

The Red Letter



I Give You My Words

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fredricks@qwest.net
www.fredrickscommunications.com

by Martin "Red" Fredricks
701-492-2911

Telly Awards! FredComm Contributes to Winning Video

Fredricks Communications developed the concept and script for a video that has won two Bronze Tellys in the 28th Annual Telly Awards.

The winning video, "Bringing Something Heavy," is an internal piece created by Jubae Design, Fargo, for DMI Industries, West Fargo, N.D. It won as a non-broadcast production in the "Employee Communications" and "Training for Corporate Use" categories. Kim LePage Briss, Jubae, managed the project and was the video's producer. Sundog Studios, Fargo, handled cinematography and production.

Congratulations to DMI, Jubae and Sundog!

The Telly Awards, founded in 1978, honor outstanding local, regional and cable television commercials and programs, video and film productions. They showcase the best work of the most respected advertising agencies, production companies, TV stations, cable operators and corporate video departments in the world.

Entries do not compete against one another. Rather, judges rate each entry on a 10-point scale. Entries with a score of 9.0 or higher earn a Silver Telly, and those with an average score of 7.0 to 8.9 are awarded a Bronze Telly.

Telly judges are advertising, production and other creative professionals from all regions of the United States who previously have won a Silver Telly Award. Each year, they review approximately 13,000 entries from all 50 states and many foreign countries. For more information: www.tellyawards.com.

Great Leadership

According to the National Institute of Business Management, there are eight keys to being a great leader:

Absolute Integrity – Keep promises and let actions illustrate your character.

Know Your Stuff – Understand the business and be good at it.

Declare a Vision – Have a plan for your organization and communicate it succinctly.

Uncommon Commitment – Be viciously aggressive in pursuit of the vision.

Expect Results – Convey confidence in your people and they'll perform.

Put People First – Stand up for those who do the work.

Sacrifice "Me" – Company and employees before self.

Be the Front Man – Take responsibility when things go wrong, but share credit and praise when it comes along.

The problem is never how to get new, innovative thoughts into your mind, but how to get old ones out. – Dee Hock

The Good Word

The Media Is...Not

The word is plural.

A newspaper *is* a print medium, television *is* a broadcast medium and so *is* radio. Together, they all *are* news media.

To some, a fortune teller is a medium. Even black velvet is a medium, especially if you're talking about Elvis being sold on a street corner.

While one should never say "The media is here" to indicate several reporters have shown up for a press conference,

it might be correct to say "The media have not done a good job of giving us the whole story."

If you're Elvis you can say whatever you like and get away with it, especially if you're speaking through a medium. Just don't expect the media to report that unless it's April 1.