



Diese Figur ist aus  
dem Ersten Buch Mose  
genommen / Gene.  
am 1111. Ca.



Das Fünff

Das Fünffte Gebot.

Du solt nicht Tödtten.

Was ist das? Antwort.

Wir sollen Goet fürchten vnd  
lieben/das wir vnserm nechsten an  
seinem Leibe keinen schaden  
noch leide thun/Sondern  
im helfen vnd fördern  
in allen leibes  
nöten.

¶ iij Diese Ga

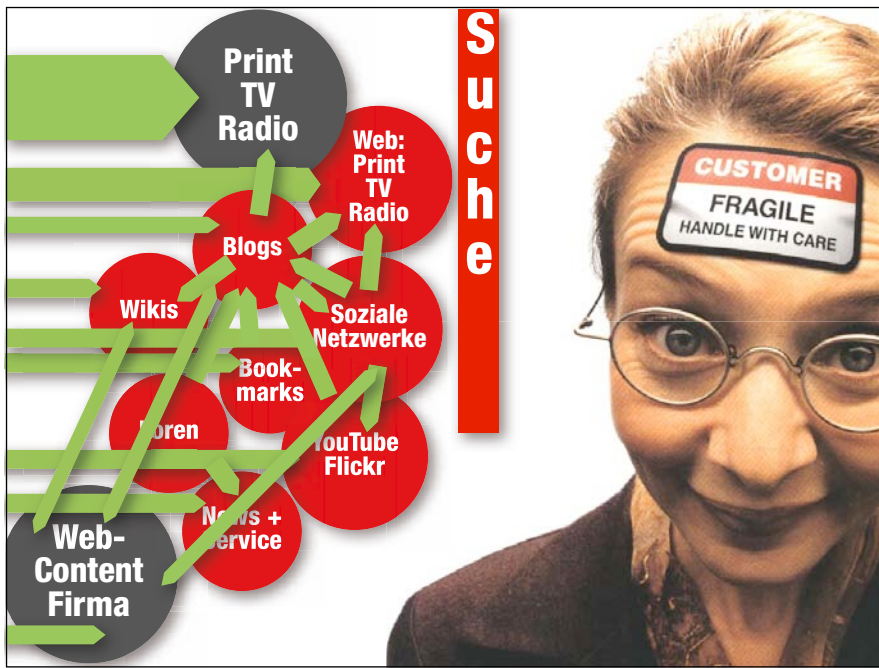
**Mitten drin im Umbruch.**

**40 Jahre Internet.**

**20 Jahre öffentlich.**

**10 Jahre überall.**

The image features a vertical red bar on the left with the word 'Suche' written vertically in white. To the right of this bar is a woman's face wearing glasses. A speech bubble above her head contains the text 'News Info Dialog'. A sticker on her forehead reads 'CUSTOMER FRAGILE HANDLE WITH CARE'. To the left of the woman's face are several overlapping circles of different colors (red, grey) containing the following text: 'Print TV Radio', 'Web: Print TV Radio', 'Blogs', 'Wikis', 'Soziale Netzwerke', 'Bookmarks', 'Foren', 'YouTube Flickr', 'News + Service', and 'Web-Content Firma'. At the bottom of the red bar, the word 'AbouRL' is written vertically in white.



# Wo sind die neuen Meinungsmacher?

## Dort, wo der Kunde sie findet.

Mitten drin im

### Mini-Microsoft

Tuesday, May 05, 2009

#### Microsoft Layoffs - Cinco de Fire-O

Well, if ever you wanted to console yourself with some tequila, today might be your day. Phase Two of the big Microsoft 2009 layoff engages today.

- Microsoft continues layoff plan, eliminates thousands more jobs - TechFlash Seattle's Technology News Source
- Steve Ballmer's internal memo on Microsoft's latest round of layoffs - TechFlash Seattle's Technology News Source
- Microsoft Starts The Layoff Machine Again Steve Ballmer's Memo To The Troops Peter Kafka MediaMemo AllThingsD

Is this it? Will there be more? From Mr. Ballmer's email:

“With this announcement, we are mostly but not all done with the planned 5,000 job eliminations by June 2010.

Strangely, Ms. Brummel have asked folks to avoid emailing each other today because the last layoff's email volume was so distracting. Gee, sorry to be a bother while people are trying to

#### About

Let's slim down Microsoft into a lean, mean, efficient customer pleasing profit making machine! Mini-Microsoft, Mini-Microsoft, lean-and-mean!

#### About Me

Who da'Punk  
[View my complete profile](#)

#### Blog Archive

- 2009 (12)
  - May (1)  
[Microsoft Layoffs - Cinco de Fire-O](#)
  - April (2)  
<http://minimsft.blogspot.com/>
  - February (1)

"Why would you spend so much money, effort, and time to stop the rights of workers when you're really just trying to produce a good cup of coffee?" - Jeff Alexander, former Starbucks employee, Kent Roasting Plant

JOIN THE CAMPAIGN

your email address Sign up

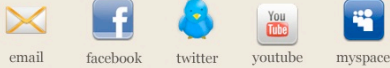


Home Facts Your Story Contest Blog Press Donate



Also on YouTube and Quicktime  
Don't miss: Starbucks' Health Care is Sickening

Tell others about this video



### 1. Sign the Memo to Howard Schultz

Schultz has said if workers "had faith in me and my motives, they wouldn't need a union." Help us reach 50,000 signatures, and let's send a clear message to Schultz that corporations should support unionization and the Employee Free Choice Act.

Dear Mr. Schultz (Starbucks CEO),

You have repeatedly intimidated and terminated your employees for seeking to unionize, taking a page from Wal-Mart's unethical playbook. That does not foster trust among workers.

We insist you allow your workers to organize and stop opposing the Employee Free Choice Act.

Instead of allowing your workers to unionize and negotiate fairer wages, health benefits, and hours, Starbucks spends millions in legal fees settling labor complaints that would expose your atrocious labor practices. That does not foster trust among workers.

Rather than heed workers' pleas, Starbucks has proposed a stripped down version of the Employee Free Choice Act that would make unionization more difficult. That does not foster trust among workers.

Quit following Wal-Mart's anti-union example and give your workers what they want, Mr. Schultz. They will not trust you until you do.

Signed by 14,412 people. Add your name, <http://stopstarbucks.com/>

First Name (Required) Last Name (Required)

## DAS BLOCHER-PRINZIP



Matthias Ackeret

<http://www.teleblocher.ch/>

# Wo ist die neue PR?

Intention  
+  
Inhalt  
+  
Integration



## Wo sind die neuen Meinungsmacher?



Workshop BR/SPRG – 4. Juni 2009 – Marcel Bernet

**Intention**  
**Inhalt**  
**Integration**

© Bernet\_PR

**Vision?**  
**Kernbotschaft?**  
**Taten + Worte?**





**Sei..  
aktuell  
eine Quelle  
eine Inspiration  
offen für den Dialog**

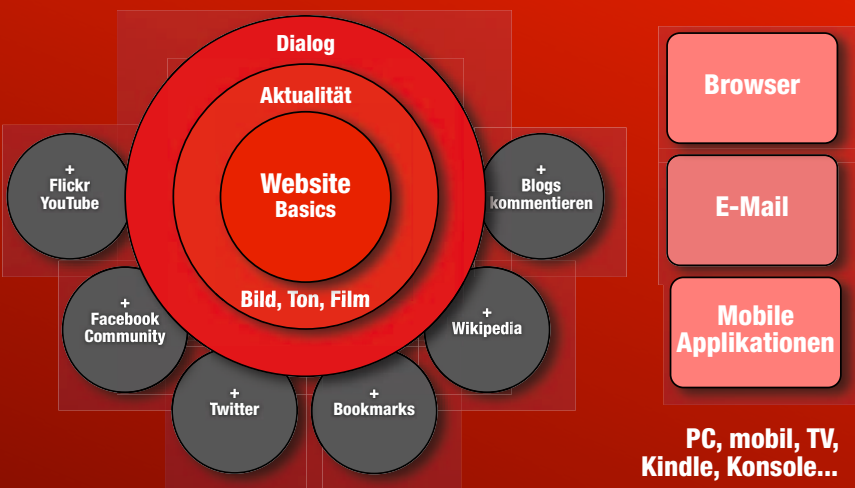


**Intention  
Inhalt**

**Integration**

**Publizieren**

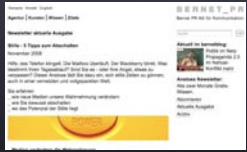
**Empfang**



# Integrierter Ansatz



**bernet.ch: 1995**  
**1'500 Leser/Monat**  
**200 Downloads/Monat**  
**Referenz + Nutzen**



**Newsletter: 2002**  
**1'800 Abonnenten**  
**Praktischer Nutzen**



**bernetblog.ch: 2006**  
**6'000 Leser/Monat**  
**Aktualität + Dialog**

# Integrierter Ansatz... 2



**Xing: 2006**  
**99 Kontakte**  
**Vernetzung, Lernen**



**twitter.com: 2009**  
**151 Followers**  
**News, Tipps, Vernetzung**



**Facebook: 2009**  
**59 Freunde**  
**Vernetzung, Lernen**

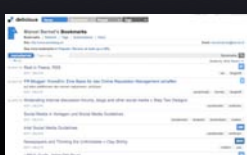
# Integrierter Ansatz... 3



**YouTube: 2006**  
**293 Channel Views**  
**Blog-Filme, Vernetzung**



**Flickr: 2006**  
**3 Kontakte**  
**Praktischer Nutzen**



**Delicious: 2009**  
**0 Kontakte**  
**Praktischer Nutzen**



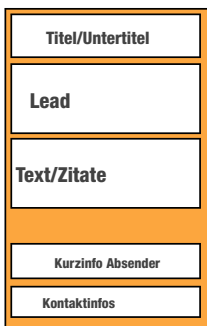
# Medien: Was wollen sie? Wo sind sie? 1. Basics 2. Aktualität 3. Klare Linie

## Medienmitteilung 2.0

BERNET\_PR



### Medienmitteilung klassisch



### Medienmitteilung 2.0



+

- Links zu Details
- Grafiken, Fotos
- RSS-Abo
- Links zu Umfeld
- Videos, Audio
- Kommentare
- Stichworte
- Link-Plattformen

E-Mail, Fax, Print  
(Mediencorner)

Webseite

<http://bernetblog.ch/2008/04/16/was-ist-eigentlich-ein-social-press-release/>

## PR 2.0

BERNET\_PR



- [www.bernetblog.ch](http://www.bernetblog.ch)
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