



14th Annual Summer Reading List

No books to recommend this year, but here are three websites that provide invaluable resources for public interest communicators.

Smart Chart 3.0

Communications campaign planning is rarely an easy process. If the budget isn't too small, the deadline is too tight - and even on those rare occasions when both time and money are in sufficient supply, you still must answer some daunting questions. Who is your primary target audience? How do they see this issue, and how will you reach them with your message?

In the heat of such planning, many good causes make a common mistake. "The tendency is always to start with tactics and work backwards from there," says Kristen Grimm, President of Spitfire Strategies. So, to help nonprofits and foundations stay focused, Spitfire Strategies created the Smart Chart in 2003.



SMART CHART 3.0

Ten years down the road, [Smart Chart 3.0](#) remains a powerful planning tool,

whether you're simply writing a press release or planning an elaborate multimedia campaign. And best of all, it's free!

Speaking

Alltop describes itself as "an online magazine rack for your favorite topics," and promises to deliver "aggregation without aggravation." When it comes to information for presenters, Alltop delivers.

At speaking.alltop.com you'll find dozens of links to websites and blogs about public speaking, presentation structure and delivery, PowerPoint and related design tools, as well as top-notch experts such as Garr Reynolds (author of Presentation Zen.)

July 2013

Your Summer Reading List

Three picks to click.

How to Improve Your Webinars

The secret is inside your radio.

Welcome Celia Hoffman

And farewell to Lori Matsumoto.



About Us

free-range thinking is written by Andy Goodman and edited by Celia Hoffman. To read back issues, download free

The site also offers a very useful feature for visitors: as you move your cursor over each link, a pop-up box appears offering a brief excerpt from the linked page. Whether you're a seasoned speaker or a shaking-in-your-boots newbie, this site has plenty of useful tips for you.



publications, and to learn more about our work, please visit www.agoodmanonline.com and www.thegoodmancenter.com.

To reach Andy directly, please call (323) 464-3956 or send an email to andy@agoodmanonline.com.

Families USA Storybank

Since 1982, FamiliesUSA has been fighting for high-quality, affordable health care for all Americans. As part of this effort, the nonprofit has collected over 900 stories of individuals and families that put human faces on this issue. These stories are provided to journalists looking for local angles, to congressional staff who want to see the impact in their districts, and to administration officials who need reminders of the need for affordable health care.



If your organization is serious about storytelling, you should have a storybank as well, and Families USA provides excellent advice on how to start one. Visit their website

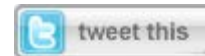
and click on their ["Tell Us Your Story"](#) section to see how the organization collects stories from site visitors. This page also provides a link to a storybank brochure, which provides greater detail on how the bank was created and is maintained.

You may also want to consult the [June 2012](#) issue of free-range thinking in which we interviewed Elizabeth Prescott, who supervised the FamiliesUSA storybank for five years, and who shared her insights on what it takes to get one started.

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444 North Larchmont Blvd.,
Suite 102

Los Angeles, CA 90004
323.464.3956

How to Improve Your Webinars

Join our "Webinar on Webinars" July 19th and find out why a good webinar may be more like talk radio than anything else.

When I first started attending webinars, I was probably just as bored as you. But as the host/teacher droned on, I started to notice a few things. Having worked in talk radio earlier in my career, I started to see distinct similarities between the webinar format and a talk radio show.

Later on, as I began developing webinars to teach at The Goodman Center, I incorporated some of the principles that have been proven to make talk radio engaging. As a result, our webinars receive consistently high marks, and good causes that frequently conduct webinars of their own have asked me to teach these techniques to them.

We've condensed those lessons into a one-hour class open to the public. In "The Webinar on Webinars," you'll learn:

- How to keep participants engaged from beginning to end
- The fine details of creating a good online experience

- How to use your two assets (voice and visuals) to maximum advantage
- What else we learned from talk radio that makes webinars even better



To learn more about "The Webinar on Webinars" and to register online for our July 19th class (11a-12n PT, 2-3p ET), [click here](#).

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Welcome Celia Hoffman

And farewell to Lori Matsumoto

After 7 years of outstanding service, my associate, Lori Matsumoto, has moved on to an exciting new opportunity with Cinefamily, a nonprofit serving movie-lovers in the LA area. I know you'll join me in wishing her well and thanking her for all her good work during her time here.

We're delighted to welcome Celia Hoffman, who joins us on July 15th as Associate Director of The Goodman Center. Celia has been exploring her interest in communication in its various forms for the last ten years. At Clark University, she investigated the fragmentation of narrative through perception.

After graduating college, Celia worked in marketing at an architecture firm and became increasingly curious about visual communication. Over the next several years, she worked as a freelance graphic designer while also writing and illustrating an autobiographical graphic novel.

Most recently Celia has been interested in the intersection of communication and play. She developed the game GLYPHiTS and, through Kickstarter, sold it to people all over the world. GLYPHiTS is a set of illustrated magnets that allow people to communicate entirely through pictures. In her spare time she is hard at work on her next project, an illustrated book of parlor games.



Celia Hoffman

Please join me in welcoming Celia Hoffman to The Goodman Center!

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