSNews.com)

Martha's Empire Not Much Affected Yet! - NY Times  
<http://www.nytimes.com/2002/06/25/business/25EMPI.html>

Martha Denies Insider Trading – Forbes  
<http://www.forbes.com/newswire/2002/06/18/rtr635489.html>

Martha still in hot seat in stock sale – San Francisco Examiner  
<http://www.examiner.com/business/default.jsp?story=b.martha.0625w>

Broker Could Burn Martha – NYPost.com  
<http://www.nypost.com/news/nationalnews/51037.htm>

Stewart's Woes Impact Competitors, Licensees – Wall Street Journal  
[http://online.wsj.com/article\\_email/0,,SB1025032634251019440,00.html](http://online.wsj.com/article_email/0,,SB1025032634251019440,00.html)

Martha's Kitchen Gets Red Hot – CBS  
<http://www.cbsnews.com/stories/2002/06/18/national/main512584.shtml>

The Cabbage Salad interview is widely regarded as a PR disaster. Martha abruptly cancelled her next regularly scheduled appearances on CBS' "The Early Show." Also, the Moore College of Art & Design put off an Oct. 4 ceremony to present Stewart its inaugural Visionary Woman Award because of the scandal. The link below is from the NY Daily News . . .  
<http://www.jeffansell.com/Newsletter/BUMPNYDailyMartha02-0702.htm>

Can Omnimedia Survive without Martha?  
<http://www.nypost.com/business/51938.htm>

Fans Back Martha  
<http://www.jeffansell.com/Newsletter/BUMPTStarMartha01-0702.htm>

..... www.jeffansell.com

### \_\_\_ MEASURING THE CEO'S REPUTATION \_\_\_

It's all about reputation. A recent Burson-Marsteller survey asked stakeholders how important CEO reputation is in influencing their decisions.

95% of respondents said CEO reputation impacts their decision to buy company stock. 94% are prepared to believe a company under media pressure - providing the CEO has a good reputation.

Contrast that with a Hill and Knowlton study, conducted with *Chief Executive Magazine*.

A mere 8% of CEO's surveyed feel that a company's stock price is enhanced by its corporate reputation.

Professor Paul Argenti, a reputation expert at Dartmouth's Tuck School of Business tells PR Week Magazine that the study "shows how little CEO's understand about what reputation is worth."

..... www.jeffansell.com

### \_\_\_ WHEN TO USE NEGATIVE WORDS \_\_\_

Often, media coaches tell spokespeople never to repeat negatives. Never is a pretty big word.

A recent story in Newsweek Magazine about the Catholic Church sex scandal featured a quote from Boston area priest James Flavin. In Father Flavin's words, "I wouldn't trust a priest right now, either," adding, "The church screwed up royally."

Sometimes, when the news is so bad or ugly, anything less than the use of negative words can resonate with insincerity.

..... [www.jeffansell.com](http://www.jeffansell.com)

### \_\_\_ DO YOU TRUST THE PRESS? \_\_\_

The Eurobarometer, an annual survey of 15,000 people across the European Union, finds that British papers are only trusted by a "dismal" 20 percent of the population — less than half the European average of 46 percent.

A Fox News poll in the U.S. finds that only 15 percent of us trust the news media "a great deal." Forty nine percent say they trust it "some." The poll also identifies that 30 percent feel the press is biased to liberals, 16 percent say conservatives have the upper hand and 30 percent feel reporting is "balanced."

Read the entire Washington Times article here . . .  
<http://www.washingtontimes.com/national/20020429-2097312.htm>

..... [www.jeffansell.com](http://www.jeffansell.com)

### \_\_\_ IS IT PRUDENT TO CRITICIZE YOUR BOSS IN THE PRESS? \_\_\_

I'm currently reading Bias, by former CBS News correspondent Bernard Goldberg. Bias makes the case that liberal decision-makers distort TV network news. Goldberg especially vilifies Dan Rather, his 20-year colleague, who comes off as vindictive and thin-skinned.

Though we're unlikely to see Bias promoted on network news and talks shows, it begs the question ---- should an organization devote newsprint or airtime to its critics?

The article below from SF Gate - San Francisco Chronicle, gives you an idea of the incestuous nature of journalism. It deals with the hard question of media reporting on media.

Read the whole story here . . .  
<http://www.jeffansell.com/Newsletter/BUMPSFGate0702.htm>

Here's another link well worth a few minutes of your time. It's an excerpt from Ann Coulter's latest best seller, "Slander." Coulter feels American political debate has become increasingly hostile, overly personal (biased) and insufferably trivial.

<http://www.msnbc.com/news/763069.asp>

If you have video access on your computer make sure you also check out the ACTUAL VIDEO FOOTGAE of the interview above by "MSNBC Today" host Katie Couric of Ann Coulter. The link is about halfway down the page under a picture of Coulter. It says "Play Video." When you click the link it might ask you to update your Media Viewer. Say YES, it only takes a few seconds, assuming of course that you already have an active viewer. The quick and automatic update will allow you to see the video as opposed to only hearing the audio portion. This is a very interesting and important interview.

..... www.jeffansell.com

\_\_\_ HOW GEORGE W. BUSH STAYS AHEAD OF THE MEDIA \_\_\_

President George W. Bush occasionally tunes in to Ari Fleischer's daily lunchtime news briefing on CNN. According to Mr. Fleischer, "the practice is useful for the president."

"The briefing is an interesting summary of what issues are before the White House on any given day," Mr. Fleischer said. "The president likes to know what the press is interested in, where they're going, and that way he can stay ahead of them."

Sounds like life imitating art. Who's watching whom?

The link below from the New York Times reveals how the White House leverages media, by accident or with purposeful intent to raise visibility.

Read between the lines and you'll see how both parties use each other to further separate agendas. The odd part is that these well-trained and experienced media manipulators feign oblivion to each other's dance of positioning and one-upmanship. Who's zooming whom?

Marlin Fitzwater, Press Secretary for former President George Bush feels it was the best way for the president to know daily what the public and the press were thinking. Is that an accurate barometer these days? Does the press really know what the public has on its mind? Call me old fashioned – I've always thought the press is supposed to report the facts and leave conclusions up to the public. Hmm.

Click for the New York Times article . . .

<http://www.nytimes.com/2002/07/01/national/01LETT.html>

..... www.jeffansell.com

\_\_\_ BILL CLINTON – MASTER ORATOR \_\_\_

Ex-president Bill Clinton is still making headlines. Regardless of whether you like or dislike him you have to admit he has a way with words second to none. In case you missed this item when it first came out in April, you might get a chuckle, especially in the second last paragraph . . .

[http://extratv.warnerbros.com/dailynews/extra/04\\_02/04\\_26b.html](http://extratv.warnerbros.com/dailynews/extra/04_02/04_26b.html)

..... www.jeffansell.com

\_\_\_ ARE JOURNALISTS REPORTING NEWS DIFFERENTLY? \_\_\_

We live in a world of constant and often unpredictable change.

A number of issues affect how journalists report the news. For example, newspaper and magazine publishers have struggled in vain to play down that they too, like the music and video businesses are in a financial slide. In a past newsletter I explored changes in copyright issues and how the Internet forced change through convergence of publishing and broadcasting. Today I'd like you to consider how these changes affect the motivation of journalists.

Journalists seem to be getting squeezed from all angles. Something has to give, and unless you stay well informed it's likely going to be how your message is reported.

Directly below is a quote from a recent Wall Street Journal article . . .

\_\_\_\_\_

“ ... investors might take solace in the fact that publishers have been around for decades, and unlike other companies that thrived on the dot-com boom or have become hit hard by accounting problems, are likely to be around for more.”

\_\_\_\_\_

I'm not so sure about that prediction. Many technologies we previously relied on now gather dust in the corner. For example the telegraph, vinyl records and now even fax machines are technologies that have been or are being replaced by more efficient tools. Print publications, at least in their present form, may not be too far behind. If publishers can no longer attract advertising dollars how will they survive? Last I heard newspapers weren't charitable organizations.

Read the whole Wall Street Journal article here . . .

[http://online.wsj.com/article\\_email/0,,BT\\_CO\\_20020611\\_004549,00.html](http://online.wsj.com/article_email/0,,BT_CO_20020611_004549,00.html)

..... www.jeffansell.com

\_\_\_ ARE YOU BEING BLOGGED? \_\_\_

What happens when the audience takes over the news?

Audiences are shaping the future of news. Individuals have access to information and they are sharing it with anyone and everyone interested in tuning in. Blog is an acronym for Web Log. A Log is the technical record of who, when and what people are doing on a specific Web site.

The process is called Blogging and it's growing stronger every day. Don't mistake it for a Vanity Site. It's much more serious and is beginning to have incredible impact in boardrooms around the world. Blogging is a process that allows people with almost no technical skills to operate a Web site where the average person can share observations and opinions. The trend is taking off like wildfire. All you have to do is go to a Blog site, find something that interests you and contribute to the conversation. You can also buy a forty-dollar piece of easy-to-use software and start your own Blog, but be careful because they can become popular quickly and consequently demand huge amounts of time to manage.

Basically, it's participatory journalism. The reality is that one person can have a dramatic impact on mass media. Blogging isn't a technological process as much as it is a societal evolution.

What you don't know can hurt you. If your company is the target of a Blog you should know about it. Many companies keep a trained eye on what people say about them online in Blogs. In many cases they even contribute to the conversation. Setting the record straight is critically important.

Excerpt from the American Press Institute . . .

"The value of allowing — even encouraging — readers to extend and enhance a story should be obvious," writes Mindy McAdams, a journalism professor at the University of Florida. "(Participatory) models could work well for news organizations ... but the news organizations would have to allow them to work. To do that, the news organizations would first need to get over the elitism that makes journalists think they can tell the story better than other people in all cases."

Blogging Goes Corporate

<http://www.wired.com/news/culture/0,1284,52380,00.html>

Interested in learning more about Blogging? Click here . . .

<http://www.americanpressinstitute.org/news.cfm?id=625#story1>

Here are a few popular Blog sites.

Online Journalism Revue

<http://www.ojr.org/ojr/future/1021586109.php>

MetaFilter

<http://www.metafilter.com/>

Radio UserLand

<http://radio.userland.com/>

..... www.jeffansell.com

\_\_\_ ART OF WOW --- FOR WOMEN ONLY \_\_\_

Roz Usheroff ([www.Usheroff.com](http://www.Usheroff.com)) and I are having a wonderful time delivering the Art of WOW program!

WOW stands for "Wisdom, Opportunity & Wealth" and is a communications and leadership conference for professional women. In June, Roz and I hosted Art of WOW programs at Chicago's Sutton Place Hotel and Toronto's Four Seasons Hotel and I'm grateful to say the conferences were a great success.

Art of WOW helps women executives project stronger leadership & confidence, especially when they have to speak under fire. The conference is a great way to support the female leadership in your organization!

The next Art of WOW Conference is scheduled November 5-6, 2002 in Toronto. If you're interested in attending, please email my associate Shoana Martin at [shoana@jeffansell.com](mailto:shoana@jeffansell.com) or call 416 413 9660.

Click for more info . . .

<http://www.jeffansell.com/newsansell.htm#wow>

..... [www.jeffansell.com](http://www.jeffansell.com)

\_\_\_ WOW – YOU'VE COME A LONG WAY BABY! \_\_\_

It wasn't so long ago that women struggled to make their mark alongside men in the business world. WOW have things changed!

My associate Shoana received the piece below from a friend in HR. It's a 1943 Guide to Hiring Women and was published in the July 1943 issue of Transportation magazine. The piece is serious and was written for male supervisors of women in the workforce during World War II only 58 years ago!

Remember, I'm just reporting the facts from a bygone era . . . here goes

Ten Tips on Getting More Efficiency Out of Women Employees:

There's no longer any question whether transit companies should hire women for jobs formerly held by men. The draft and manpower shortage has settled that point. The important things now are to select the most efficient women available and how to use them to the best advantage. Here are eleven helpful tips on the subject from Western Properties:

1. Pick young married women. They usually have more of a sense of responsibility than their unmarried sisters, they're less likely to be flirtatious, they need the work or they wouldn't be doing it, they still have the pep and interest to work hard and to deal with the public efficiently.
2. When you have to use older women, try to get ones who have worked outside the home at some time in their lives. Older women who have never contacted the public have a hard time adapting themselves and are inclined to be cantankerous and fussy. It's always well to impress upon older women

the importance of friendliness and courtesy.

3. General experience indicates that "husky" girls - those who are just a little on the heavy side - are more even-tempered and efficient than their underweight sisters.

4. Retain a physician to give each woman you hire a special physical examination - one covering female conditions. This step not only protects the property against the possibilities of lawsuit, but also reveals whether the employee-to-be has any female weaknesses, which would make her mentally or physically unfit for the job.

5. Stress at the outset the importance of time; the fact that a minute or two lost here and there makes serious inroads on schedules. Until this point is gotten across, service is likely to be slowed up.

6. Give the female employee a definite daylong schedule of duties so that they'll keep busy without bothering the management for instructions every few minutes. Numerous properties say that women make excellent workers when they have their jobs cut out for them, but that they lack initiative in finding work themselves.

7. Whenever possible, let the inside employee change from one job to another at some time during the day. Women are inclined to be less nervous and happier with change.

8. Be reasonably considerate about using strong language around women. Even though a girl's husband or father may swear vociferously, she'll grow to dislike a place of business where she hears too much of this

9. Be tactful when issuing instructions or in making criticisms. Women are often sensitive; they can't shrug off harsh words the way men do. Never ridicule a woman - it breaks her spirit and cuts off her efficiency.

10. Give every girl an adequate number of rest periods during the day. You have to make some allowances for feminine psychology. A girl has more confidence and is more efficient if she can keep her hair tidied, apply fresh lipstick and wash her hands several times a day.

..... www.jeffansell.com

## \_\_\_ WOMEN SHATTER GLASS CEILING \_\_\_

"People expect finance directors to be men. They have a blind faith that men are better at managing financial matters. The fact is women are very, very good at managing money." - Rufus Olins, editor-in-chief of Management Today.

Women are shattering the infamous glass ceiling at record speed. Here's an interesting take and long list of powerful women executives published at The Independent.

[http://news.independent.co.uk/business/news\\_analysis/story.jsp?story=300](http://news.independent.co.uk/business/news_analysis/story.jsp?story=300)

..... [www.jeffansell.com](http://www.jeffansell.com)

## \_\_\_ VIEWPOINT \_\_\_

Without question the Internet is having a dramatic impact on the publishing business. When forced, publishers reluctantly admit that the Internet is one of the causes of lower advertising revenue for newspapers and magazines. Internet readership has increased across the board and as it goes up advertising revenues at traditional publishers move down. The increase of Internet usage over the last twelve months is astounding. I placed a link at the end of Viewpoint if you're interested in a few numbers.

The Internet is affecting all media in a variety of ways. So much so that newspapers and television are even adopting Website layout and graphic styles. For example, more and more newspapers highlight features using pseudo-links on main pages and TV compartmentalizes info into cubes and scrolling marquees. These strategies come straight from the Net. More importantly, the Internet is forcing a new awareness of corporate and journalistic integrity. It's too easy today for the average person to compare notes and check facts. We are smarter info consumers.

Does this affect how your story is reported in the media? Definitely. The growing trend is cross-pollination. It means you have to be aware of all your options and leverage each media to put yourself in the best light. The trend is chaotic to be sure and if you recognize the interrelation you will be a step closer to getting your message out accurately and with greater impact.

The music business has struggled for many years with fractured markets. It used to be we only had a few main choices - classical, country and rock. Now the market is so segmented that we break down each of the three categories above into sometimes twenty flavors. The same thing is happening in the general media. Consumers have become specialists and broadcasters and publishers are rising to the challenge. We now have twenty-four hour news, specialty documentaries, live news updates, extremely specialized Internet newsletters and of course, Blogs. Though no one knows where it's all going, we do know it's harder every day to stay on top of it. If you don't have experience or proper media coaching you are bound to make mistakes that could prove harmful to your company or your career.

TV network numbers are dropping rapidly too. The following is a Reuters quote from Ken Auletta author of the book "Three Blind Mice: How the TV Networks Lost Their Way."

"Internally, he says, "powerful anchors can lobby network business executives on behalf of news, while externally, they are the public faces that attract viewer loyalty.

"With a large audience, you are an icon. When you begin to lose that audience, will you lose your authority?" he said.

Their decline puts network news itself in peril, he says."

Interested in Internet growth and how it affects media?  
Check out this article from DMNews. . .  
[http://www.dmnews.com/cgi-bin/artprevbot.cgi?article\\_id=20681](http://www.dmnews.com/cgi-bin/artprevbot.cgi?article_id=20681)

Media Monopoly – CJR, Columbia Journalism Review  
<http://www.cjr.org/year/02/3/gralnick.asp>

Online newspapers: Are they helping or killing their print parents?  
American Press Institute  
<http://americanpressinstitute.org/news.cfm?id=625#story3>

..... www.jeffansell.com

\_\_\_ CULTURE IS KING \_\_\_

Excerpt from Execuinsider.com . . .

“Attitudes are changing rapidly and recognizing the need to prepare employees to deal effectively with the media should be at the top of the list. When a catastrophic situation arises, news media wastes no time sending out an army of journalists to uncover information. You never know whom they will call for a quote. In the past, information often came from the president of the company or the PR department. Today, anyone connected with the organization, even remotely, is a source and a target. In fact a common investigative tactic is to work from the ground up by gathering information from the trenches and then springing it on the president on camera. It's hard to remain composed when you get caught contradicting quotes from your CFO.”

Read the whole article here at Execuinsider.com  
<http://www.area46.com/Execuinsider/CaseStudies/CultureIsKing.html>

..... www.jeffansell.com

That's it for this addition. Hope you found it informative and valuable.

I'm Jeff Ansell,

Be well

---

DON'T FORGET TO PRINT THIS NEWSLETTER.  
Read it on the train or at home.

Check into my News & Views site for updates between Newsletters.  
<http://www.jeffansell.com/newsansell.htm>

\_\_\_\_\_ Forward News & Views to a friend or colleague \_\_\_\_\_

News & Views comes to you free of charge as a service of Jeff Ansell & Associates. The links and information provided in this Newsletter are for reference only. We cannot guarantee the accuracy of the sites you link to from this Newsletter and cannot be held liable under any circumstances including, but not limited to viruses, worms or anything unforeseen or out of our control, etc.

Jeff Ansell & Associates  
69 Yorkville Avenue, Suite 300, Toronto, Ontario  
CANADA M5R 1B8

(416) 413-9660, Copyright 2002 Jeff Ansell & Associates Inc.

---

Produced by Area46 Media Communications – [www.Area46.com](http://www.Area46.com)