
Sticky Message of the Month – September 2009

"Even turkeys are going to fly in a hurricane."

What's a "Sticky Message?"

A "sticky message" is a statement that easily stands out in a speech or is a key quote in a news article. It's the one the reporter instantly says: "That's going to make it in my piece." It's one that is easily remembered by the reader, viewer or listener.

What made this month's sticky message?

Marc Harris, co-head of global research for RBC Capital Markets in New York was quoted in a *Morning Call* article (<http://bit.ly/1JIFgP>) explaining that even stocks from weak companies were able to make gains during the current market rally. Indeed, the major indexes had advanced over 2% in the past week and had gains in 8 of the last 10 sessions. It was hard to find losers among all the winners.

What made it sticky?

This statement is witty, funny and illustrative. Mr. Harris is able to explain the oddity of companies with weak balance sheets (turkeys) making gains in their stock price in the strong rally (hurricane) of recent weeks with just 9 words. It is certainly a phrase that readers can and will likely tweet and re-tweet.