

Byword

February meeting

February 6

*Down by the Digital Stream:
Streaming Media and Its Role
in Business Communications*

Nathaniel Bradley, Kino Digital
Thursday, Feb. 6, 11:45 a.m.

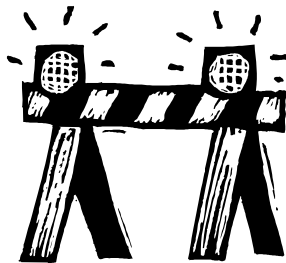
Old Pueblo Grille
60 N. Alvernon Way
RSVP by Monday, Feb. 3
743-4090 or
steve@penderproductions.com

Ever wonder how video and audio programs make their way over the Internet or your company's intranet to your computer? One way is through technology called streaming media. Nathaniel Bradley, president of Kino Digital, will guide you through this exciting new Web-based technology and how you can use it in your work.

Kino Digital is a leading-edge multimedia communications service provider of custom streaming media solutions, from sales to marketing communications to human resources to corporate training needs. Kino produces, organizes and delivers streaming video over the Internet and by e-mail. Kino Digital's products and services include production services, on-demand Webcasting, content delivery management, custom players and interactivity, e-mail delivery and streaming media hardware.

Spend some time networking with chapter members before sitting down to lunch, listening to brief announcements and hearing what's up with attendees.

Lunch costs \$18 for members, \$25 for guests and members without reservations and \$14 for student members. People who reserve a lunch but don't show up will be billed. When RSVPing, indicate if you prefer a vegetarian meal.



When sewer lines go bad

Community relations specialist supplies information/solutions in local sewer-line break

By Elena Acoba

Laura Fairbanks was enjoying a September Sunday morning at leisure when she got the phone call: a major sewer-line break had spilled raw sewage into homes, businesses and Speedway Boulevard.

"I live very close to work," said Fairbanks, the community relations specialist for Pima County Wastewater Management. "I was in my pajamas when I got the call; an hour later I was at my desk."

For weeks afterward, IABC Tucson member Fairbanks would spend up to 14 hours every day working with media, residents and employees to keep everyone apprised of the ever-changing condition of the break.

The spill closed down the Arizona Schools for the Deaf and Blind for a time and Speedway for many days. Some residents were moved to temporary hotel housing and those that stayed had to endure construction noise and sewer smells. Businesses lost customers as crews worked to repair the line and street.

Fairbanks first worked with staff going door to door in the neighborhood to determine that no immediate health hazards existed. "Then I called all the major television stations," as well as the newspapers and radio stations to keep them informed, she said.

"That first week I had two press conferences daily," she said. After that she updated reporters with press releases and made herself and her colleague, Roderick Gary, easily available for interviews.

But Fairbanks's top concern was for the residents who lived in the affected Barrio Hollywood: a community of families and retired folks, many who don't speak English comfortably. She quickly set up a community meeting, drew up notices and had them hand-delivered to 350-400 homes.

As part of that distribution, residents were asked how they preferred to be contacted about information: mailings, personally, meetings, telephone.

"That first week I had two press conferences daily."

(No one mentioned e-mail.) Fairbanks worked to incorporate all of them into her communications strategy.

Because Fairbanks herself speaks Spanish and knew some residents from her days as a social-services worker, she hit the pavement herself, keeping in touch with neighbors, listening to their concerns and finding solutions to their needs.

She became a very familiar presence in the neighborhood, what with her bright orange vest and her willingness to spend time with whoever wanted to speak with her.

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From the president

By Donna Breckenridge, chapter president

During my five-plus years in IABC, I've heard numerous testimonials from members about how they've benefitted from being a part of our chapter. People have gained new jobs and clients through networking at our meetings. Some of our independent contractors have paid for their dues many times over as a result of their IABC contacts. Others have mentioned the long-term friendships they've developed over the years. And lately, I've heard lots of comments about what a fun and friendly group we are, and I do like to have fun.

Here's my testimonial: Our members really take care of each other. Not only do we help each other professionally, but we are there for each other personally.

A few weeks ago, one of our members shared some great fund-raising information with my husband, who's in the middle of a church stewardship campaign. Another member put me in touch with someone at Pima Community College who can help my son, a Pima student. And yet another member was able to pull up a database that I couldn't access over the Internet and find some

much-needed information on grants for our Arizona Cancer Center newsletter.

On a national level, IABC takes care of its members as well. Here's great news from IABC headquarters: "In January, IABC's U.S. members will be able to obtain medical insurance coverage through Marsh Affinity Group Services. We hope to offer professional liability, disability, long-term care and other types of health insurance, such as dental and vision, in the near future. Marsh provides competitive premiums with a high level of professional customer service."

In a time of crunched budgets, shrinking benefits and layoffs, this is fantastic news, especially for our independent contractors.

I hope all of you will take advantage of the friendship, fun and care that IABC offers, both personally and professionally. I'll see you at our next chapter meeting!

Watch your e-mail for details on a January network lunch. This informal gathering lets you spend more time with your fellow communicators. Get solutions to your work or career challenges, re-energize your creative batteries and get acquainted with some neat people. See why IABC has gained a reputation as a fun group!

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Byword

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Print vs. online: capitalizing and complementing

By Stephen Reidy, APR, past chapter president

Last of three parts

In my previous discussion on Steve Crescenzo's *Integrating online and print communication* session at IABC's 2002 International Conference, we considered the strengths and weaknesses of several media and ways to integrate them. Next we'll look at ways to capitalize on print's strengths and make it complement the others.

The changing role of print

As the popularity of intranets exploded, many companies eliminated their print publications to cut costs. However, nearly all have reinstated print newsletters because they best explain difficult concepts and provide perspective, depth and analysis.

They should also point readers to the Web site for additional information. Conversely, the condensed articles on the Web site ought to point readers to the print publication for detail.

"Print is no longer the best way to communicate urgent news," Crescenzo said, "but it's great for less timely items that focus on topics such as best practices, the big picture and solving company problems."

Communicators attempt to accomplish four key tasks. All four should be done in order. E-mail coupled with the intranet is best for step 1, while print does steps 2 through 4 best:

1. Inform: tell employees "what."
2. Show management's thinking ("why").
3. Garner employee agreement and support: what's in it for them.



4. Change behavior to ultimately help the company succeed.

As examples of effective print usage, Crescenzo displayed front pages of three newsletters. Each took advantage of the large page area and striking graphics. One headline asked, "Where is our industry headed?" The editor interviewed five trade-publication columnists to learn the answer.

The two other spreads featured main stories with sidebars.

Using one medium to improve others

Besides making media work together more effectively, communicators can also use one vehicle to improve another. One example is GTE's online Editorial Advisory Board or "e-panel." The editor ran a quarter-page ad in a print newsletter asking people to sign up for the board. Those who responded would receive a coffee mug. He got 80 volunteers.

Monthly or quarterly, he sends them an e-mail asking for input on a specific topic such as "What do you see as the greatest single challenge facing our company?" He usually gets about 40 responses. In appreciation, the editor gives the e-panelists a fancy title and invitations to pizza parties.

He posts their responses on a Web site. Employees love this peer-to-peer perspective, which has become a two-way communication channel. He uses the best comments from this Web forum in the letters section of his print newsletter. He also uses e-panel quotes in articles for the newsletter and e-zine.

At the end of articles, he publishes the URL that contains all the responses he received. Employees love the option of going to the Web page for more depth.

Another editor ran a small boxed item in his print publication asking for employee news in four areas. He said respondents' names would be placed in a drawing for a CD player. He received an impressive 102 responses.

While I learn (and re-learn) a great deal at IABC conferences, there's always one session that provides a solution to a key communication challenge I'm currently facing. This year, Crescenzo's session hit the nail on the head for me.

Steve, who handles employee publications at Raytheon Missile Systems, is a former IABC/Tucson president and an IABC life member.

Don't make *those* mistakes

What you can learn from Enron and what to know about marketing to women

By Lynn Brown-Quick, ABC, APR

I went to Kansas and met Dorothy and her dog Toto...and the Scarecrow, the Lion and the Tinman. Really. They were all there at the opening reception of last fall's District 5 conference, "Communications Wizardry."

Topeka IABC, the lead partner in coordinating the conference, did a nice job of carrying the "Wizard of Oz" theme throughout the conference. Why, I saw Donna Breckenridge, our president, skipping down the Yellow Brick Road with an Oz character to accept a Silver Quill merit award on behalf of Steve Pender. Congratulations, Steve!

Thanks to D5 scholarships and the generosity of the chapter, I was able to spend two days in Oz. I heard good keynote speakers, including Emmy and Peabody award-winning Stewart Bailey, a Topeka native and supervising producer for "The Daily Show" on Comedy Central.

I also attended several good sessions and will report on two of them.

Business ethics

In the Senior Communicators Forum, attorney Steven Ramirez talked about "Lessons in Business Ethics and Compliance: What Went Wrong at Enron and Arthur Andersen."

Citing recent corporate accounting scandals, Ramirez reminded us that "as agents, you are obligated to put your client's interest first. This generally is the most successful tactic as well."

This means looking ahead to the cultural or political context of a problem—as far as five years down the road—and staying at the head of the class in terms of professionalism.

For good self-protection, ask the hard questions, Ramirez said. "Ask your CFO, 'What are the controversial areas in this project?'"

On fraud issues, these caveats seem obvious, but bear repeating: Don't lie and don't even consider insider trading!

Now is a good time to make your company as ethical, responsible and transparent as possible, Ramirez said. "Policies and procedures are a great shelter. They will protect all institutions against various claims of wrongdoing."

Ramirez urged great caution in making decisions when you discover that you have to blow the whistle on someone. Although there is some protection for whistleblowers, in general they follow a tough, lonely road. In spite of several recent high-profile examples, they seldom win favorable publicity and lucrative financial rewards.

Ramirez's advice:

- *When you smell smoke, calibrate. Measure the risk of the conduct causing smoke versus the certainty of events versus the effect on you.
- *Deliberate. Sleep on it. Find people you trust and confide in them.
- *Investigate. Carefully weigh the evidence. You must have real evidence. Consider hiring a lawyer.
- *Strategize. As an internal adviser, seek to create the least disruption, but protect your own professionalism.
- *Execute a sound strategy.

Women's issues

"The Prerogative to Market to Women" was presented by Helen Thompson, a last-minute substitute for the scheduled speaker. She runs Prerogative—The Brand Consultancy for Winning Women, a business unit of Callahan Creek Inc.

Thompson reminded us that women are this country's biggest consumers. A clear majority—83 percent—of all purchases are made by or influenced by women.

"Learn what women find important, compelling and rewarding and your bottom

Although there is some protection for whistleblowers, in general they follow a tough, lonely road.

line will take care of itself," she advised. "Start with your brand. Is it appealing to women?"

Thompson quoted a Yankelovich study which showed two relevant trends: Women want to remove stress from their lives and families are important.

They also are interested in health, finances, exercise and nutrition. In general, women have less interest in expensive jewelry and status symbol cars, but want terrific customer service.

"Position your product, service or company to let women know you can help them reduce stress and that you understand their needs," Thompson said.

When marketing to women, consider these general descriptions of age categories:

- *Prowlers, 18 to 29 years old
- *Protectors, 30 to 44 years old
- *Pioneers, 45 to 59 years old
- *Preservers, 60 to 74 years old.

Thompson said Talbots, J.P. Morgan, Eileen Fisher, International Foods and Kraft demonstrate their focus on women. She particularly advised us to look at Kraft's Web site. "Today, it's all about connections and customer service," Thompson said.

Lynn, our chapter's secretary, handles community relations at Pima Community College.



Generational marketing

Who we are (segmentally)
and what we are likely to want

By Donna Breckenridge

When I was a teenager, turning 30 seemed a long way off, 40 was eons away and 50—well, I just couldn't imagine being that OLD! Now that I've passed that milestone, I've realized that 50 isn't really old at all, even though I'm now an official member of AARP. At the D5 conference in Topeka, speaker Tom Atkins reassured me that I'm right, especially by today's standards.

Atkins is president of AgeSpeak, a speaking and consulting business that addresses generations in the marketplace and workforce.

Atkins cited some interesting statistics: Two-thirds of U.S. residents older than 65 are women, and the most rapidly growing population group is older than 85. He went on to describe each of five different generations, three of which have members older than 50.

Members of the **GI Generation**, born between 1901 and 1929, don't like to talk about themselves. They didn't spend much on themselves during their working years, and they will pass on money to future generations. They are builders of government, patriots, and voters.

The **Silent Generation** (1930 to 1945) grew up in the shadow of World War II. Members are concerned with retirement income. Their traits include cautiousness, cooperation, loyalty and empathy. They're process-oriented and not as concerned about outcome. Although many have retired, their high interpersonal skills and effectiveness are valuable in bridging diverse age groups in the work force.

The **Baby Boomer Generation** (1946 to 1964) is the largest of the five groups. This anti-establishment group delayed having children and postponed aging through technology and medicine. They are time-short, information-driven, savvy consumers who pay attention to family and expect customized services. Boomer-fueled sectors of the economy include financial services,



health care, technology and second homes. Successful marketers help them leverage their money, make it easy, build loyalty through value-added services and let them be in the driver's seat.

Generation X (1965 and 1976) has fewer siblings and cousins than the previous groups. They feel that they didn't spend enough time with divorced and working parents. They are individualistic, independent, self-reliant and entrepreneurial. They make good money, but don't want to work overtime; they want a life away from work. They resent labels, are brand-conscious and take cultural diversity for granted. Members marry and have children later in life. When communicating with Gen Xers, treat them as individuals, respect their diversity, stress sensibility and value, avoid hype, be direct and value their opinions.

The **Echo Boomers** (1977 and 1994) are also called members of the Millennial Generation. They're almost as large as the Baby Boomers group and have come of age in times of economic expansion, but now face the harsh reality of Sept. 11. They are digital-savvy, media-saturated and problem-solvers. They have team/community values and are optimistic, service-oriented and socially conscious. They are audacious and feel entitled. They will shape the work force on their own terms and will enter with high expectations.

Atkins advised us to appreciate our own generation, learn about other generations and pay attention to diverse values and life experiences.

Donna, our chapter's president, is publications editor for the Arizona Cancer Center.

Take note: member news

☛ *Dakota Report*, which is edited by freelancer Karen Dahood, won Best Newsletter laurels in *Professional Remodeler* magazine's Pinnacle Marketing Awards. The two-year-old quarterly, issued by Dakota Builders Inc. to clients, homeowners and industry partners, won a Silver Quill merit award last year.

☛ Independent contractor Susan Green has been named coordinator of the 2003 Earth Day activities at the Tucson Children's Museum. She learned of the position through an IABC lead.

☛ Web designer Susan Guerrero won a PRIMUS Award of Merit from the Tucson chapter of PRSA for developing a Web site for Edge Charter School.

Krista Neis

Krista Neis admitted at the November chapter meeting that she was in a funk after the bond issue for Pima Community College failed in the election. “I need a shoulder to cry on,” Krista, the college’s public information officer, told the members.

Since the mid-1970s, Krista has enjoyed the collegiality she’s found with IABC, for which she was chapter president in the 1990s. It’s part of a Tucson adventure that started in 1960 when the Buffalo, N.Y., native arrived “just in time to attend UA and get a degree in languages.”

Despite the setback at work, life is good. “I’m almost 60, married to a man I adore and have two sons and a daughter who’s mom to the granddaughter and grandson who light up my life,” she says. “John and I moved to Oro Valley, and we love the Catalinas from this new perspective.”

How did you become a communications professional?

I became a communications professional when the French and Russian degrees proved less marketable than the community volunteer work I’d pursued while my children were preschool age. An opening in community relations at St. Joseph’s Hospital started a hospital PR adventure that lasted 15 years.

What do you do in your current position?

We manage media and community relations, assist with enrollment management and student retention and success, support the PCC Foundation and alumni relations and play a role in employee communications.

What do you like best about your career/profession?

The variety of people and projects in a large institution make every day different. Education is particularly challenging and satisfying, and affords a surprising amount of creative opportunity and contacts.

What’s your communications philosophy?

Learn every day. Strive for excellence. Stand for integrity. Love your people.

What do you enjoy doing when you’re not working?

Family-related stuff is the best. I love to read, hike and garden.

What’s on your reading pile at work? At home?

Newspapers, reports and profiles of the candidates for new PCC chancellor are on my desk at work. Dave Barry’s *Tricky Business* is on my nightstand.

What’s your proudest professional achievement?

I love what I do. When everyone clicks as a team, it gives me a real charge.

What’s your proudest personal accomplishment?

The most amazing accomplishment of any parent has got to be that everyone made it!

What other types of jobs have you had?

I once apprenticed with a weaver, a fabulously talented colorist who is now in Santa Fe. I ran the YWCA for six months, managed a small tutoring service, freelanced for a year, worked for the county for a year to prepare for the opening of Kino Hospital, was audience development director for the Tucson Symphony for three seasons and KUAT sponsor solicitor.

What drives you crazy about work?

Last-minute requests for publicity, as in, “Well, it’s happening tomorrow. Can’t you get: my article in, TV stations to come, ad in main news?”

What’s your favorite way to keep up with current trends and professional development?

IABC and community college colleagues at other schools are great. Mainstream business publications work well for generalists like me.

What’s the greatest benefit of IABC membership?

Fantastic, bright, helpful people are at the top of the list. Thoughtful programming is much appreciated and often directly applicable.

Tucson bulletin board

Add a fiver to your dues

Starting in February, IABC/Tucson members will get renewal notices that will reflect a \$5 increase in district dues. International dues remain the same, so your overall increase will be \$5.

Looking for friends

A new IABC-Tucson Amigos program is looking for mentors who will encourage new members to get the most out of their membership. The Amigo will welcome an assigned member, encourage meeting attendance and answer

questions about the chapter, job challenges and living in Tucson.

Amigos also make sure the new members feel welcome at chapter events and introduce them to other members.

To volunteer, contact Mark Flint, 299-9151, flintmedia@earthlink.net.

Seeking more friends

In another new program, the chapter is encouraging business sponsorships as a way to provide more programs and scholarships and keep professional

development activities affordable for our members.

Business sponsors gain access to key Tucson communicators and help their own employees through funding professional development events.

We've developed a package that allows businesses to participate at a variety of levels, from buying an ad in the newsletter to becoming an IABC-Tucson Gold Sponsor. To get your employer interested, contact Mark Flint, 299-9151, flintmedia@earthlink.net.

TEP communicator joins Tucson chapter

John C. Brown has many duties at Tucson Electric Power: editing the bi-monthly employee newsletter and intranet; managing the content on Web sites for TEP's customers, its parent company, UniSource Energy, and its subsidiaries; managing the electrical safety campaign; coordinating corporate sponsorships and community advertising; writing for various customer communications, and talking to the media.

Brown says he joined IABC "to meet, share ideas with and learn from smart, interesting people (and) to build a professional network of local practitioners with valuable resources."

Community relations skills helped ease concerns during sewer-line break

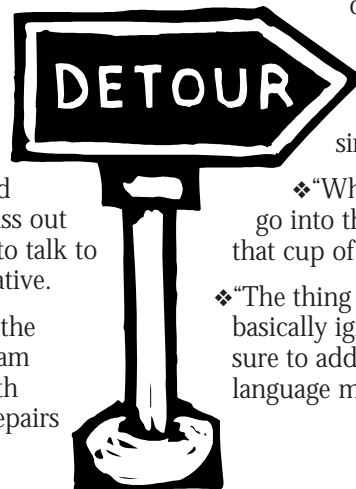
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"I think it went very well," she said. "I think we were able to develop a rapport with the neighborhood."

Other things Fairbanks did to keep the lines of communication open and accurate included:

- ❖ Making sure workers at the construction site had her business cards to pass out to anyone who wanted to talk to a department representative.
- ❖ Regularly meeting with the department response team to familiarize herself with activities surrounding repairs and other issues.

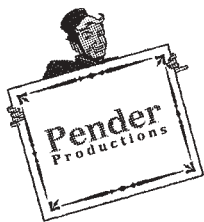
- ❖ Monitoring and promptly correcting incorrect information put out over the media, including Web sites of news organizations.



She offered two pieces of advice for dealing with a public with a make-up similar to Barrio Hollywood:

- ❖ "What you really need to do is go into their home, sit down, take that cup of coffee and talk slowly."
- ❖ "The thing I learned was that I was basically ignoring Telemundo." Be sure to add them and other Spanish-language media to your call list.

WRITE ON!



The Name: **Steve Pender**
The Game: **Writing, Directing, Producing-for Video, Multimedia, the Web**

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