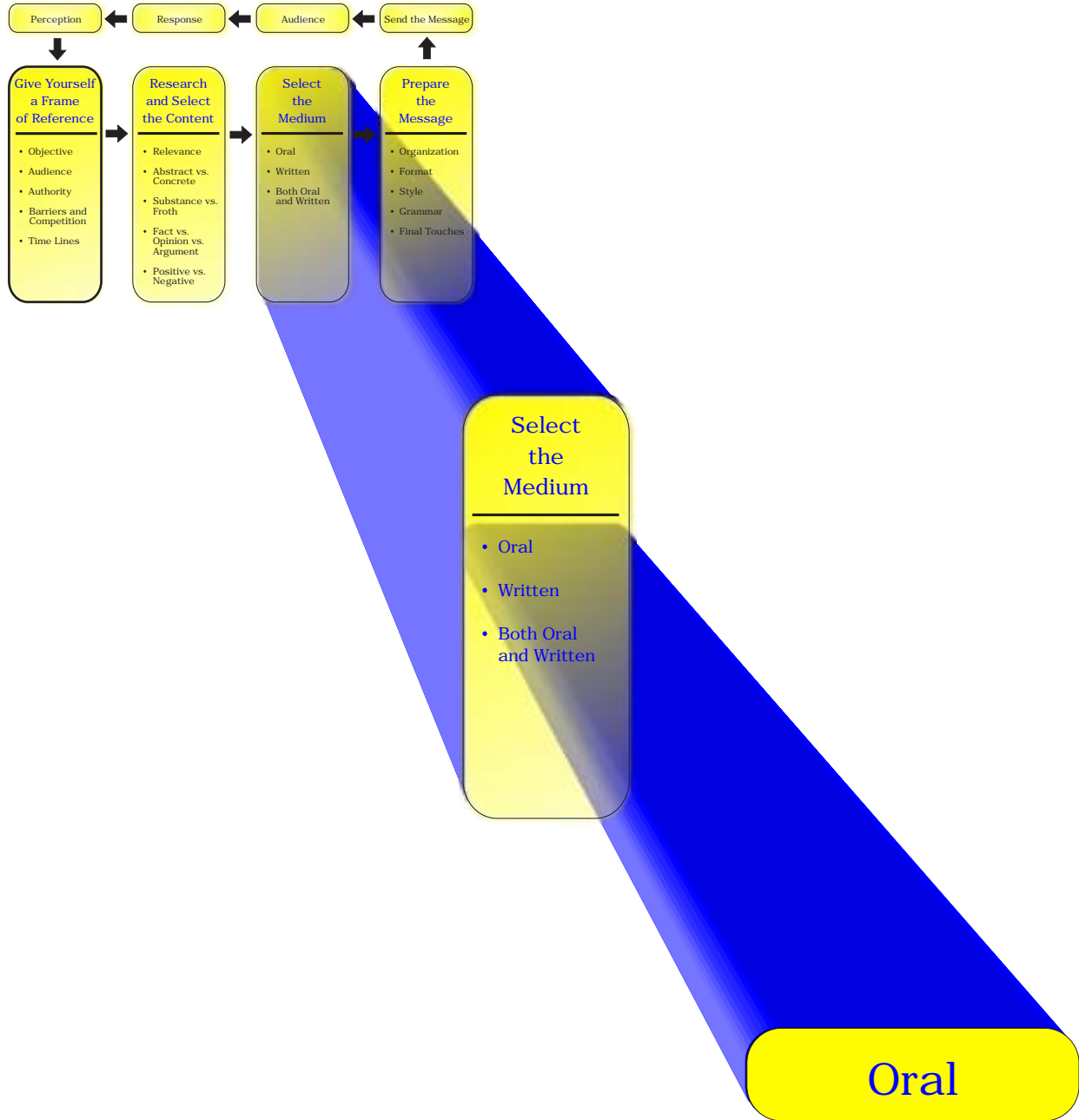


Writing for Results

A Step-by-Step Model for Executive Documents



ORAL MEDIA

BENEFITS

Oral media offer opportunities to:

- reach a small audience quickly and inexpensively;
- gain instant feedback on whether your message is getting through;
- change your strategy mid-stream if your audience raises unexpected points;
- convey enthusiasm or other emotions that cannot or should not be conveyed on paper; and
- build on the personal relationships that are so important to our day-to-day work.



OPTIONS

As with written media, oral media offer you many options. They include:

- phone call;
- hallway discussion;
- meeting over lunch;
- office meeting;
- conference presentation;
- teleconference;
- video disk;
- video conference
- radio or TV broadcast; and
- media interview.