

The Cat's Whispers

From Red Cat Communications

Summer 2011

Client focus

Making women's voices heard

Red Cat's newest client is 'connecting great women up with other great women'. What a great concept.

The [Women's Networking Hub](#) aims to create a stronger voice for women by improving communication from grassroots level right up to the top of local and national government.

Our first job was to help the Hub with its application for support from [The Young Foundation](#) through its digital activism programme

—and we were thrilled to learn it was successful!

Next up was editing a joint report with the [Women's Resource Centre](#) for the Government Equalities Office (GEO). It looked at how government could properly communicate with women to ensure they hear what they say.

Red Cat's Carol Hassall said: "I'm really pleased to be working with the Women's Networking Hub. The results of their survey were really



interesting when it came to methods of communication and some of the feedback from participants was excellent. I hope the GEO takes note."

- More info via its [website](#) or Twitter [@drivingequality](#)

And talking of networking... do you want to join me?

Red Cat is trying to set up a new type of networking group—for those who are 'shut out' by existing organisations.

In the last newsletter, owner Carol Hassall told how she was losing her hearing. She said: "I spent some time trying to get business support and practical advice but no organisations existed to help me as a business professional with a disability.

"So, I thought I'd try and set something up myself.

"As well as helpful advice, I have found many opportunities, such as seminars, are currently unavailable to me.

"It would be good to set up a group or organisation offering all the kinds of things that are accessible to others in business.

"The idea is at an early stage but I hope to have an initial meeting very soon to gather people's views.

"I have been very encouraged by the feedback I've had on this via LinkedIn and it would appear that others think it's a good idea—so it's not just me!"

If you would like to get involved, or have a view, please [email](#), go to Red Cat's discussion page on [Facebook](#) or visit [LinkedIn](#).

And please forward details to anyone you think might be interested.

Odds and ends

This made us laugh



- Full story [here](#)

Blog roll

© Red Cat loves: [Mind Your Language](#)— the Guardian Style Guide's blog.

Red Cat extends its social network

We've become very sociable here at Red Cat and have (finally) set up a Facebook page. Now all we need are people to 'like' us...

Not that we'd beg or anything, but here's a big button you can press to encourage you...



See you there!

We've also started a blog—[Red Cat Chat](#)—featuring comms-related musings and tips.

Latest postings include: "[How to write an annual report](#)", which might be useful if you have the onerous task of writing one—or if you commission someone else (like Red Cat) to do it for you.

You'll also notice that this newsletter has been sent out differently and is accessible via a link in your email.

- If you'd prefer to receive it as a pdf, as before, just [email us](#) and we'll do that for you

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