

UGBA 176: Innovations in Communications and Public Relations Lecture Notes

Week 1: Lecture 1 Storytelling, Intro to Design Thinking, Personal Branding 101 (8/25)

Perceptions about someone based on how the picture was taken

System knew could not go out but did it anyway

Death row story

Media & Communications Consulting

- FU
 - FIRST
 - UNIQUE
 - Reporter & consultant experience on the other side
 - IB to get TV job
- Round robin 10 mins interview state supreme just legalized gay marriage
- Not needing

Communications lessons

1. What's the best way to have people remember what you say?
 - a. Tell a story and use a visual
 2. What's the most important thing to know before writing a speech, presentation or developing a pitch for product
 3. What's the most important part of an email
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Week 2: Lecture 2 Media Consulting (9/1)

Words Matter

- Memorable infamy

First and Unique (FU)

Pitching the Traditional Press

- Why would company want press coverage
 - Promote a campaign get you name out there
- What types of events
- Advantage of traditional press to social media

HIVE

- Hook/Grab attention (FUent)
 - First
 - Unique
 - Unexpected
 - Event (current, study, fundraiser)

- News
- Trend
 - Duolingo: Listen to your users and play into the trend
 - Corn kid: immediate commercialization
- Individual
 - Get someone that is interesting
 - Expert in the field or experienced the product
- Visual
 - What visuals does a reporter need
- Enable Action
 - Get other people to do the work for you GoPro million dollar challenge
 - Get something free
 - Do something good/help a non-profit
 - Angry about something
 - celebrity/influencer
 - Funny or unusual

Examples

- Intuit: small business software
- Free ad on the super bowl

PR idea for businesses

- Small business for ad
- PR strat for business from cal alumni and amazon small businesses

Group Challenge

- Design PR & marketing experience by re imaging elements of user experience, focus on a particular opportunity area and redesign PR marketing experience
 - media/PR/marketing consultants
1. Simple Life (toilet cleaner)
 - a. 2 haas cal grads to create simple cleaning brand, spike in sales from small business badge tend to be large businesses
 - b. Lasts 14 days and stays on the toilet
 - c. Off amazon, international markets, brand presence expansion
 - d. 5-10k entry, long term, scalability is important
 2. Screw the Cork (wine stoppers)
 - a. Budget 2k
 - b. Side project after seeing
 - c. Revenue 40k annually
 3. Taiz Rice Dispenser
 - a. Slow backburner, tracking the details, check in on the business
 - b. Very function, design

Driving sales on amazon

Week 3: Lecture 3 Empathy, (9/8)

Empathize

1. Interview "extreme" users
2. Ask WHY WHY WHY
 - a. Try not to assume
3. Do say "last time" /ask specifics
4. Encourage stories
5. Interview people UNLIKE you
6. Watch body language & take notes (use props - cal gear, cal class)
7. Look for inconsistencies
8. Ask open ended questions
9. Avoid words like typically/usually
10. Use "silence" to get LOUD insights

1 Thing no TO DO

- Be looking for the answer and miss the unexpected "insight"

BOAST Calls

- Amazon definition: building ad strategies to help clients reach their goals. The first call that takes place is the discovery or BOAST call, where you learn more about a client's needs to effectively tailor solutions to their needs
- **Business Need:** current business goals
- **Outcome :** what metrics do you use to measure a successful campaign
- **Authority:** what is role and primary point of contact
- **Size:** what is budget for amazon advertising
- **Timing:** available next Tuesday to talk through some data and start strategizing, can we set up a call next time
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Pre-seed - series A

Stage of Venture Capital

- Pre-seed
 - Micro VCs
- Seed

First things first

- Raise Capital
 - Needs to raise money from family, friends, fund to funds, investors, t
 - Getting trust
 - Say to do ratio: 100%
- Manage Capital
 - Built on trust and relationships
 - 1-2% ownership of every company

- Keep investing in company
- Investment Strategy
 - Capital deployment mission
- Raising Money
 - Funds to funds, family offices, corporate funds

How do VCs get paid

- Management fee: 2% of the value of the fund
- Fund Carry: percentage of fund's profits that fund managers get to keep on top of their management fees
- Assesmts Under Management (AUM)
 - Total market value of the investments that a person or entity mangages on behalf of clients

Managing Captial

- Inclusion: lowering access barrier for previously underserved markets
- Adoption: distital finance is accelerating
- Access: term sheets are a commodity

Fund 1: 15M 2%/20% management fee and carry

- Investments thesis
 - Early stage investments

What VC's look for

1. Team
 - a. Founder can shift ideas
 - b. Who is the Idea
 - c. Make this thing work
2. Total Addressable Market (TAM)
 - a. How big is this market, who else is in it and what makes them unique
 - b. Massive
3. Go-to-market
 - a. What problem are they solving and how are they addressing an issue
 - b.
4. Good Signaling
 - a. Who else is investing and how do they validate what you're building

Is the product compelling enough for something to charge advertisers

How to do you start gettin gmondy first

Week 5: Lecture 5 Leap, Dragonfly effect (9/27)

1. Set a clear goal, FOCUS
2. Grab attention
3. Tell a good truthful story
4. Enable others to act

Campaign of leukemia

- Engage people in the story
- Enable action
- Enable others to take action

Heston

- Accor: paris based life style
- Luxury holdings
- Powerful story teller
- **Audience:** need to know whom you're trying for each
- **Big Picture:** little details, big picture of your overall plan and end goals
- **Communication:** successful complain hinges on communication, keep message concise and clear

PR and Content Marketing

- Traditional marketing is gone
- Print diff than cable diff from social media

Crisis Management Process Cycle

- Something goes sideways, best and worst behavior
- Preparedness
- Smaller publications do not have enough journalists
- Write it like a journalist not like a pr person

Media Trends

- Person that has done things no one has ever done before
 - Concierge story
- Partnerships
 - Align your brand, opportunities to create news when there is nothing new to share
 - First and Unique: cannabis dinner Enlightened Dinner Series

Week 6: Lecture 6 Design Thinking (9/29)

Design Thinking

- User + Need + Insight

Unpack Ideas & insights

- Story share-and-capture
- Collect into groups

Each member share user stories (details), surprises, interesting insights about user

Design thinking: Point of View

- We met _____ -
- We discovered _____ BUT _____
- We aim to help _____

Week 7: Lecture 7 Ideas/Prototyping (10/6)

Rob from go fund me

- Investing

Week 8: Lecture 8 Audience (10/13)

Think about your audience

"Own the room"

- Know/Engage your audience
 - Tell stories/anecdotes
 - Presence
1. Know/Engage your audience
 - a. Ask questions
 - b. Stay humble - self -deprecating
 - c. Compliment
 2. Tell stories/anecdotes
 - a. Comfortable (nobel prize)
 - b. Memorable
 - c. Must prove a point
 3. Presence
 - a. Pacing (vary pace, modulation, props)
 - b. Know where to be physically
 - c. Body language
 - i. Dont cross arms
 - ii. Look cute
 - d. 3, 5, 10 rule (keeps you focused)
 - i. Things to talk about
 - ii. Practice

Powerpoints

- 6x6 rule
- 6 words per line
- 6 lines per slide
- Use visuals

Techniques to use in mini presentation

1. Ask audience a question
2. Move deliberately
3. Act out part of a story

Idea "insight"

Main Presentation Rubric

10 mins per group with 5 mins QA

1. Explain target audience

2. Results
3. Prototyping and testing
4. Recommendation to your company (strength of idea based on 1,2 3)
5. FU
6. PR plan for the idea (HIVE)
7. Identify a measurable goal
8. Presentation skills

Brendan Gahan : Social media

- Started the first collab w youtube to market products
- Parasocial bonds
- Bigger \neq better
- Amplify what they do
- Create emotional investment
- Recognition \neq impact
- Community > production
- cutting corners for scale doesn't work

Factor that the relationship sours, it worsens

Building an influencer network

1. identify
 - a. Who to work with to balance influencer passion as well as budgets
 - b. Criteria
 - i. Audience demographic, which platforms, engagement platforms
2. Cost , interest,

Week 9: Lecture 9 Warner Bros Farhan (10/20)

1. Solve your customers's problem, not yours
2. Everyone knows something you don't
3. Say yes

Week 10: Lecture 10 Personal Branding (10/27)

Media Training

1. Understand what a reporter needs looking for in an interview
 - a. FU
 - i. What is your "holy crap" moment
 1. Write it down,

2. Tell a better story for
 - a. Yourself, for your company,
 - ii. leapfrog , launch the leappad to show it doesn't break
 - iii. HomePlate
 1. What do you want them to remember for the interview
 - iv. Bases: stories, facts, supporting information
 - v. Write down home plate and bases
 - b. Personal Stories
 - i. Forgot the first impression of the story seeing it for the first time
 - ii. How to capture their attention
 - c. Anecdotes
 - d. Memorable facts
 - e. Color commentary
2. How to control an interview
3. Apply your own personal brand

Personal

What makes you FIRST and UNIQUE

FIRST

- Interest in computer vision/graphics
- Quick learner
- Like to dive deeper into understanding how things work, liked being able to learn how computers/cameras work
- Strive to be more well rounded and outgoing

UNIQUE

- Unique ability to bring people together
 - However it means not be as close to people
- Connections with more different types of people
- Enjoy not only the technical side but talking with others and attempting to become more extroverted
- Love teaching and helping others
 - Being in computer science mentors for 5 semesters and currently coord
- In management like being able to think about future proofing
 - CSM folders for continuity

Not Unique

Top 10 tips on linkedin

1. Meaningful profile & background picture

2. Personal tagline
3. "About", use "I"
4. Job descriptions using key words & objective accomplishments
5. Personal url

HOMEWORK (11/10)

SAMPLE EMAIL

Hi xxx,

I have an assignment in my "Innovations in Communications" class at Cal and need your help. The assignment is to ask friends, family and co-workers/bosses what differentiates me:

specifically what makes me "first" and/or

"unique" in your eyes? My teacher would like you to pick at least one personal and one

professional trait. For each "first or unique" trait, she is also asking for a very specific example of how I have demonstrated that quality.

Here is an example:

"I think JJ is unique because he approaches problems differently. For example, I remember when he decided he wanted to turn his gas scooter into an electric scooter as part of an environmental project in one of his classes. He wanted to figure it out himself without using help from the internet. It took forever, but he did it and said he had a much deeper understanding of how both systems worked than had he just followed directions and bought the items needed online."

I need this back by November 24th.

Thank you very much!

Readings

Creative Confidence

Introduction

- Belief in your creative capacity lies at the heart of innovation
- Draw on more creative potential

Team

- Intuit "Design for Delight": 1) Deep customer empathy, 2) going broad to go narrow 3) rapid experiments with customers
 - Delighting customers grows the company and engages the employees
 - Broad executive support, grassroots action by using small percentages of time
 - Simplicity with a few catalysts at first
 - Multiyear timeline horizon

- Phases of Creative Confidence
 - Denial: pervaded traditional businesses
 - Hidden Rejection: one executive strongly recommends and sponsors new innovation methodology and other's don't commit to it "talking phase"
 - Leap of faith: someone in a position of power and influences recognizes the values of design thinking and puts resources and support behind it
 - Frontline employees need to experience the principles of creative confidence
 - Build creative confidence among key players
 - Quest for confidence: searches for the best ways to leverage creative resources
 - Holistic awareness and integration: innovation and constant iteration and designing with the customer experience in mind becomes part of the company DNA
 - "• Keep your sense of humor
 - • Build on the energy of others
 - • Minimize hierarchy
 - • Value team camaraderie and trust
 - • Defer judgment—at least temporarily
 - "
 - Excerpt From
 - Creative Confidence
 - Tom Kelley
 - This material may be protected by copyright.

Chapter 4: Leap

- "Do something" mindset
- Minimize planning maximized action
- Prototype cheaply and quickly
- Time constraints