

# 7/14

It's not just for Bastille Day anymore.

Instead of marking the day by eating French toast or surrendering to your more aggressive neighbors, set aside some time to celebrate something truly historical—the debut of The Goodman Center.

Visit [thegoodmancenter.com](http://thegoodmancenter.com) and check out the new online courses we'll be offering starting in September. You'll also find great books, publications, and other resources you can download—all free.

The Goodman Center is a partnership between me and Lipman Hearne, some very smart communicators who are also dedicated to helping you reach more people with greater impact. Visit The Goodman Center. *Vive l'Internet!*



A partnership of Lipman Hearne and Andy Goodman



**a goodman**

GOOD IDEAS FOR GOOD CAUSES

444 north larchmont blvd, suite 102  
los angeles, ca 90004

Free-range thinking™ is a monthly newsletter for public interest groups, foundations, and progressive businesses that want to reach more people more effectively. For a free subscription, send your request to: [andy@agoodmanonline.com](mailto:andy@agoodmanonline.com) or call 323.464.3956. Back issues are available on the web at [www.agoodmanonline.com](http://www.agoodmanonline.com).

*Free-range thinking™ is written by Andy Goodman and edited by Lori Matsumoto.*

# free-range thinking



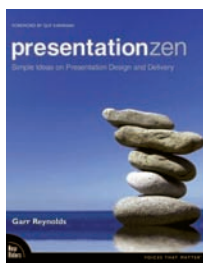
## The 9th Annual SUMMER READING LIST

Brainless blockbuster movies. Ridiculous reality TV shows. And it seems like every email you send gets the automated reply, "I'll be on vacation until...." Yes, summer is upon us once again, so as you head for the beach, mountains, or just a shady spot in the backyard, here are a few good books to bring with you.

### Presentation Zen

Garr Reynolds  
(New Riders © 2008)

As the author of a book on presentations, I'm a little sensitive when someone tells me about "a great new book" on the subject, but *Presentation Zen* lives up to the hype. Chapter 6 is especially noteworthy for how clearly and concisely it reviews the basic principles of graphic design and applies them to the creation of PowerPoint slides. Some of the Zen-themed writing did wear on me, though: "So, what's the conclusion?" Reynolds writes at one point. "The conclusion



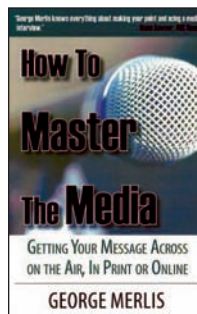
is there is no conclusion." That made me wonder if Reynolds hadn't hired Mr. Miyagi as a ghostwriter, but then I took a deep cleansing breath and kept reading. I suggest you do the same.

► A key tenet of the Zen aesthetic is *kanso* or simplicity. In the *kanso* concept, beauty and visual elegance are achieved by elimination and omission. Says artist, designer and architect, Dr. Koichi Kawana, "Simplicity means the achievement of maximum effect with minimum means." When you examine your visuals, then, can you say that you are getting maximum impact with a minimum of graphic elements, for example?

### How to Master the Media

George Merlis  
(Jaand Books © 2007)

Subtitled "Getting Your Message Across on the Air, In Print or Online," Merlis' book is a thorough, step-by-step guide for anyone who will ever face a reporter with a recorder.

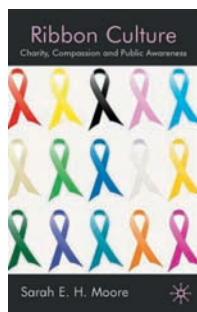


And Merlis certainly knows the terrain, having produced "Good Morning America" and "The CBS Morning News" and worked with such media legends as Bill Moyers, Ted Koppel and Diane Sawyer. Worksheets in the back of the book let you take Merlis' lessons and apply them as you prepare for your next interview, making the book a practical working tool.

► In electronic media the listener or viewer doesn't have the advantage that a newspaper or magazine reader has – the ability to go back and revisit a line or a paragraph. I call this the reread factor. So in broadcast interviews it is vital that you get the most important elements up front to set the audience's mental agenda.

### Ribbon Culture: Charity, Compassion and Public Awareness

Sarah E.H. Moore  
(Palgrave MacMillan © 2008)



Add Moore's book to your list with two caveats: first, at \$54 for a small hardback weighing in around 150 pages, it's no bargain. And second, Moore is a research assistant at the University of Kent, and she writes like

one. If you simply want to understand why people wear ribbons and how this form of visual awareness might help your cause, you have to sift through a lot of "theoretical

frameworks" and "commodifications of compassion" to get there. But the destination is ultimately worth the journey, because if you have, in fact, considered investing in ribbons, wristbands, and the like, Moore's research may convince you that there's a lot less there than you thought.

► Sponsored by companies, widely seen as a fashion accessory, the ribbon campaigns helped carve out a market in showing empathy. In this context, it was perhaps unsurprising that so many of my interviewees saw the ribbon as a disposable fashion accessory: eight out of my twenty interviewees commented that their decision to wear the ribbon was connected to whether or not the emblem matched the coat they wore.

### Here Comes Everybody: The Power of Organizing Without Organizations

Clay Shirky  
(Penguin Press © 2008)

You know that social networking is all the rage, and if you don't have a Facebook page, you've probably joined a LinkedIn network or two by now. But if you still have trouble telling Flickr from Twitter, it's time to pick up Shirky's book and get completely up to Internet speed. Shirky teaches at NYU's Interactive Telecommunications Program and has consulted for Nokia, Procter and Gamble, and even the United States Navy. For public interest communicators seeking a better understanding of the immense potential of social networks, *Here Comes Everybody* is an entertaining, fast-paced, and not-too-deep-dive that may change the way your organization uses the web.

► Within minutes of the bombs going off in the London transit system, someone created a Wikipedia page called "7 July 2005

London bombings." The article's first incarnation was five sentences long and attributed the explosions to a power surge in the Underground, one of the early theories



floated before the bus bombing was linked to the Underground explosions. What was conceived as an open encyclopedia in 2001 has become a general-purpose tool for gathering and distributing information quickly....

### Not Quite What I Was Planning

Edited by Rachel Fershleiser and Larry Smith  
(Harper Perennial © 2008)

The subtitle says it all: "Six-Word Memoirs by Writers Famous and Obscure." In November 2006, *Smith Magazine* challenged readers to submit memoirs that redefined the word "concise," and the entries flowed in. The book is a fun read and will make you smile



("Became my mother. Please shoot me."), sigh ("I still make coffee for two."), and wonder about the rest of the story ("After Harvard, had baby with crackhead.") If you've ever complained about a word limit, this one's for you.

► Brought it to a boil, often.  
(Mario Batali)

*Revenge is living well, without you.*  
(Joyce Carol Oates)

*Well, I thought it was funny.*  
(Stephen Colbert)