

# Communicating Effectively with and without MSP

...and without the spin!

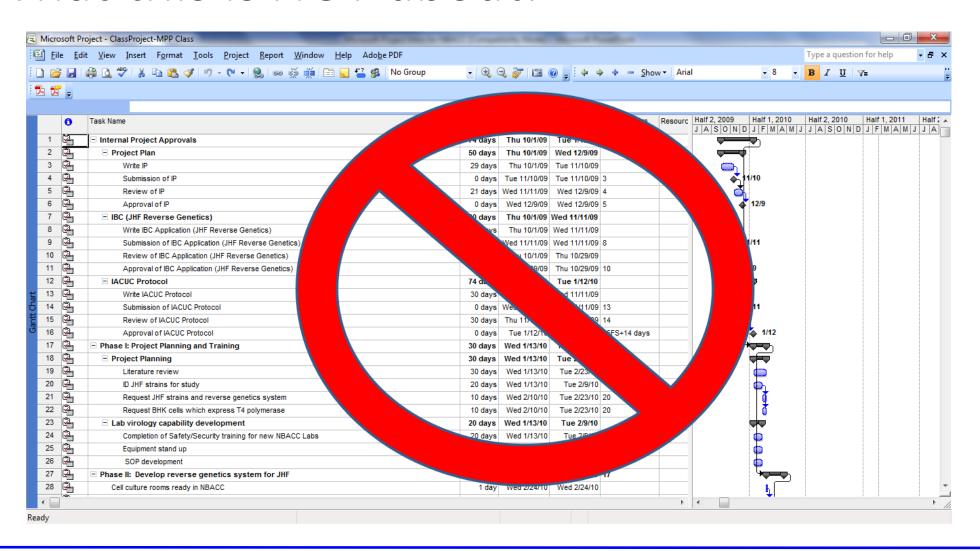
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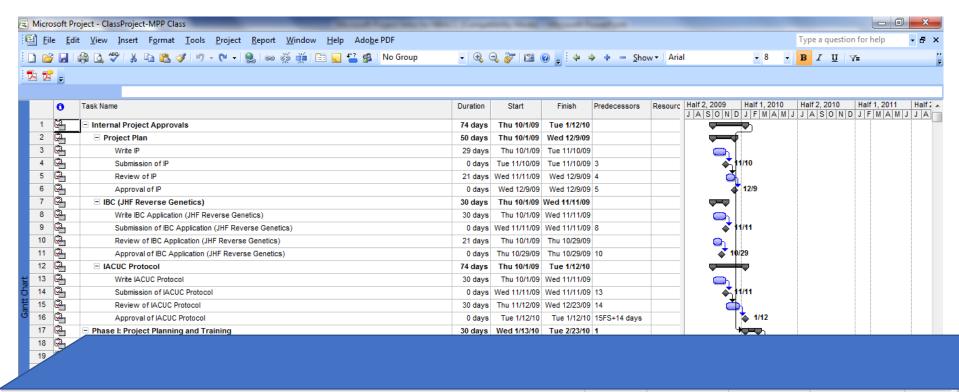


#### What this is NOT about:

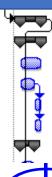




#### What This CAN Be About...



Phase I: Project Planning and Training	30 days	Wed 1/13/10	Tue 2/23/10	1	
□ Project Planning	30 days	Wed 1/13/10	Tue 2/23/10		
Literature review	30 days	Wed 1/13/10	Tue 2/23/10		
ID JHF strains for study	20 days	Wed 1/13/10	Tue 2/9/10		
Request JHF strains and reverse genetics system	10 days	Wed 2/10/10	Tue 2/23/10	20	
Request BHK cells which express T4 polymerase	10 days	Wed 2/10/10	Tue 2/23/10	20	
☐ Lab virology capability development	20 days	Wed 1/13/10	Tue 2/9/10		
0 12 10 110 3111 1 100011	00.1		T 0/0/40		





# That Would Consist of Two Copies of the Image

- ...And ONE Trapezoid (see, you took Geometry in high school for a reason)
- ...AND A





## Communicating Project Information

- What matters is what the tools tell you...not the tools
- Time?
- Cost?
- End date?
- Resource load?





## Thanks, Johannes!

We got here from...

- Movable type
- Expensive paper
- Labor-intensive printing

None of which exist now...





## And then...It's What (and How) You Tell Others!

- BLUF Start with the End (Bottom Line Up Front)
- Short and Sweet (Shorter is sweeter...)
- The Inverted Pyramid



## Let's Try One...Shall We?

"All the News That's Fit to Print."

The New York Times.

The Weather Printed and additional control of the control of

YOL LXIIINO. 20,640			YORK, WEDNESDAY, JU	The state of the s	The state of the s		And the late had been a late of
MME. CAILLAUX	Cuttaux departed by the witnessed door, the peareds making a loss through the crowd. She covered her throw with	WARBURG IS WON,	AUSTRIA	FORMALL:	Y DECLARI	ES WAR O	N SERVIA
FREED BY JURY	the crowd, the covered her more with her hands as if to stickly break! Joses the Savious cross of "manderstall" by way of a manker of native resembles and black statement, manded a small able door to the Palain of Junion, where	HITCHCOCK THINKS	1100000	THREATE			
Mild Tumuit in Court After the	an automobile was welfan, Ald she drave off anchorved. M. Codinos hell the holiding by the	Expects Nominee for the Ro-	PEAC	E OF EURO	DPE NOW	IN KAISER	'S HANI
Verdict Mobs in Streets	an automodile was waiting. Also the Cryst off spatieners, i. M. Collines has the arm of the for- train outputs and the arm of his de- valed Dried, Diopty Fascal Council, and smalled the past small helds. Thus easied the past small held. I that the Paris events have like it in	serve Board to Appear		The second secon			1
Display Anger.	Thus ended the most consultonal trial that the Paris reserve have like its	Before Committee.	Notice Sent to the Powers	ceived here of the various reports that. Harmin had begin a general motifica-	Text of Austria-Hungar	y's Declaration of War	Austrian Emperor to
MURDERESS!" CRIES CROWD		SECRET CONFERENCE HERE					Command at Vien
	mate suframe cannot be forested.		Hostilities.	Datapares the the argy corps in the was non neutronic of Resid- wers below brought up to their war grought were ancepted without besi- tation as part of the presentlement tensaries which www constr's it Bo- reap, big or small, with the employe- or flyads, Portugal, and Settantinel, considered processors.	VIENNA, July 26.—Ameria-B	engary's declaration of war against effection. The text is as follows:	
Spectacle of Opposing Counsel	The meason of the court testoy was derected to speacher by meason. Mine, Californ had come this six principally dock pole and ware, and the tellapsed to the counts of the aboves of Makes Chana, who denomerad her MINITY.	Bunker is Made to Understand	Hostilities.	tation as part of the procestionary	"The Royal Government of Servis not having replied in a satis-		Headquarters.
Embracing Calms the Uproor	dock pain and were, and the colleged to the south of the address of Makes	There is No Discrimina- tion Against Him.		rape, hig or small, with the comprise.	factor, and to the note remitted to it by the Austro-Hangarian Minister in Belgrade on July 22, 1804, the Imperial and Royal Govern-		
for a Moment.		tion Against rom.	SERVIAN VESSELS SEIZED	considered recessary. The news of	Minister in Belgrada on July 22, 1956, the Imperial and Resal Govern- ment Grade Storff compelled to present itself to an angused its brights and interests and to have recourse for this purpose to force of arms.		WAR FEVER AT CA
ME. CAILLAUX RECEIVES	The speech of the Prosented General, Jules Herbana, was unpreally wild in	TECHNICAL POINT EXPLAINED		considered recessory. The news of the inner of swince for a general re- bilination of Bussian Spreas would teem that a great European conflict, would be productated.	"Austria-Hungary considers itself, therefore, from this recessed		
and to be freely from the	The species of the Presentate Ontary), Jules Herbitto, mas transmitty wild in tion. Yo the jurses he said: "Your dairy, as the definitive of the interests of stolety, receives you to Did a ve- dere of guild; but no one expense you	Charles R. Crane Called to White	Sharp Fighting Begins Along		(Signed) "COUNT RESCHTOLD, "Minister of Pareign Affairs of Austria-Bangary."		Crowds Cheer Outbreak or
	tion of guilly, but he one expens you to be perfect."  Madde Labout, who come last, deliv-	House, Presumably to Get Offer of Jones's Place!	the River Dring on the Rosnian Frontier.	Dartin dispondes mans that Germany has made it quite citely to \$0. Proposition that years "a partial redistance" will be exerced Elithous Will be exceeded Elithous State Auray, Nichely secological to the displaced, "meliking result than 1000 heads."	, , , , , , , , , , , , , , , , , , ,		tilities and Demonstrate Friendly Embassies
Says, Labort Obtained Acquimal.	and a management of passionary cle-		gosman Frentier.	Proceeding that even "a particl mo-	Russia Announces Its Wish	6. Bossels at Bosse	Friendy Empassies.
peaks there to Two New York There- PARIS. July 38.—The July in the tal of Mino. However, Californ, wife the en-Prenier and en-Minister of	agenum; "My wish is that Mme, Caffaren shall light here argented, and that the press shall be presented to the present of the	Scotter Gibert M. Hitchmark of No.	COUNTER INVASION PLAN	district by the switchiston of the Ger-	Vet Is Determine	to nemain at reace d to Guard Its Interests.	OUTBREAK OF FOOD I
PARIS. July 38.—The July 25 the lat of Mino. Houristic Californi, Wife	shall be pureson. Let us keen our	Itan of the Bushing and Currency Com-		dispatch, "nothing resid then both			
	tear's this court resolute and sailed to face the perils which threaten us?"	Dues in Europe, had an unortical con-	Montenegrin and Serb Armies	This is in accordance with what is brown of the German war soller. The		The Roadan Government tonight	Prices Sear as Hostilitie
large of marriering, on March 14, asian Chimete, odder of the Figure.	More Callings had been becoming visiting continued	Structus in that CP2 last night with Paul 26. Warberg in which he weged on Mr.	to invade Beenia and Start a Robellian There.	German General Staff door not con-	"Numerous patriotic demensis	ntions of the last few days in St.	Declared and the Govern Steps in to Regulate Tr
	what was taking place in const. A bet- water heatle was blocked between her local	Wartney that he stoold appear before	a Repetion There.	n great scale against both Pearses and Bussia, Prance one motifies nearly as	Petersburg and other cities prove the	at the first parific policy of Bussia. I classes of the population.	Steps in to Regulate 11
ton. Although no one expected a se- tite measurer, the weekst for the me-	todar, adk appeared encounciers of what was taking place in color. A bet- uajar much was depend tomored her bed and a combine on her beds does not not offered the color of the color of editory) in a proper of defende. However the color of the color of the color of the color of the color of the color of the colors of the color of the color of the colors of the	Generic Gibert M. Histories of Neckles, who are bein striking at Childrenia, with an bein striking at Childrenia of the Statistic and Outriesey Complete dying the administ of Statistic Course to Kiwaya, Ind. 30 USETIGH CO. Terrico on the Cory land stagle with Neckles Childrenia of the study dispute below the consultion, which has upone out-departed by the consultation, which has upone out-departed by the consultation of the Course o	GREY'S PEACE PLAN FAILS	depution. "nothing neath that had been a properly and the property of the lands of the German way policy. The best of the German way policy. The UST was a possible of the Comman German State of the Comman of the Comman way for the Comman of the Comman was a present souls appeared to the Comman of the Comman o	issued the following official common Numerous patriotic dements: Petersburg and other sities prove of tisels a sympathetic subs manog al "The Government beyon, res- feeling of the people will not be ting with sham. Russin in at penne, are at mone.	erthetess, that the expression of oid with exmity against the powers	MANIFESTO FROM EMP
in metanon, the wedlet for the me- ent stunned all in the courtreets en- sys a would be the entreme year.				more her armics from mcMfmrion sentres to the frontier.	with whom Russia is at peace, are at reace.	with when she wishes to remain	
	The sold of theren the make a shed to be bring them to this court to seek listing. We returned to the sa, has do	heaving the Washington at midnight. He morned greatly pleased with the swift	Kaiser Declines to Join in Con-	Cormator's safety then in taxing ad- vasings of the slowness of Hantina	"While the Government gather has feeling and expects its relateds	a strength from this wave of popu- to retain their retionace and tran-	Ferced to Grasp the Swo Says, to Defend the H
what was going to improve and was repared in vacor its exertions in lead	to the point of the court to meet an or bring them to this court to meet likely. We published to the an an an to the court of the court bright point that shapping the organization await yet when a point to complete await yet without The later to the later without the court of the later without again as praint at the later as the	Percent/versis Onesine past as for min- basering for Washington at middleth. He seemed generity pleased with the restif- of his neuvrination with 20. Wathorst- ned and be seen as reason one with 20. Wathing should not consent in	ference to Exert Pressure on Austrian Ally.	more her assiste from Enthillution testines to the fluction. Occasion's safety the fit taking advantage of the absorates of Finalities and the safety of the	at pents.  "While the Georgement gather has feeling and expects its restlects quility, it rusts confidently as the interests of Exam."	e guardianship of the dignity and	of His Monarchy.
M Calliana evidency bud a similar	Calmette. There has been only one flar corders usin, and that called from H.	appear before the committee.		frontier to hold back the Brandson			PRANCE FEARS A GREAT
M. Callann evidency bud a similar tion. for exactly at the most selection for a pay left the most room to go brough the form of mediating and althoughts for weeks the inner affairs thereofee, similar with pli-	case has the Serials of the marketed	not be would do no? " Frencher Mitchoorie	BUT REPLY IS CONCILIATORY	and will induce all for others force against the French Race of defense.	constrict against an attack by the	CZAR'S FORCES MASS	PRANCE PEARS A GREAT
althorating the weeklet the large	Property States toleran case Mat-	"No," the flurator replied, "but his second to understand other our talk	And London Still Han Falls That	back of the Proper armies before	Hungarian Biri Kuthanketit.		Army Moses to the Frantice-
	to Chose, and he colling assesses the other of the course of Man. Carlinas on the day of the lyagedy was too much for the primare. Else reliaged and bell in a long on the four of the primares and	was naturd. "No," the discusive replied, "but his sensed to understand after one tall you have the remember 10% through him, and that there had been no discussed in a case of the residence of t	10's Influence Will Avert		Great extractions provided in the Rosportes Chargest Steen Court Title.	ON EASTERN BORDER	in Paris That Receip   Not Desert Servis.
Like activates to the primarely old. In the Chaddenstelle. By the thine the acrety would left, as course irods and a most of securities as course irods and a most of securities as course irods and a review of bath had Rasponton, the released bath had Rasponton, the released seamon had algoed the book as Ith- orderspress as and had been saidly three activity.	loap on the front of the prisoners' and classers.	saind in every may that he would be willing to annuar, I believe ife. War-	Geleeral Conflict.	also military successed which are	entrees of war and declared the six-	His Capital Expects War and	
a cause room and a mob of several manifed in the street had realized	Middle Chief was saying assent the	the explanation I have been able to	Spoils take to The New York Testin. LONDON, Welmestey, July 29.—	of the German-Austrian frontiers ma-	Rusgavitas Charather bloom Crast This. In Priess Binkelor, assistanced the subreads of war and declared the subreads of war and declared the situation demanded a deed of arms, not words. Cuprt Appent, londer of the Opposition, respected the Twentier. The Partiancest was previously by recal decrea. Partiancest seasonatexistes took because it is also also because of the terminal control of the terminal season of terminal season of the terminal season of	Counts Confidently on	Started Culture to Time Store Young VIENNA, Judy 18.—Upon ti of the formal declaration against Servin today Empero
out had happened, the released mann had signed the book at the	ank the account studen, when the spoke of her love for key daughter, she thought of the two children of M. Cal-	clear to him that it has been made	LONDON, Wednesday, July 29.— Austria-Hangary declared war on iter-	In this connection extreme impor-	The Parisances was prerogned by	England's Aid.	of the formal declaration
entergests and had been eately bren away.	I shall not obtained to pe take the temporaries of Man. College, 500 to 0	stand that he delies to discriminate	nia pesterday. The declaration was made at most to the Service Govern-	To a special dispersk to Test New York.	Parriety demonstrations took place	MOBILIZATION ORDER READY	
A curden of gendurance currented six, the primes and the Pulsis do	or pity. She has tenry emir for hermal. Size warded with topacity to break all	Spender Sthehelett fiat been down to Scarling marks, L. L. to visit his family	ment by muses, of an open integram. The abstro-Hampseless better believed up the declaration by beining two flet- ving variety of Groves, on the Danable	ate will declare a general mobilization if America common links and	the Stiendly embassies and legations.	MUBILIZATION ORDER READ	the framer Court from Inch capital. His enterman field and him that Viscon ale we suit him has the aged Keep
she the primes and the Pulses do select adjusting it from early even- a, but the mond broke the ranks d a wild fight correct.	the unitrees transpited ever the his-	and supposed ever to the city a few nearth on his may to Washington. He would	up the declaration by select two they		testaling these of Great Statis and Storie. The Times St. Petentury correspondent reports the general of peec- exies in official circles. News of the	Garwan Official Says its Issue	reads him that Viscon air to
Mark Short Standard T	hopes, even to their during plans. M. Calliane is a man of introduction	No Discrimination Introduction.	Sugather with a number of lowin-	stores the dispatch, that he hoped the correspondence increase, was incorrect,	spendent reports the growth of peak-	Would Hear Laurehing of Kalser's Arrey.	
The businesses and a tale noor use Hind with moin numbering transfer, reling "Amanda!" and Down with Culture!" The oversite		and, "you doe to the farther that there	wing vancin or Grown, on the Dandel- togother with a number of lowin. The question whether the Assirta- therwise war can be localized and a Eu- ropean Armagodém our, he avaided	for each a step would precipitate an Armagedites, as Germany could not			"I do not want the air of V
numeric reling "Assessed" and Down with Culture! "The overally	"M Collect sortest to tell his wife of the collect sortest of the Proceeding State of the Proceeding State of the Proceeding State of the Collect State of t	the against bire, but generally a rest-	now depends, so for an empiring our depend on one fine, upon Engire	which the stowners of Teaming racidity	grade would influent public feeling. Summer statement are convisced that England alone can more the abunters, and that fits librard theory proposate for no means softward at any possi- tellities of personales.	ST. PETERSENTING, July 28.—WHI	want the strateghers of heads. The spening of the war has the imposition of all hinds of
see finally dispersed by dragones. There was panderpoolum in the	Principal that Calmittee with bouspilling at graving orticals littless. They did not large faul. Then they deared man the publishment of the restort by Victor Pairs on the Societies Striction.	viting between it for impresipation more wise are possible to fulfilled to reduce the		impige, the chief weakness of the frest Affanos, gave ber, and would	and that fitr Different divers proposals by the freeze exhaust all his possi-	the actual eneming of the war the	
early out until the goards chored it	but from them. Then there desired, was been predicted in the resired by Victor Public on the Spokette attitude. "The books and victoria as the teach taken decided the wife is appro- gred browner Not been, and the Expenden-	to a dealer of the guit of the details to account itself fully who these per-	ont referred yesterday to the hope of the British Pareten Office the	Principle Plant of Practice Accepts		impercials. Even if Austria-Hangur goes no further thin the occupation	
the boar after the vertex was re-	the assessmenter with at much calm so a suckety woman fitting in softe bu- lation two loss parties.	"Personally I know that Mr. War-	the Halter's personal September would be appropriate for years. Now that	The Services are reported to bace	Continued Princetagers Detailment. BELIGHADE, July M. (by Sedirent Boots.)—The Service statement Deligned and Memora were select today at Greyn, or the Dantiles, by Acceptant The Service solice were hadred down and	goes no further thin the occupation of Benjudo by the troops throws	oustrot, and the triagraphs a reserved subjectly for the se the State.
one to sit, sac, or hase. Free fights cornel all over the place, even with-	"Burns With College?" Demonstration adminst the College	Sent to the country only a compara-	thornary has refused to accept 40 approach thornary there's respection of an ees-	Novi Hann and to be renominating	and Merana were select today at Or-		
Down trit Collect! The creeds not that closed to the creed to draw any and the collection of the colle	versict occurred in screent piaces to- BUSC. In the Bud-wards excited crawds	that compation has united this before it. I taken the Espain Onds the same way became his Vigories on the same	baseadortal conference and Atorris has declared your an Swyta, the only	ress through the Sanjak. Messions-	the Austrian ting housed. The pur-	Already regold metallication is pro-	dust the war will be seen
	versict occurred in occurring phone to- tight. In the Healwards entsied organiz- diamonaing the marks of the case, grow- to terms proportions, and whom the law's weeken became many there may thereby of delphon shid cake of Thoma- cials, and the cake of Thoma-		hepe of availing that greater con-	contact with the Service forces.		deciare a general mubilization.  Already reced mentitudes in pre- ceeding in the west and mutilized turnally from the German doubles to	peri that Russia and Prause, terrored in Vicana is income
to. It was neveral minutes before the expan of the key could be beard.	hit Calland	"The reason My. Warburg boll that he had book discriminated against was needed by the second base for magnitude of the Federal Re-	heads, his in the emverations this are proceeding directly between YI	Deld. ASSERGO. EURO BOC. AND WORLD SEMESTREE ASSERTING A	Many borrows resulting have been explain for the measure of the sathorthon. While there has been a group question of Assistant been been and mixed and mixed and mixed parts of formits.		
section of the jury could be beard. for the verdet Muss. Californ, who at bear living back in her chair,	NOTE CARDAN ! As you have because as dis- cederly that material Remarkings Campble, were hardly serviced to assist the policy is prefine the distribution. A large number of perion and process may	New of these were officials in Washington, and there was little that could	South, has in the conversation that are proceeding directly between YI outs and it. Petershore, and particularly the Turn which can be given them by the German moments.  The Endoarth Made.	Bounds, where the nature of the	Uting and Hungarium from Beigrade and other parts of foreits.	The gravity of the struction is to floctal to the diplomatic movement in this captul. The Resperse total game analysis to both the Foreign Moviners and the Will Million.	that any aution by these powers to supported by the third part
new her arms short her cremel, altre Labort. M. Calibrar was not		The third man man W. F. G. Sharding of	then by the German monarch.  The Kniner's Sein.	Stations.	the point duries having been undertaken	in min captus. The Emperer today	Triple Estenie, namely, Great
court, but was in his car cutofile. The demonstrations in the court-	The Present office was also the seath	committee a complete bettery of the life, and this was multiplied for the purposes.	THE TIMES operationalist in in Switted on the best notherby that	parently to threaten theresports and Bondle, where the nature of the general in favorable for gueroffia op- rithmen. Bosonies of Bybelog on the Drien Diver that forms the Iranifer between Doctals not Service, were checkstad in	students. 10.2 Starty preparations are below carried	Minister and the War Minister. A strong colains provails have that	It is income that Great Bell Prance do not want a Europ
one were chiefly against the verdict, one being "toon" and hides and los of "Assaude! " Planty there is a round of obsesse for Makire Lo-	After String at home gits for hom- land and a few closes gits for hom- land and a few closes gits. Confine without it a headedness confine good, and	SUGGEST A. BARTON HEPBURN.	William's influence in this direction	Visions and Series. Fart of the Austro- Hangarian forces in expected to ad-	out with forestab artistiy. The trucps have been reconstrated in durified po-	A strong orbital provide here the in the event of the outbreak of a gen- eral Heregons was England week-	among the great power and
les of "Assaude!" Planty there is a rease of element for Matte Lin-	"It is Malley Labors," she was "to	Administration Still Hopeful of Warburg's Confirmation,	These officeral this morning, which	vance across the Drine in the direction of Kongasyevata. The Service Drives,	others. The bradgeteins of the grass has been established at Kragsmoratz, 16th in the event of secondary will be manuferred to Krasbovatz, othery relies	eral European was English work actively support Bassia and France	en the action of St. Paterskung
	"It is Malies Labors," she said, "he where I one the good fortune to be finely from the behinds both and his fine name, and I am profusedly grateful to high."	Special to Plat Not Ford Places.  WASHINGTON, July 28.—While the Administration in beginn that Paul 34.  Visualization of the Plate 1.	"There is reason to believe that be	vance across the Dylan is the direction of Engangerals. The Service Initia, on the other hand, are expected in order into Eccilian territory with the	transferred to Erusborate, obsety ratios southeast of Reignade.	per co-darabete to the Excite Entrett	At the Fernige Office bere it stated that now that wer be Austria-Stungary will be begin
toped for The Papers, who maked into an the vendist man read. The day's session was devoted to the maning-up appearant of the har-	Recorded to the Room of the Record of the Re	Warking will appear below the Branch Committee on Earthing and Committee to	the maintenance of European peace in	olderi of rabing an insurrection among the Bossian Serbe.	Two Army Corps at the Border.	are recommended, Not 26.—The fact	surre conditions such as a
caming up appealing of the har- dars. There were new hardenin, an-	PARIS. Welranday, July 19.	Committee on Emaking and Committee to South's in-related to the appointment on the February Emarce Emand, authors definite him teem heart from Mr. War-	provers from all manner of influen-	that the object of Austria-Burgary is	America, July 18. Deports from the America burder today state that the	bears here late (2)s svening. Thousands of persons then guillored	posseled prior to the outbooks tillden.
pt at the beginning, when the crewd, sich was bigger than on any pre- fing day, broase sayuty. At a critical masses of Matro	Decisi Colle to Tex New Trans Trans- PARIS, Welcocks; July 28—The ecyclesi of Mrs. Culface reason exsety by South comment. The Ecks' rays: "When the news was	While the interestion provide that you Warrant would be opposed it to	magnetic restaurs to materie that he the most mostled spinior of Germany the residence of Enterprise (the Proposition of Enterprise (the Proposition of Enterprise (the Proposition of Proposit	to crush and disarts Servite and, in particular, capture the Service ac- tility and compet Service to refuse her arms: In Tallate to institute the con-	BUBLEY, July 18. Supports from the Austrian burder today state that the transport of the Bigton and Nieth Am- trian Arms Corps from Bohonda to- mard the Service fraction began you	ge, popugazarra, July 28.—The fact that Accepts had desired wer bening hower here had the other than Thousands of perhans then guidered and, sincering wider, custoded through and, sincering wider, custoded through Treads (Embassion, whose shore were recent at embassion, whose shore were recent at embassion. Mountail published the orivine, which all and desired.	Food Prices Up in Vira
MI is critical manusci of Mattre cay's speech-best as he began to		some a condensat with his figurey to some the condensation to appear, his consulption player has reproject	cany ten his powers of resistance accordy, but in foreign affairs by	tillery and compet florets to reduce har among in Tallate to inofficiency proper-	terday, and that there was so other truffic on the Debureius railroads extent	Scenes of embrocham.  Micolad palice eventually tentioned	Food Priers by in Yies There was an absorbed ris grice of provisions token, while great indigenties on the part public, who fooded to the sa- iny in stores in swindpalies of the sourcity. Vegetables in sea
acribe the source of the absolute-	Richo de Furis says; "The security will stribute the result to the baseful in-	place. A Barton Suphers of the Cham-	ir the understand master and he has after above, that he has a will and	Austria-Hangary also is determined	of infestory with a lease number of		lay in stores in awildpallon of
old, and was earsted from the prin- ers' inclosure.	Disease of politica."	those prominently mentioned today. Ihough these to better the solution of the solution to the	judgment of his own. We still hope with some confidence that that will	to siese Meant Lovishes, a Montene- gris straugheid, which communist the important name base of Doobe of	of totality with a large number of quick-firing machine gans, six negl- ments of surveys, two regiments of field	Supe Greeneny Will Strike Hard.	the scoreity. Vegetables in ma- trobled in price. Feeling ran that in many instances stal
ery inclosure. There were many arrests of built- rel demonstrature buildin. The order world probably have been by syrious had not the war stem-	continues standard of our specia and covers the radical repetitio with small and blood. It is an absolutable parecty of Justice. Mine, Cultivat has love an	Warrang of the Committee on Bank-	be exerted on the side of that peace which it has effect been his benorable	important name base of Docube of Custore, despite the especifics which Daily to expected to either to this pre-	Armiforn, and two regenera of the Army Service Corps.  An acconfirmed disparate from Outs-	Eagn Greanmay With Birthin Hands, 1928(12)4, July 38.—No confirmation had been received up to a his boar this evening by the Garwan Fireign Office or the Kanada Exchange of the problem- tion of army cappa in Ramin, reported in the confirmation to be a superior of the properties to be deter-	that in many instances sta-
			boart he belowd to lever for six and treatly years.	coeffig. Three Italian training skips now an a visit to the Clyde have been recasted. Autition naval concentration has been coffeed at Plans. Black hes Lighten des. The Destrict outforting has yet.	An exconfirmed dispatch from thus- blance, Scattere Pressin, to the Teap- licite Scattere, teday may streets have	or the Eucasian Emilionry of the mobiles tion of army corps in Eucasia reported in discontinue to London.	
	Government, and sold Judges."	two producer ever in the backing head from in Making Olfz. At the Owner's respect to Japanese appeared before	'Our Paris correspondent repeats that grounds exist for the belief that	a visit to the Cipile have been re-	complet Wirbstler, Baseles Police. With a ferce of engineers, cavalry, arti-	A German efficial said fially the any Rossian metellisation against Am-	
belansker Fields on Authorite Seek. TARIS, July 38.—James, Californi was	theorement, and seed Judges."  The Math gives an account of the incidents following the asymptal and refraint from comment, as does The	the countries test formular in support of the Green-Chico Corrects Will. Much of the acceptabl used of the testimony	proof of her wish for peace than it	Authritia naval concentration has been ordered at Flame.	lary, and two replacets of infantry white Sussian grands have been sinced	tyti, partially or etherwise, passed war Greenan modification orders work	A percentant committee app
prison after a trial busing nine days. The approximental of the just's ver-	Normal.	has been subject from the committee's record. Quantity weathing of the gas-denie tuple underses in him, the first control of the state of the control of the state of the control of the state of the st	In London Germany's regio to file	The Busine authorities have an	departs adds that a squadrup of Gor- man Things has advanced to Northead	then, no said, immediately be branch and when their other task been new there would be no negativity of result	
tion, Californ tellered and fell on the	STORY OF THE CRIME.	Dr. Scholin branched out the stories of an incimate dissociatify that make frontiers is about assemblement by all	upon as a diplomatic rebuilt. The trine	dered off fights along the Hundau Black Sta count skillaguished, with	nets on the Standard Paulier.  AUSTRIA MAY PAUSE.	ing them or of thermany resting or her arms while reputations continued as the simulation recombined of whi or	
relamine Fields on Anthony was read- tables, digit in Jones. California was palend affect a trial busing who days. the anti-processed of the 1000's vent- tion, the common of the wildows towards, from the common for the common of the common format of the on- th of her common. Not made was used and the format of the common of the original part of the common of the com- to and fail own. The state of the com- to and fail own. The state of the com- ton of the common of the common of the com- ton of the common of the common of the com- ton of the common of the common of the com- ton of the common of the common of the com- ton of the common of the common of the com- ton of the common of the common of the com- ton of the common of the common of the com- ton of the common of the common of the com- ton of the common of the common of the com- ton of the common of the common of the com- ton of the common of the common of the com- ton of the common of the common of the com- ton of the common of the common of the com- ton of the common of the common of the com- ton of the common of the common of the common of the com- ton of the common of the common of the common of the com- ton of the common of the common of the common of the com- ton of the common of the common of the common of the common of the com- ton of the common of the common of the common of the common of the com- ton of the common of	paper Campaign Against Callinus.	C. R. CRANE CALLED BY WILSON	Prince Lightnewsky, the German Am-	join ordered of France.  Black hea Lights dwa.  The Brantan arthrottes have widered all Egits along the Handan Hight Bin count stillaguished, with the steeplines of the Chrystonel Lightholian same Midostopic harbor.  Robuston lated its spen only to Francisco, varieties.  Rossin has centered the mobiliza- tion, of freedress serme corns in the Art freedress serme corns in the Mid freedress serves serves serves and the Mid freedress serves serves serves serves.	Surroution in Paris That She Stay	as the stantage recession of war or but two fronts would force Garrenay in	deal with the quantum or pro- ting consists, and taday to dis- regulation of princes in order regulation of princes in order quality marriag with the man- also was held in the Efes. If was officialy essented to was no respon for aggrethern
d maintened bins. Har hair was un- med fish pour har shoulders. Har a despised to the finer. The aper- my wood up on delta and char- letter. "Labori" and soles of addison. Assistation morped but the pour despise. However,	The Culliant case, the most oriented Pronch trial blace the Desytas case, he	Chicago Capitalist May Be Offered	many, while most annium to co-spir- ate with Great Dritain in the attenue	Schoolsoni likelf is upon only to Eus-	Take Some Territory and Walt.	strike humodinosty and hard. The opinion was expressed tenight in web informed Residue strikes, however	organism in place in a consistent of the consist
dilleral Assessed morped into	Smither Columnia, Control of The Physics, was about in the order for Many, Reserved	James's Place. Special is The York Floor.	to flod a sectionest, was unable to ac- out the role of a mediator to far as the Austro-Servish disputs was eco- curred as she first sector southing	. Names has entered the mobilita- tion of fronteen army corps in the	PARIE, July IX.—According to what to believed to be responsible opinion, there- remains the precivity that when Am-	that partial specification of Escales troops along the Austrian frontier was	was needless for citizens to a
The dis was destinated. Revenil expu of introduces ratio to blows, and	Cultines, with of Japane Californ, of Promier and Minister of Phanton in Pro- pier Decompositive Californ, He that a	. Special in Pile You Twel Place. CHIRCASS, JULY H.—Charter S. Crane, who is about to retire from the Posts.	the Austro-dervish disputs was con- certed, as she lited sector topthing	melghburhood of the Anutries frontier, but these orders are understood to	tria has accepted sums Services territory sto WEE to a day or two acceptage her	only probable as an entery to the Assettan destruction of our on Service. Services officials here conserved to	The endy effect of such proc-
continue Geards, in an endeavise to paralle them, intend to the milds. The cotacle of Malley Labort and Males.	consequence of a nightens nemapaper	profess to Wandington by Proposity with	calculated to create the Expression that she was not in eatire harmon	to movely proparatory, not final. In diplomatic strates it is stated that	bold what she has taken until Service of the competent granteness that the	forcing addicine here appeared to think that such a step could be under	mice prices.
otes. The larger occupal for the Cal-	Curlined. Cultivat to an energiant financiar and empeter measure. He may Propose in 1913, 8-10-101, office species the Moreover.	The action of the Printdest is taken to make that the Crase will be about the place of the place of the Printers, Seneral Score	unbushed to create the Expression that she was not in online harmony with her Austrian ally. The Greens Authorsance particularly incloids on		went meaning American relation. Human would not then be kindy to intervene, it is argued, street distributionally, and	tanes vedoge croking a German coun- ter monthstaton.	caude to take care of fam
igied the toront for a minumed, but it is reducibled when they left the build-	orbin, and orbitaling in Japanery, Std.,	made vessel by the windstown of the necessation of Thomas B. Jones, Acquilles to the intimate frames or	the weight which thermany attaches to monoporation with threat meaning	restribed also in the more. Two Prench Califord coupers were	the present this between Austra and	PEACE CONGRESS PROTEST.	creat of a reservist being !
y web Mars. Collines. Figling to make bloody heart, the	Chinesia Stade staged sware	Mr. Grane, he is not claused to ander the form of an extensive front of the first and Banery Francis office they works to have in working the first form.	with a view to besideing the conflict. The conternations at St. Principles	mahilisation union a Ramian army is subtilized ains in the merit. Two Franch Cabinet councils ware half-outpublic. No mahilisation order this been issued, but emaiderable pat- fers representations on helps used. All	See granted this between Anatha and On the antonomousless; of mar tonight Freily December of State Sta	Meeting Place to be Changed from Vicesa to Borne. Sottoppild, Scirice, John HTh- International Peace Assertation, at the	shout 25 cents per day for ea
making Judge, tolored by the other orgon starring out of the robes. The possible they complete personnel of	orlinance in delay the sold of the outsider, hitted Euchades, in 2005, as as	Control of the second of the s	between Count Suspery, the American Archamater, and Pressure Suspendit, are	officers and man on leave been been	and many other cities throughout the resultible, but there were also desaver- strations against the war.	MICHIGANIA, Belgium, Jety M.—The	will be conflored for six mod
n range, and solls of them montred a Judges' dashe and hamneyond the	and that he billioner of Planter in Sales, prompted for being challenges in the sales and the sales are sales are sales and the sales are sa	described would be of terrino in the organization and approximation of the open banking and outstall criticals. In		regulard to the caters. The French ho-	A New London of lotted Phones and		
and. The minute than elected a per- ex of the court, and, comparative quiet.	The later restriction in our beat, of the same in the later beat in the same i	the long buildings experience would be layable to this connection. Provident Wilgon in in one his. Conne		light upon the Government to use the	Maurin Barren, member of the Chara- ber of Legettes and Provident of the	day.  As a product adjusts the warths asked of Austria the association has decided	The Associated Press. Williams. July 35.—11 in with just of minome related that the p- the deal memanchy linik forware way, with Rowle, which for darw has estimed to be been's
			Jame Hearthy . A. C. Co. P. W. L. Connection .	Military proportions are proceeding in Nobicot and Delgroup, with the view of instrumenting the polytratity of these	prosper, of Patricia, And Straid & said		



## Let's Try One...Shall We?

Austrian Emperor to Take Command at Vienna Headquarters.

#### WAR FEVER AT CAPITAL

Crowds Cheer Outbreak of Hostilities and Demonstrate at Friendly Embassies.

#### OUTBREAK OF FOOD RIOTS

Prices Sear as Hostilities Are Declared and the Government Steps in to Regulate Them.

#### MANIFESTO FROM EMPEROR

Ferced to Grasp the Sword, He Bays, to Defend the Honor of His Monarchy.

FRANCE FEARS A GREAT WAR

#### FRANCE FEARS A GREAT WAR

Army Mosts to the Frantice-Ballet in Paris That Russia Will Not Doort Barvia.

Sparied Sales to Time New York Times. VEENNA, July 18.—Upon the insupe of the formal declaration of was against Servin today Response Frank Just gave orders for the removal of the Summer Court from Lend to the Lend t

"I do not want the air of Vicena." I want the atmosphere of headquaities."

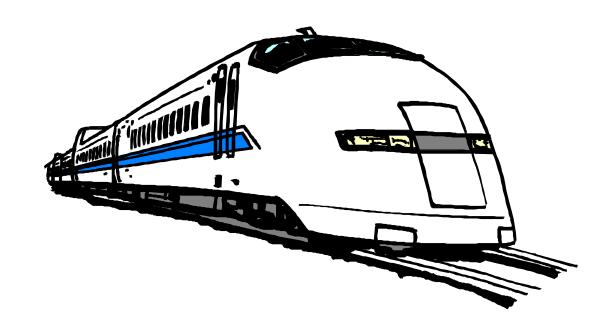
The opening of the war has examed, the impossition of all hinds of restrictions upon public business. All the railways, of course, are under military course, and the telegraphs are being reserved suitedy for the service of the State.

The hope is still entertained below that the war will be confined to according to the state of the te-



#### Bottom Line Up Front (BLUF)

- Facebook/TikTok Reels Watch till the End!!
   (That's a warning that nothing will happen in this 20-second video)
- Carl Pritchard 301-606-6519 (The voicemail safety net)
- When we wrap up here... (Promises, promises...you get ONE shot)





## J-School and the Adjective

- Best, most, largest...
- Effective, efficient, labor-saving...
- Timely, time-sensitive...

• And the WORST of all...



## Unique



#### Bill Drenten and Albert Mehrabian

- Your message needs the pipes to support it.
  - Drenten's theory
- 38% of all messaging takes place through tone and voice.
  - Mehrabian's theory
- When you trip over your tongue, 50% of the time, no one notices. But if you have a crappy mike, everyone notices.
  - My theory









## Why?

- THE FIRST QUESTION!!
- You communicate for a reason.
- You expect an outcome.
- You will get something better.







#### Who?

- Today
- Yesterday
- Tomorrow

Who will be using your project tomorrow, and will they be able to understand the messaging you used to create and support it today?

Think of terms that were commonplace 50-100 years ago, and how they would be misconstrued today!







#### What?

- Outcome-based Planning
- Immutable outcomes?
- When we're done here...

If you're seeking a reaction, result or defined outcome, know what it is before you start communicating!



#### When?

- Is it written for today?
- Can it be misconstrued tomorrow?

Plan your message for today's audience, but to withstand tomorrow. If the receiver tomorrow won't get it? ADD THE CONTEXT.

## CONTEXT



• The basic journalism questions...Leverage them!

# 



#### Where?

 Do you know where you are? (Cleveland, Columbus and the PMI-RMP® question)

• Ben S. in the Bible belt?

Remember the locals!







#### How?

- The Mechanic's Question
- Consider your web site frustration
- References and Sources
  - https://www.youtube.com/watch?v=FOlpjWGclPo (Walls of Stone)

They don't want to need you...









#### Huh?

- Open the door
- Accept the information gaps
- Communicate how to fill them

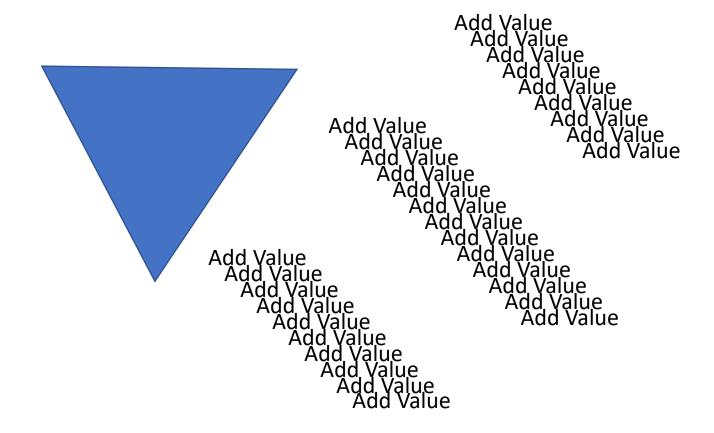
They don't want to need you...
But they may!





# Do you remember what the inverted pyramid in journalism is/was?

- The POINT First
- The details later
  - In downward order





#### Promises, Promises

Carl Pritchard, PMI-RMP®, PMP®

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301-606-6519



#### MPUG-Feb 22

- Messaging in project management can be everything. But for many PMs, it comes as an afterthought.
- Carl draws on his decade-plus as a member of the media (and his Journalism degree) to explain how project managers (and any other managers) can leverage the basic concepts of journalism, from the six basic questions to the inverted pyramid to the follow-on.
- He examines the three most common mistakes we make in everything from e-mail to project reports, and drives home the need to remember what the receiver needs to hear.
- Don't miss this session which will help you harness one of the most important Power Skills – Communication!