

The Cat's Whispers

From Red Cat Communications

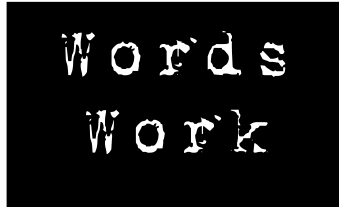
Autumn 2010

Yam want summat new to improve yer comms?

If you're after something different for comms training or a talk at an event, pin back yer lugholes...

Red Cat has teamed up with renowned Black Country poet Brendan Hawthorne to offer something genuinely innovative and, dare we say it, enjoyable.

To help you understand the power of plain English, we'll show you how the language of Brendan's regional poetry can be compared to corporate gibberish—and what this means when it comes to getting a message across.



Our new service is called **Words Work** because we aim to show how to make words work more effectively for you—at work!

Red Cat's Carol Hassall said: "Bren is a brilliant, entertaining poet. It struck me that some of his poems

have the same qualities as corporate gobbledegook because they can sound like a foreign language if you aren't 'in the know'.

"This similarity is our starting point—and our way of showing just how baffling corporate gibberish really is.

"Using humour and poetry we'll help clients improve the clarity of their written communications by making words work better for them."

- *Contact us for further info on tailor-made talks or training.*

Red Cat forces change to Guardian style guide...

Red Cat is feeling stupidly smug after forcing the Guardian to make a change to its much-admired style guide.

In a victory for pedants, the newspaper has changed its bizarre use of the word 'Luxembourgeois' to describe someone from Luxembourg.

Red Cat spotted the word when reading coverage of the Tour de France and thought it looked odd. A quick check in the latest Collins dictionary showed a native of that country to be a 'Luxembourger'. The Guardian word couldn't be found—anywhere.

An email to the newspaper's style guide editor resulted in the following response: "You are quite right. I have no idea how this came to be our style but I have now amended it. Thanks very much for pointing it out."

Glad to be of help.



- *Andy Schleck (right): A middle class cyclist?*

Odds & ends

- Greater Manchester Police 'tweeted' every one of its calls received over 24 hours to highlight the breadth of their work. Hailed a 'PR masterstroke', one of Red Cat's favourites was:

Call 046 - Drug dealer caught possessing cannabis. He has promised to stop possessing it as soon as possible.

- Fergie's comms manager deserves a medal. The MUFC boss's 'Rooney' statement almost had me in tears...

'Ed speaks human'. Did this win him the votes?

RED CAT COMMENT

So, Ed Miliband is the new Labour leader. A victory for his policies, union members' support—or his ability to communicate in plain English?

His unofficial campaign slogan was 'Ed speaks human'—a strategy designed to emphasise his alleged ability to talk politics in language that peo-

ple understand and connect with. 'I get it' he repeated in his acceptance speech after the vote was declared—and it was a speech largely devoid of clunking, indecipherable political jargon, it must be said. Let's hope that others—of all political persuasions and in the public sector at large—will follow Ed's lead in terms of use of language.

Only when people *really* understand

what is being said can they make informed decisions—from who to vote for to how to look after their health.



- *Ed first: talking your language?*

Red Cat can help you do better business.

Contact us for support in communications, media, training or writing.

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