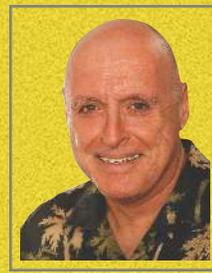


THE EXTRA POINT

BY JERRY ROBERTS



759 Lessons Learned Straight From the Headlines

Today, a new occasional feature for this segment of the program. It's called, "Lessons Learned Straight From the headlines." That's next, on The Extra Point.

What can we learn from the various news sources we lock ourselves into during the day? Think about it. All the big headlines, all the stories, memes, stuff you hear on talk radio — can we actually pull some real benefits from what we take in on a daily basis? Let's find out.

Fox News did well in ratings during the Trump presidency, but the network's performance has slumped lately. Fox Corp. CEO Lachlan Murdoch believes a return to dominance will be achieved by targeting center-right audiences.

Wait, you mean Fox isn't about reporting the truth, regardless of the audience? You mean it's really all about marketing? Newsflash, this is how they all operate. Fox, the same as any other network, will adjust their narrative to fit their audience, just like a radio station adjusts its programming to appeal to the audience they've promised the advertisers they're going to attract.

Do you know your employer's audience? Has it changed at all in the past couple of years? Will it change again in the near future? Are you ready for that?

The late Tony Hsieh, formerly Zappos CEO, died with \$840 million in assets and no will. Squabbles are already flaring up between family members and those who managed his assets. Now, it looks like lawyers might be in line to get a fair chunk of Hsieh's estate.

Since you may not have \$840 million to divide among your survivors and every dollar counts, sit down and do your will. It's cheap, not that complicated, and the only way to make sure

your intentions are carried out.

We just did two days on devising a winning morning routine. The Atlantic magazine writes that the morning meal is a great time to eat something you really like. "Wait," you say, "We're rushing in the morning. We slam down whatever we can and then get out the door."

Okay, would everybody get up a half-hour earlier if there would be something really tasty waiting for them on the breakfast table? Maybe it's not every day. Start with one day a week. No cereal. No ramen. A little good food and some time to eat it, plus enjoy each other. This could be an amazing way to start the day.

"I'm prepared to go forward with it. I'm here live, I'm not a cat." Those are the words of attorney Rod Ponton. I'm not sure where he's located, but he appeared in a virtual court hearing with a "kitten" filter enabled on his computer. You see, it was his admin assistant's computer, and Ponton didn't know how to turn off the filter.

For Facebook and YouTube viewers of The Ray Gibson Show, here's what it looked like. This was official business for the court. Ponton, no doubt, has received an earful from fellow lawyers, on his goof.

What's the lesson here? When the company gives you a computer, know that someday it might be necessary for somebody else to use it. If you've got kitty filters and things in places that might ambush somebody else— like poor attorney Ponton — maybe it's a bad idea.

Another lesson? If you're ever put in a spot where you have to use somebody else's technology, ask them straight away, "Are there any potential issues I should know about?"

(Con't.)

Specifically, if I was going to use Zoom on someone else's computer, I'd want to know if there are settings I should avoid. Then the admin can jump in and say to watch out for the cat's entering the live stream.

Straight from the news, and indeed there are lessons to be learned.

That's The Extra Point. Be responsible and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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