



In Los Angeles, dog and cat overpopulation tends to be heaviest in low-income neighborhoods. Campaigns featuring Betty White holding a kitten or with clever slogans such as “Desex and the City” just aren’t going to fly with the mostly African American and Latino pet owners in these communities. So in May 2004, the Sam Simon Foundation launched the “Yo, Dawg! Neuter Your Dog!” campaign to speak loudly and clearly to this critically important audience.

## Campaigns We Love

Known best for his work on *Cheers*, *It’s Garry Shandling’s Show*, and *The Simpsons*, Simon started his foundation in 2003 with the mission of “saving the lives of dogs to enrich the lives of people.” Simon is also the manager of WBO Heavyweight Champion Lamon Brewster, so it was a short leap to engaging Brewster and other boxing stars (such as Laila Ali, pictured at right) in the “Yo, Dawg!” campaign.

The foundation operates a mobile spay/neuter clinic to service communities that respond to the ads (which are

appearing in bus shelters and on billboards in targeted neighborhoods), and according to Rachel Paap, director of community programs, the mobile clinic is consistently booked a solid month in advance. That’s a good indicator of success, as well as a reminder that when it comes to public campaigns, the truly clever slogan is the one your audience responds to. ■

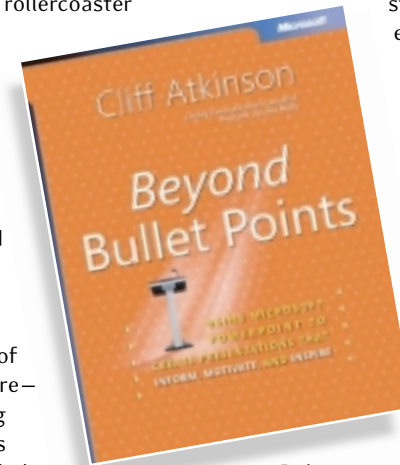


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How can PowerPoint, which usually turns presentations into a deadly spray of bullets, help you tell compelling stories? Cliff Atkinson has found a way.

Like so many other bright and hopeful thirtysomethings living in California at the turn of the millennium, Cliff Atkinson rode the Internet rollercoaster through many exhilarating highs and stomach-churning lows. When he finally stepped off in 2001, he was filled with emotions—disgust at the wretched excess he had seen, fear of an uncertain future—as well as a strong desire to share his story. So he decided to produce a music video.

But he did have PowerPoint, and Atkinson felt this was the perfect medium for combining images, words, and music into a personal statement about his experiences. While his finished product never found a wide audience, the process of creation ultimately set Atkinson on a path that now puts him in front of large audiences around the U.S.



“I’ve always looked at PowerPoint from a completely different perspective,” says Atkinson, and his new book, *Beyond Bullet*

*Points*, was written to help others see what he sees. Most notably, Atkinson views PowerPoint as a tool for telling stories, and his book features a Story Template that can help you create more engaging presentations without, believe it or not, a single bullet. ▶

“I didn’t know much about using film,” Atkinson recalls, “I didn’t even have a digital camera.”

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Newsletter edited by Carolyn Ramsay.



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3250 wilshire boulevard, suite 1400  
los angeles, ca 90010

