

The Cat's Whispers

From Red Cat Communications

Spring 2011

Client focus

First class 'go-to' guide for second city

Red Cat's latest client is a new website owner—who is hoping to offer the definitive guide to Britain's second city.

Guide2Birmingham, due to launch imminently, is designed to be the 'go-to' site for information on all aspects of Birmingham life—for Brummies and visitors alike.

Red Cat pulled together details for the health section, collating all kinds of details from which hospitals have A&E departments to Facebook and Twitter contacts.

Owner Graham Hill said: "Red Cat was able to provide me with a comprehensive healthcare guide - possibly one of the most thorough guides available online.

"Everything from major hospitals to specialist hospitals and PCTs—from Sandwell, to Birmingham, to Sutton, to Solihull—were covered and will be available to see once we go live."

Red Cat's Carol Hassall said:

"There is so much health information out there. The aim was to sift through it all and present something

GUIDE²
Birmingham

clear and easy to understand just detailing basic info about who does what and contact details.

"I think it will be a really useful resource."

The Guide2Birmingham site will go live very soon, here:

www.Guide2Birmingham.com

Fabio says he can manage on 100 words of English

England manager Fabio Capello reckons he needs just 100 words to effectively manage the team.

If we edited some of our own communication, could we do our jobs in the same number of words?

I suspect the answer is 'no'. But, there are some words and phrases Red Cat would happily see deleted from today's daily work, just to reduce the verbal burden.

These include:

- Going/moving forwards
- Worklessness

- Core values
- Incentivising
- Client journey
- Signposting

Interestingly, the view that our language is becoming increasingly Americanised has been exposed as a myth by the British Library's Map Your Voice scheme.

A total 10,000 people have taken part in the scheme, part of which involves uttering six key words: controversy, garage, neither, scone, schedule, attitude.

You can read more here:

<http://tinyurl.com/4pzdvuj>

Odds and ends

- Our favourite April 1 story was in The Sun. 'Planet of the Apps' told how scientists are keeping apes happy in zoos—by issuing them with iPads.

• Cuts' or 'savings'? A row broke out between Labour and the BBC after it was alleged journalists were being told to avoid using the 'c' word. The BBC denied there was such a policy, but the argument rumbles on...

- *Annual report need doing? Get in touch now.*

A new challenge for Red Cat Communications

Red Cat is facing one of its toughest ever challenges—running the business in a 'quieter' way.

Owner Carol Hassall has suffered some recent hearing loss which means usual methods of communication are being 'tweaked'.

You can still phone us, but you will notice a difference as callers' words will be turned into text by an operator. You'll hear responses as normal.

Meetings can still be held—but most communication is being carried out by email, which is actually no change from before.

Carol said: "I thought it right that I should be open about things.

"Obviously, it's all a bit new at the moment but there is no reason why the changes should impact on the work that Red Cat does. It's business as usual as far as I'm concerned.

"In fact, it's an additional insight into the challenges facing those communicating, or working, with deaf or hard of hearing people—an often-ignored group.

"I'd be happy to share this knowledge with anyone committed to equality and diversity."



• Carol: Business as usual

Red Cat can help you do better business.

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

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