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## THE LAST WORD

How to close? What lasting words can I leave with you that might convey the essence of what it takes to communicate well in your work? Perhaps this story:

A friend and television colleague of mine was flying across the country and found himself seated next to that most distinguished architect, I. M. Pei. My friend is from Boston where Mr. Pei's famous John Hancock Building dominates the skyline, growing out of a corner of venerable Copley Square. The square is also the home of two landmark nineteenth-century architectural marvels: Trinity Church, a medieval-styled wonder of multicolored granite, turrets, and spires, and the Italian Renaissance-styled Boston Public Library, all Romanesque arches, gray stone, and dignity. The John Hancock Building, the newcomer on this scene, is a rhomboid-shaped soaring tower, completely sheathed in reflective glass.

My friend loves architecture, so he seized the opportunity to discuss something with Mr. Pei.

"You know," he said, "I always wondered why, flanked by those two buildings of magnificent stone and granite, you sheathed the John Hancock Building in glass?"

"Yes. Well, when you look into that glass, what do you see?"

"Why, I—I—see the two magnificent buildings!"

"Exactly."

Recognizing the value of those landmark buildings, Mr. Pei's intent was to honor them by reflecting them *first*, making *his* architectural statement connect with and include them.

Unless we can "see ourselves" in your communication, we will have difficulty assimilating it.