



Crafting Your City's Reputation

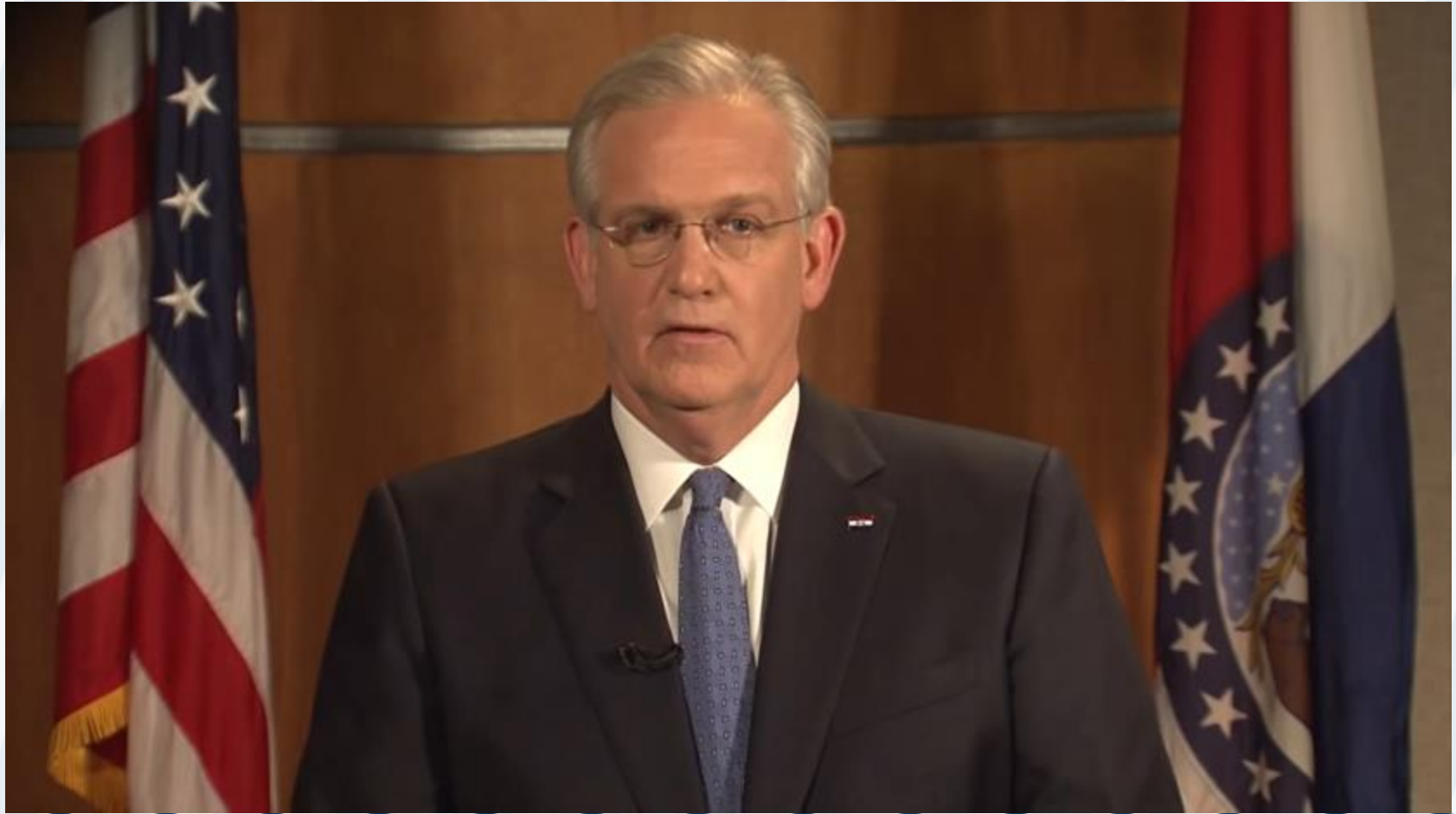
No matter how drastic the world changes, we are humans at our very core. We are still emotional creatures who thrive on meaningful, authentic connection



Emotional Connection



Ferguson, Missouri Riots



Amazon's Leader

Amazon is in the
Communications &
Entertainment
Business

Brazos owns the
Washington Post

He is known for his
smile and big laugh.

Reputation is key



Authentic Communication

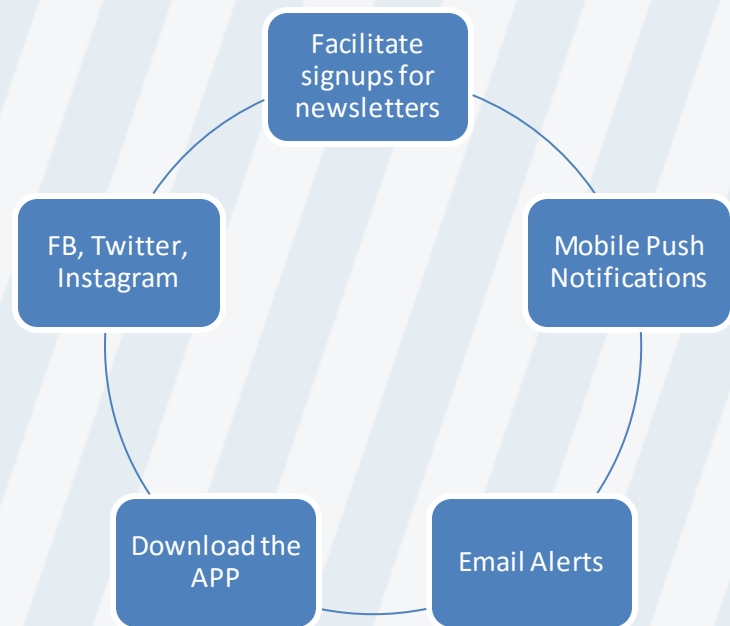


How Amazon Works

- The consumer is the center piece
- Amazon.com & APP keeps the flywheel moving



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How Amazon Works

- Banned PowerPoint Presentations for Press Releases
 - Executives must write the idea and the reasoning behind it in a two page public release.
 - Why are we doing it and how does it benefit the customer?

How Amazon Works

- “Two Pizza Teams” Small Group Approach to Creative Problem Solving



#HQ2 Amazon Must Haves

A metropolitan area
with more than 1 million
people

A stable, business
friendly environment

Ability to attract and
retain strong talent

Creative thinking



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How Amazon Works

Hires the Best, Creative Minds

#1 Driver for most companies

- Labor is #1
 - Companies (including media) must be able to attract millennials, the young and educated
 - What do Millennials want?
 - Cities that pay a lot of attention to that have a huge advantage



Creating Content To Engage Millennials

Style and Tone – Sound - Pace – photography – editing –
Movement – Conversational – Delivery – Animated – Focus
on Target Audience



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Diversity & Acceptance

A young man working for me is looking for his next opportunity. As we were talking, he expressed concern about some places because of his looks.

Reflect Your Target Audience

- Visual Image and Sound
- The Appropriate Tone
- Movement, Action
- Positive Vibe
- Accountability, Perspective
- Smile whenever possible!

Identify Opportunities



Motivators

- Breaking News (be first on digital will drive engagement)
- Live
- New and advanced content
- Stories that make me feel smarter
- Planned based weather information
- Showcase technology

High Impact Content

Crime	Unusual, trend, public danger, finding resolution, great video or sound
Accident	Major traffic issue, amazing visuals, unusual circumstances
Fires	Injuries, displacement, lots of witnesses, amazing video, user generated content
Courts	Major case, unusual crime, verdicts, compelling sound/images
Nat'l/Int'l	Terror concerns, major political development, local connection, spectacular video, new developments
Health/Lifestyle	New information, alerts surrounding safety, health, and saving money; local (something that's not found on google)

Millennials

- Define themselves by their causes, empathy, social responsibility
- Preference for brands that promote a partnership with a cause, they want to be part of a caring community
- Who would be a good media or corporate partner – it has to be about the people, not the partner
- Causes involving kids, cleaning up the community and empowering them with information on how they can help, ask for their help – that's emotional connection
- Pay it back or proof of performance, show people in action doing the work and real people speaking

Opportunities

- Millennials are influencers inside and outside the community
- Create a filter when looking at opportunities – how does it speak to the target audience, what is the emotional connection
- Making a case for continued training, stay modern in a digital world
- Leverage the Amazon experience to focus the organization, team for now and future opportunities

A Test Run For All Cities



QUESTIONS?



Video Links

https://www.youtube.com/watch?v=Cy4Pe0f_1YY&list=PLICSr9KaRx30VJBDDqE7OxjJ32DCA_iT0

https://youtu.be/hY9kS-0l7OM?list=PLICSr9KaRx30VJBDDqE7OxjJ32DCA_iT0&t=110

<https://youtu.be/mk0qTPqaFcw>

<https://youtu.be/8s1-0khtLps>

https://youtu.be/LdGVXNYzZqw?list=PLICSr9KaRx30VJBDDqE7OxjJ32DCA_iT0

The logo for Sherrie Brown Media is centered on a dark gray background with a fine grid pattern. It features a large, stylized red letter 'T' that serves as a backdrop for the text. The text 'SHERRIE BROWN' is in white, bold, sans-serif capital letters. Below it, the email address 'sherrie@sherriebrownmedia.com' is in blue, underlined, sans-serif lowercase letters. The phone number '816-863-9090' is in white, bold, sans-serif digits. At the bottom, the letters 'SBM' are in large, bold, red sans-serif capital letters, and the words 'SHERRIE BROWN MEDIA' are in smaller, bold, black sans-serif capital letters on a red rectangular background.

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