



CELEBRATING  
55 YEARS

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## Founder's Message: A picture is worth a thousand words

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Every cliché I have ever heard of, even those that go all the way back to the Roman Empire (am I that old?) are as true today as they were then. I'm not sure what the definition of the cliché THE POWER OF THE PRESS is, but I assume that it means that the PRESS has a lot of power. Despite of SOCIAL MEDIA, that the Journal is on board with 200%, nothing beats looking at your name in lights. What made FACEBOOK? Obviously the idea of our faces appearing on the world wide web - and we know that it worked. What (finally) made LINKED-IN successful? I joined in 2006 and nothing happened. I always thought that if they made it regional they would hit a home run. I really didn't give a damn what some guy in Texas or California was doing. But if I could see what someone in my backyard was doing? Someone got the same idea, bought the company, and now it is a major informational investment on the stock market. Hey, check it out. It starts with your head and shoulders picture.

A PICTURE IS WORTH A THOUSANDS WORDS! Right? So what is this message about this week? I've been writing them for 50 years and admit I am running out of ideas. But, hey - Social Media grows and invents new stuff everyday. Are we with it? A PICTURE IS STILL WORTH A THOUSAND WORDS. (I didn't invent that cliché.) So how do you get your picture (that means a thousand words) in front of people who you want to impress?

Here's the skinny. Real easy! Easier than you think. Some people already utilize their I-Phone for reading the latest novels, Tweeting to friends and neighbors, and to even people you never meet. OK. Here's the idea. When you attend your next organization meeting (or any other group gathering) use your I-Phone and take a pic (at least one) with a friend, or the featured speaker (better). I guarantee it will only take a few seconds, and I assure you, from experience, that when you ask a person (no matter how big a wheel they think they are) they will oblige and smile.

PS - Many years ago, I tapped Donald the shoulder at an organization meeting, he turned around, saw the camera, posed and smiled. CLICK.

In 1992 I happened to be visiting Cooperstown when Ted Williams entered a room surrounded by reporters. I took a shot to get his attention and said, "Mr. Williams, you and I have a friend in common. Sam Tamposi," who was a great Journal client. I happened to know that Sam was one of Ted's best friends. He immediately ignored all the other reporters, put his arm around me and my wife snapped the picture that I am now honored to use on my Facebook page. Now its your turn to try it. : At your next gathering make it a point to take at least one shot I-phone pic with someone of your choice. Then send it to us at (info@nerej.com) we will then use it in the Journal setting aside a special monthly page just for those pics. I guarantee someone will tell you that they saw your picture in the Journal. Hey, that's the POWER OF THE PRESS. Good luck, and don't forget to smile.

Roland Hopkins is the founder of NEREJ, Norwell, Mass.