

The Effective Use of Humor

In Business Continuity Awareness

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Before We Start

- Ask Questions At Any Time
- Fill Out The Comment Sheet So That I Can Improve This Presentation
- Enjoy Yourself

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My Objectives

- Show You How To Use Humor To Make Awareness Sessions Memorable
- Suggest Four Sources Of Humor
- Show You How I Use These Sources Of Humor
- Show You How To License Your Sources

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AGENDA

- Humor
- Sources of Humor
 - Music
 - Cartoons
 - Every Day Situations
 - Movies and Videos
- Wrap-up/Questions

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Why So Much Time On Licensing?

- Think About Your Work
- Your Reputation

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Typical Awareness Sessions

- Team Roles And Responsibilities
- Disaster Prevention/Avoidance
- Test Reviews
- Horror Stories
- Plan Overview
- Communicating During A Crisis

Humor Is...

- A Way To Make A Point Using...
 - Metaphors
 - Non-obvious Associations (1+1=3)
- A Way To Get Your Audience To REMEMBER Your Point
- A Way To Get Your Audience To Look Forward To Each Presentation

Humor Is Not...

- Being A Stand Up Comedian
- Telling Jokes
- Being Offensive Or Insulting
- Throwing Too Much At The Audience At Once

Sources Of Humor

- Music
- Cartoons
- Every Day Situations
- Movies & Videos

Music

- There are a lot of funny songs
- Besides being funny, they can make a point
- Download from legal sources
- Buy The CD
- Get a license to play it

Who Has Heard This Song Before?

- Numbers
- Written by Shel Silverstein
- Sung by Bobby Bare

Lessons From This Song

- “No matter how good lookin’ they are at first, there’s flaws in all of them”
- “That’s why on a scale of 10 to 1 friend, there ain’t no 10”
- “Except for your pot belly, I’d give that a 10 for size”
- “Its hard to tell what your flashin’ smile is worth. I give it a six, you could use some dental work”

Music

- Some Other Funny Song Sources
 - Spike Jones
 - Tom Lehrer
 - Dr. Demento
 - Alvin and The Chipmunks

How Do I License Music?

- There are two primary groups that license and collect royalties for the performance of music
- ASCAP (The American Society of Composers, Authors and Publishers)
- BMI (Broadcast Music, Inc.).
- Go to www.ascap.com and www.bmi.com and search for the song of Interest.

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How Do I License Music?

- 9. How much will it cost to obtain an ASCAP license to perform music?

The annual rate depends on the type of business. Generally, rates are based on the manner in which music is performed (live, recorded or audio only or audio/visual) and the size of the establishment or potential audience for the music. For example, rates for restaurants, nightclubs, bars and similar establishments depend on whether the music is live or recorded, whether it's audio only or audio visual, the number of nights per week music is offered, whether admission is charged and several other factors.

- Because ASCAP has over a hundred different licenses and rate schedules, one will likely fit your needs.

- From the ASCAP FAQ

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How Do I License Music?

- 11. Do I need permission to perform music as part of a presentation in class or at a training seminar?

If the performance is part of face to face teaching activity at a non-profit educational institution, permission is not required. Permission is required when music is used as part of training seminars, conventions, or other commercial or business presentations.

- From the ASCAP FAQ

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How Do I License Music?

- BMI Multiple Use License
 - Used for Company Training
 - 800 employees
 - 1 - 250 – \$0.76 per employee - \$190.00
 - 251 – 500 – \$0.60 per employee - \$150.00
 - 501 – 800 - \$0.45 per employee - \$135.00
 - \$475.00 for first year

» From BMI

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How Do I License Music?

- My daughter had a project and she wanted to use the song “Love is All Around” written by Sonny Curtis.
- The song is registered with BMI, where Mark Three Music is listed as the publisher. We contacted the publisher via the supplied email address and explained what we wanted to use the song for.
- We heard back from Mr. Terry Smith of The Copyright Advisory in Antioch, TN. They represent Mark Three Music in their copyright activities.
- Mr. Smith prepared the license for us and since the song “Love Is All Around” was being used for educational purposes, we did not have to pay a fee to use the song.
- However

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Cartoons

- Why I Don't Think Dilbert Works
- Why I Think The Far Side Works
- Other Sources Of Cartoons:
 - The New Yorker
 - Harvard Business Review
 - Mad Magazine
 - The Comics
 - Search the Web!!!! “free business cartoon”
- Honor Copyright Protections

Cartoons

- My Far Side Copyright Experience:
 - Limited To Five Cartoons
 - Described My Uses, Frequency, Mode Of Presentation
 - Received A Lifetime License
 - Had To Send Copies For Approval
 - \$275
 - Seven Month Process
 - This was pre-Internet

The Far Side

- Here Are The Five Cartoons I Use And How I Use Them

Cartoons

- There Is One Other I Want To Use
- Honor The Licensing Agreement
- Were They Offensive?
- Clip Art From PowerPoint Is Not Funny
- A Lesson From The Maine College Of Hard Knocks

How Do I License a Cartoon?

- The Far Side
 - See what www.farside.com says
 - www.creators.com (which says to email:
 - farside@creators.com
 - The New Yorker
 - www.cartoonbank.com
 - Some are free
 - Some are fee - \$19.95 for PowerPoint usage

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Every Day Situations

- Truth Is Stranger AND
FUNNIER Than Fiction
- I Use Digital Pictures To:
 - Teach Disaster Prevention
 - Show Real Disaster Situations (Not Always Humorous)
- Here Are A Few Samples (I promised Clients that I would not give these pictures to anyone).

Offsite Storage

Wiring Closets

Secure Computer Room

Fire Suppression Systems

Disasters Waiting To Happen

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Movies And Videos

- Buy The Movie Or Video
- YouTube Clips?
- Make Sure It Does Not Contain Foul Language, Nudity, etc.
- Show Only The Clip(s) You Need
- Set The Scene Up Before You Start

Some Suggestions

- Five Easy Pieces
 - What Are Some Of The Lessons?
- Airplane
 - What Are Some Of The Lessons?
- Office Space
 - What Are Some Of The Lessons?

How Do I License a Movie?

- Through the MPLC (Motion Picture Licensing Corporation)
- www.mplc.org
 - The MPLC Umbrella License is a reasonably priced facility-based license which allows any organization to publicly perform Videos produced by MPLC's Member Licensors. The license is generally for one year, with the license fee based upon a variety of factors including, but not limited to, the type of facility in which Videos are shown, the number of exhibitions to be held throughout the year, and the number of attendees anticipated per exhibition. The license does not cover showings where admission is charged or where specific titles are publicly advertised.

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How Do I License a Movie?

- The License Is Not For A Specific Movie
- Engagement License
 - September 15, 2009, 150 attendees
- Annual Licenses (for a trainer)
 - September 15, 2009 – September 14, 2010
 - 1000 Employees

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Some Final Thoughts

- Use Humor Appropriately
- Use One Technique At A Time
- Keep Your Audience Guessing
- Different Strokes for Different Folks
- Executives Have Senses Of Humor Too
- Don't Use Offensive Material
- Honor Copyright Restrictions

Did I Meet My Objectives

- Show You How To Use Humor To Make Awareness Sessions Memorable
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- Show You How To License Your Sources

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Thank You For Your Time

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