**Larry Gauper**

Radio, flint advertising, blue cross blue shield

Word chipper - writer, retired

http://wordchipper.wordpress.com/page/3/

1958 career started playing records on the radio.

Writing writing writing. The only way to keep moving forward in your career. Everybody needs an editor. Must be able to write clearly and persuasively.

Democrat party should be Democratic Party. Very very good point that a lot of people use this and don’t even realize it, I myself never realized this and I consider myself pretty politically wise. It got shortened to democrat party because it has the word rat in it; making it pretty easy to tell which party someone belongs to.

Had a chief executive at blue cross plant got a DUI, bad news, put under review, reported asked is what you mean an investigation? Well we like to call it a review.

Never lie. Tell the truth or no comment.

4 principals:

Tell it all – don’t hide little things

Tell it quickly – don’t piss around

Tell what you’re going to do about it

If there has been a violation do the “I’m sorry” and make it sincere

Write from the heart. “Dance like no one I watching” write how you really feel. That’s the type of writing that will be the most effective.

Useful people are hard to get rid of. Be useful and never say something isn’t “your department”

Claim to fame was talking to all his friends with the hottest record playing. Always trying to find the fun.

$$$?

Started a $1 an hour. Working 60 hours a week. Pointed out he was working too much for child labor laws and got his cut. Accidently. Next job was $150 a week. Than $300 a month. Paychecks really bounced for a while before he decided he wanted to get off the air. Write copy and produce ads.

**Rick Gion**

Started career in television, press secretary for Byron Dorgan (senator)

Sells advertising

Senator Dorgan was very picky about staying on message and was a stickler about what was put into his message.

“Writing will be a part of your life no matter what, no matter how much you hate it.”

When writing in the professional world you want to control the message. You need listen. Have people review everything. “Every writer needs a good editor.”

Know your audience. Good words vs. bad words… spending vs. investing

Be truthful.

It’s your job as PR person to watch and know everything that is going on out there. You have to have answers reading for the senator before he even does and you have an answer for him. It’s your job to promote and make yourself look good in anyway you can. Your ears are sometimes not enough for all the media you need to pickup.

Early early in his internship and realized that he didn’t want to do video production. And wanted to get into politics.

If you knew what you were getting yourself into would you change your path? Had a rough idea. Certainly came across new things and things that were out of nowhere but wouldn’t have changed it. Still found the fun and enjoyed what he was doing.

Do you think the amount of work you do is worth what you make?

Yes. Low paid for awhile. Must be on time, always.

It takes about 10 years to work your up to start making the big bucks.

BOTH

Can I write this? Knock down and promote the hell of yourself (zealous) to write everything and anything you can.

Find your passion. Find the fun. And enjoy what you’re doing and that will make it all worth it.