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### Is Print Dead?

We recently "attended" a Webinar on the role of print communications in today's world of blogs, tweets, instant messaging, social networks and e-mail. The session explored whether print still had a role in internal communications given this new, electronic competition for readers, its expense and organizations' green initiatives. Was print communication, in fact, a dead form of communication?

Well, print isn't dead. We discovered that BAD print serves no useful purpose, so if it isn't dead it should be. Why? Well, bad print is boring, it isn't engaging; it's often irrelevant and doesn't connect with readers. Bad print quite often has dry articles about corporate finances using terms nobody understands, "execution at dawn" photos of people lined up having their picture taken, "shovel" photos (ground breakings) and lists of service announcements. Ugh!!

But then there is GOOD print.

Good print **tells stories about people**, how the jobs they do help the organization meet its goals, how they save money on out-of-pocket expenses or the good their employee benefits provide. For example, telling a story about how a company's free annual physical led to saving a child's life is infinitely more compelling than a description of the benefit itself.

Good print **translates complicated information into language anyone can understand**. It helps people make sense of that information so it becomes useable. Simplified language coupled with charts and graphs does more to explain how an Health Savings Account works than what you'll find in a benefits certificate.

Good print **takes full advantage of all the tools at its disposal**: graphics, photos, sidebars, charts, timelines and color. All these make the subject matter engaging, understandable and personal. It doesn't act as a barrier to the reader but instead draws the reader into the subject matter.

Good print is **a great library**. How many people save online publications or blogs? Print publications are filed, clipped, tacked on a bulletin board or stuck on a refrigerator.

*See next page for more.*

### Good Print Qualities, *continued...*

Good print **complements online resources**, pushing the reader to utilize online tools, Web sites and documents. Navigation aids for first-time users are often printed.

Good print is **multi-generational**. Gen Xers and Yers like good print and are drawn to it. Really. And Baby Boomers are more accustomed to good print communication and appreciate all good print offers.

And good print **doesn't need batteries or recharging when you want to read it.**

So if you're thinking about converting all your internal communication to online distribution, you might want to think about why. Bad print IS a waste of time, money and effort. On the other hand, good print is still an excellent method for getting your message across and is an effective, compelling resource suitable for all audiences.

BeneCom has over 17 years of experience helping employers communicate with their employees. Let us help you develop a strategy and tactics that will help you successfully communicate with your employees in a way that educates, increases satisfaction and engages employees in a cost-effective fashion. **BeneCom Associates offers effective benefit communication strategies for every budget.**

To learn more about us call **860.674.2626** or visit us [online](#).

*This newsletter is brought to you by the employee communication specialists at BeneCom Associates, The Write Source and Red Jasper.*