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cause and effect

dispatches from ethos strategy group



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What's on your to-do list this year?

Economic uncertainty gives us all a pause to think. It also means that smart, targeted communication strategies are all the more important.

Do you have a list of communications tasks you never seem to get to? We can help.

In addition to big campaigns, we can help get those small projects off your desk. We can:

- update your website
- write copy for reports, ad copy or case stories
- spruce up your media kit
- write and place that op ed you've been thinking about
- refresh your outreach strategies

New: Got Video?

It may be a well-kept secret that we can take your video project from the drawing board to the big (or small) screen.

We just wrapped up a 22 minute video called Street Smarts, Improving Relationships with Street Youth produced for the Greater Vancouver Regional Steering Committee on Homelessness. We'll be posting it soon at

Welcome to *cause and effect*

A new, bi-monthly newsletter from Ethos Strategy Group.

You'll find helpful dispatches here about things that matter to public interest communicators. Each issue will offer news and resources under three headings: **Heads Up**, **Cutting Through the Clutter** and **Techknowlegy**.

Heads Up: Do you know about changes to BC's Election Act?



If your group is planning communications activities during the upcoming provincial election period - 88 days starting on Feb 13 - you need to know how new language in the act may apply to you.

According to new language in the act election advertising includes *"an advertising message that takes a position on an issue with which a registered political party or candidate is associated,..."* Changes are detailed in the [legislation](#).

Cutting Through the Clutter: Non-profit communications guru, Andy Goodman, launches e-newsletter



The 113th edition of [free-range thinking](#) launched this January in electronic form.

If you attended Andy's storytelling workshop in Vancouver last year, you know the value of his insight. We encourage you to sign up for *free-range thinking* and keep up with the latest thinking about cutting-edge communications strategies.

www.stophomelessness.ca

Recently, we created a public service announcement for AMSSA's Diversity Health Fair using footage shot at last year's fair.

[Click here to watch the 30 second PSA](#)

Have you got footage waiting to be seen on your website or You Tube? Call Catherine or Helesia to kick around your ideas.



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Techknowlegy: The call of Twitter



We all know it, but it's good to be reminded that great technology doesn't make up for a lack of content. When you are considering whether your organization should be a

Twitter ask a few basic comms questions: who is your audience, what do you want them to do, what is your message and is Twitter the way to deliver it?

Folks involved in the UK's successful [inmyname.com](#) anti-poverty campaign used Twitter to engage people with a new celebrity web video that prompted people to take action - sign a petition.

On the flip side, Twittering away about your messy desk or what you had for lunch can turn your audience off. At the very least, technologists are advising you to **scoop up your name** before someone else does. You might need it someday. Check out the [Twitter for Non-Profits](#) page.

