

The Red l e t t e r



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I Give You My Words

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by Martin “Red” Fredricks

FREDRICKS WINS SEVEN FIRST PLACE AWARDS IN NDPC CONTEST

Martin Fredricks, owner of Fredricks Communications in West Fargo, won seven first place awards in the 2004 North Dakota Professional Communicators (NDPC) contest.

The annual contest recognizes excellence in communications among NDPC members. Awards for 2004 were announced at an NDPC luncheon Saturday, June 5 in New Town, N.D. Fredricks’ first place awards include:

- *Single Radio Commercial Built Around One Subject* – “Scales,” University of Mary.
- *Single Television Commercial Built Around One Subject* – “Dead Uniform,” Statewide Public Education Task Force on Tobacco.
- *Public Service Campaign* – “Spirit Lake Tribe ‘Hold Them Sacred’ Campaign,” Statewide Public Education Task Force on Tobacco.
- *One- to Three-Color Brochure* – “Fundraising Brochure,” Fargo Moorhead Area Youth Symphonies.
- *Four-Color Brochure* – “Strategic Business Relationships Brochure,” Border States Electric.
- *Direct Mail Marketing* – “Eggs,” GL Ness Inc.
- *Single News Release* – “Post-Campaign Research Release,” Statewide Public Education Task Force on Tobacco.

Fredricks completed work for all entries while employed at GL Ness, an integrated marketing communications firm in Fargo. These awards honor the contributions of the entire GL Ness team.

CyberFredComm, Part II

The temp. page is retired, and fredrickscommunications.com is up and running. Everything you want to know about FredComm is there:

- FredComm services
- What FredComm is capable of doing for your business or organization
- FredComm Portfolio
- The Red letter archive
- The Red letter blog portal
- Map of coffee shops where we can meet

Plus, there’s fun word stuff, like the Word of the Day and Comm. Tip of the Week. Coming soon to “Words at Play” are:

- Weekly Crossword
- Weekly Jumble
- Daily Irish Proverb/Blessing

See you in cyberspace.

Proper words in proper places make the true definition of style. – Jonathan Swift

The Good Word

Activate Your Communications

Compelling writing is active. Sentences with passive verbs lose their punch... and their sell. Besides, if you’re passive about what you do, how can your prospects be otherwise?

- *Active* – ACME delivered the widgets on time and under budget.
- *Passive* – The widgets were delivered on time and under budget.

Your organization is missing, unknown unless you add a phrase – “...by ACME.” Keep yourself as the focus of positive action, the subject that does something great. Use action to create action.
