

The background is a solid dark red color. In the four corners, there are decorative elements consisting of thin, light orange lines that resemble circuit traces or a network diagram. These lines connect to small, light orange circles, creating a sense of connectivity and technology.

EXPLORING OPPORTUNITIES TO WORK COLLABORATIVELY

GIST

NOVEMBER 2015

FIRST, IS ANYONE LISTENING?

MORE AND MORE WE MULTI-TASK

WE ARE ON MULTIPLE DEVICES OR ARE OTHERWISE
DISTRACTED WITH PERSONAL CONCERNS

WE ARE INUNDATED EVERY DAY WITH INFORMATION THAT
CAUSES DISTRESS, ABOUT WHICH WE CAN DO VERY LITTLE

WE HAVE LOTS OPINIONS AND THINK WE ARE RIGHT

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SO, HOW DO WE HELP OTHERS:

BE OPEN TO CHANGING THEIR POINT OF VIEW

FEEL MORE EMPATHY FOR OTHERS <NOT LIKE
THEM>

TRUST THEY CAN MAKE A DIFFERENCE

DO THEIR PART TO HELP OTHERS

The image features a dark red background with white, stylized circuit board traces in the corners. The traces consist of lines and small circles, resembling electronic components or data paths. The main text is centered and reads:

HOW CAN WE LEARN FROM
OUR SPEAKERS TO HELP
MORE PEOPLE ACHIEVE
OPPORTUNITY AND
ECONOMIC SECURITY?

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ASK
NONTRADITIONAL
ALLIES WHAT THEY
THINK

~ SANDY AMBROZY

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BE A DEVIL'S ADVOCATE

~SANDY AMBROZY

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ASK FOR BAD NEWS

~SANDY AMBROZY

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LOOK AT TRENDS,
NOT INDIVIDUALS

~SANDY AMBROZY

TO REBUILD TRUST IN
GOVERNMENT,
TALK ABOUT REFORM

~ANNA GREENBERG

DON'T BE ARIAL BLACK,

BE HELVETICA BOLD

~ALAN JENKINS

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CREATE CULTURAL COMMON SENSE

~MEG BOSTROM

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LEAD, DON'T FOLLOW

~MEG BOSTROM

SUPPORT STRATEGIC COMMUNICATION PLANNING

*OTHERWISE IT IS JUST A BLOG HERE AND A
TWEET THERE*

~ANA YANEZ-CORREA

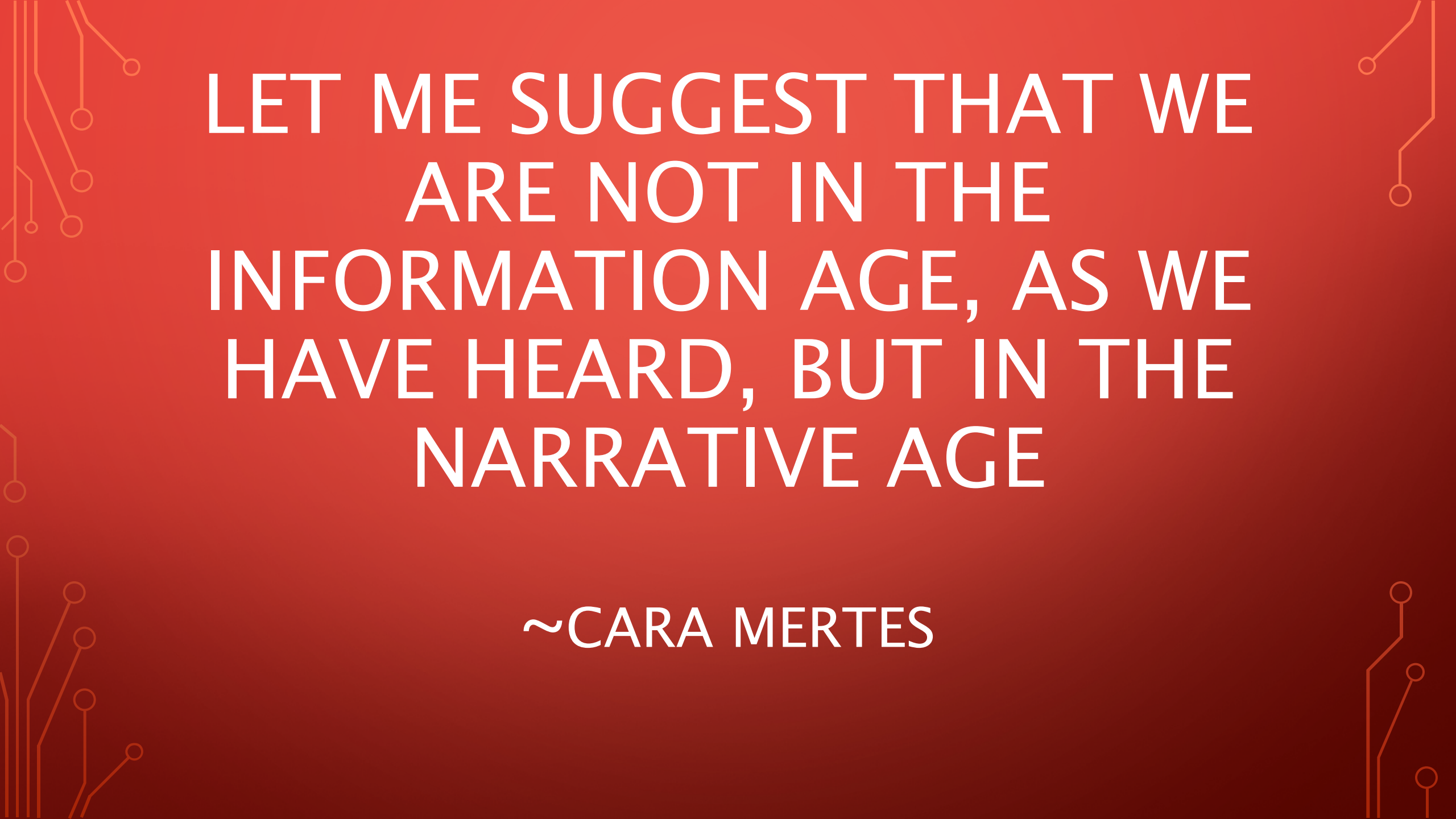
The background is a solid dark red color. In the four corners, there are decorative elements consisting of thin, light red lines that resemble circuit traces or neural pathways. These lines connect to small, light red circles, creating a network-like pattern. The main text is centered and written in a bold, white, sans-serif font. The word 'COMMUNICATION' is on the top line, 'MUST CREATE' is on the second line, and 'EMPATHY' is on the third line. The word 'EMPATHY' is underlined with a thin white horizontal line.

COMMUNICATION
MUST CREATE
EMPATHY

~CRISTINA JIMENEZ

VOTERS NEED A PATH OF
BREADCRUMBS TO CONNECT
THE DOTS BETWEEN STATE
BUDGETS AND ISSUES THAT
AFFECT THEIR LIVES

~ CAROL HEDGES

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LET ME SUGGEST THAT WE
ARE NOT IN THE
INFORMATION AGE, AS WE
HAVE HEARD, BUT IN THE
NARRATIVE AGE

~CARA MERTES

DISTRESS + EMPATHY
=

SOCIAL ACTION

~ PAUL ZAK

CONSIDER THE IMPACT YOU
COULD HAVE IF YOU
EMBEDDED YOUR SOCIAL
ISSUE IN AN EPISODE OF
DESPERATE HOUSEWIVES...

~CATY BORUM CHATTOO

CULTURE TRUMPS POLITICS

SO FUND CULTURE

~FAVIANNA RODRIQUEZ

A decorative background featuring a light orange circuit board pattern with lines and nodes, set against a dark red gradient.

REMEMBER.....
WHEN LADY GAGA
TWEETS, SHE
REACHES 39 MILLION
PEOPLE!

~VINCE STEHLE

THE FIGHT IS NEVER
ABOUT THE LETTUCE.
IT IS ALWAYS ABOUT
THE PEOPLE

~CESAR CHAVEZ

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THE NUMBER OF FAMILIES
LIVING ON \$2.00 A DAY IN
AMERICA HAS SKYROCKETED.

~ KATHY EDIN

ASK YOURSELF –
WHOSE CAPACITY
ARE WE BUILDING TO
DO THIS WORK ?

~JOSEPH PHELAN

SOMETHING SMALL SCALE –
WHEN COMBINED WITH
COMMUNICATION – CAN
LEAD TO A BIG IMPACT

~ SALLY KOHN

THINK ABOUT APPROACHES
THAT ARE WITH AND BY THE
PEOPLE AND NOT JUST FOR
THE PEOPLE

~CLARISSA MARTINEZ DE-CASTRO

BE AWARE OF WHAT IS ALREADY
THERE

IF YOU WANT TO BUILD A
SIDEWALK, FIRST LOOK FOR WHERE
THE GRASS IS ALREADY WORN.

~CLARISSA MARTINEZ-DE-CASTRO

FEED PEOPLE FISH
WHILE YOU TEACH
THEM TO FISH

~LYNN FAHSELT

WHAT IS OUR VOICESHARE OF THIS
ISSUE ?

ARE OUR GROUPS ON MESSAGE ?

IS IT MAKING A DIFFERENCE ?

~LYNN FAHSELT

The image features a dark red background with white, stylized circuit board traces in the corners. The main text is centered and reads:

THE NEW MEDIA
LANDSCAPE IS DIFFERENT
AND EXCITING AND HAS
MANY OPPORTUNITIES

~ROBERT SHULL

WE ARE COMMITTED TO TELLING
STORIES THAT NEED TO BE TOLD.
AND MONEY IN POLITICS AND
ENVIRONMENT STORIES ARE
PROFOUNDLY LINKED TO POOR
PEOPLE AND INEQUALITY

~PETER BALE

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GET INFORMATION TO
WHERE PEOPLE ARE AND
MAKE IT EASY FOR THEM
TO FIND AND USE

~LYNETTE CLEMETSON

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INCREASING IMPORTANCE OF NARRATIVE AND TELLING NEWS THROUGH INDIVIDUAL VOICES

~LYNETTE CLEMETSON

PEOPLE WANTED TO KNOW
WHAT WAS HAPPENING AFTER
THE BOSTON BOMBING AT THE
SAME TIME THEY WANT TO
KEEP UP WITH THE
KARDASHIANS

~JOHN STANTON

THINK OF THE PICTURE OF THE
CHILD THAT DROWNED
ESCAPING SYRIA. IN A MOMENT
IT WAS SEEN AROUND THE
WORLD. A SINGLE PICTURE
CHANGED THE GLOBAL
CONVERSATION.

~ JOHN STANTON