



The TV Guide to Telling Your Organization's Story: Insights and tools to help you navigate the Interactive Age

Megan B McDonald

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Think of your organization as a television show. How are your ratings? If you're like most people, you probably aren't attracting the audiences you want in the numbers you need, especially online. But thinking about your organization as a television show is exactly how to "improve your ratings" because in the Interactive Age, hands-on management of your organization's story is no longer optional; it's mandatory. The TV Guide to Telling Your Organization's Story will show you how to

- Discover your organization's most compelling stories
- Connect with your key audiences and disarm uninformed critics
- Create the virtual set for your organization's show
- Cast your show's characters and prepare them for their "TV debut"
- Build an online control booth to help you produce and deliver your shows and measure their effect on your target audiences

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