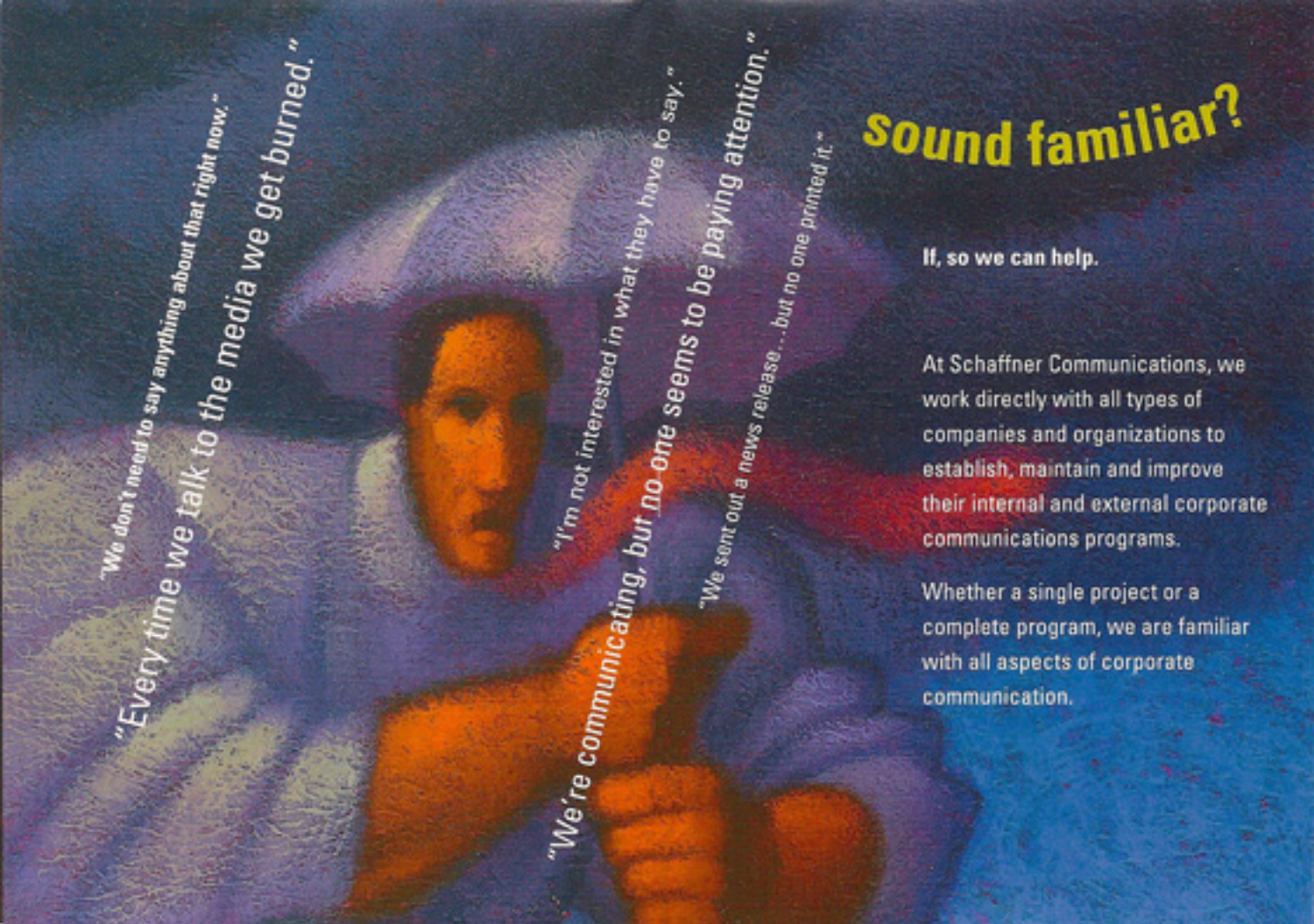


If your corporate communications program
isn't improving your business,

maybe you're not saying the right things...





*"We don't need to say anything about that right now."
"Every time we talk to the media we get burned."*

*"I'm not interested in what they have to say."
"We're communicating, but no one seems to be paying attention."*

"We sent out a news release...but no one printed it."

Sound familiar?

If, so we can help.

At Schaffner Communications, we work directly with all types of companies and organizations to establish, maintain and improve their internal and external corporate communications programs.

Whether a single project or a complete program, we are familiar with all aspects of corporate communication.

Contact Schaffner Communications, Inc. for effective communication strategies that are designed to improve the overall performance and success of your company.



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Seven Warning Signs of a Breakdown in Communication

1. "We're communicating, but no one seems to be paying attention."

If a newspaper carries news stories that aren't relevant to anyone, no one will read it. Companies and their communication programs are no different. Communication programs must be strategic — aligned with the business issues facing the company. If the messages aren't strategic in nature, no one will pay attention, or care.

2. "I'm not interested in what they have to say."

Audiences are more receptive if they are part of the communication process and not just recipients of the message. Companies must do more than just listen — they must actively respond to suggestions and ideas that are generated via feedback programs.

3. "Every time we talk to the media we get burned."

Companies that dig foxholes and wait for the media to arrive often provoke a needless adversarial confrontation. Companies that build bridges to media personnel often find they can effectively conduct business on neutral or friendly ground.

4. "We sent out a news release... but no one printed it."

Effective communication results from the time-honored principles of immediacy, repetition and frequent updates. Communication is a process — not an event.

5. "The left hand doesn't know what the right hand is doing."

When roles and responsibilities for communication are unclear, messages often miss their targets or, in some cases, are never even sent. In order for corporate communication to be effective, everyone must understand their role in the overall process — be it creating, transmitting, receiving or reacting to the message.

6. "Let's reduce costs by cutting the communications budget."

When money is tight or the pressure is on, don't eliminate your "lifeline" to customers, employees or other important audiences at a time when you need it most. When things go wrong, you should be communicating to these audiences more, not less.

7. "We don't need to say anything about that right now."

There is a good reason why popular movies are previewed well in advance of their theatrical release — to get the audience interested in the picture. Employees, customers and suppliers will pay more attention to what you have to say if you get their interest at an early stage and keep them informed throughout the process.



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