

# Byword

## El Tour ride from a rookie's perspective

By Michelle Marie Dupay

On Nov. 22 IABC-Tucson members Sarah Evans, Kay Lehman, Mark Flint and I participated in the 20<sup>th</sup> annual El Tour de Tucson. Joining us from IABC-Phoenix were Jean McHale and Linnea Maxwell. While Mark, Sarah, Kay, Jean and Linnea are veterans of previous El Tours, I am a rookie who has only been cycling for a year.

If you think that events like the El Tour is only for experienced athletes, I assure you it's not. After all I am certainly not your ideal athlete, yet I rode in the 35-mile event.

I chose to do the 35-mile event because it gave me a good excuse to sleep in that Saturday. I did not join Mark for the start of the 88-mile event, as I was too busy eating breakfast. And when Sarah and Kay were starting their 66-mile event, I was enjoying my neighbor's hammock.

I thoroughly enjoyed participating in the 35-

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*The law, the Web and you*

## Attorney Deanna Conn speaks at Feb. 5 chapter meeting

The holidays are over, January is fading and it's time to get together with fellow professionals to network and gain some new skills.

The Thursday, Feb. 5 meeting, held at McMahan's Prime Steakhouse, Ft. Lowell and Swan Roads, is a perfect opportunity to do both.

Attorney Deanna Conn will bring us up to date on Web-related legal issues in her talk, "Communicating on the Web—What's the Law?"

With the Internet gaining popularity as a major communication and marketing tool, it was a matter of time before legal issues would come into play. Join us for the next IABC meeting as we discuss the latest Internet Regulatory Developments, including the latest developments on anti-spamming, customer profiling and online privacy protection, clickwrap agreements, e-signatures, online disclosures, and copyright, trademark and advertising tripwires (including trademark use in metatags, Web sites links and online contests).

Conn, an attorney who is a partner in the firm Quarles & Brady Streich Lang, LLP, practices

in the Intellectual Property area, concentrating on Internet law, as well as commercial litigation. Before joining Quarles, Conn acted as primary counsel for the Washington Post's Internet subsidiary, [www.washingtonpost.com](http://www.washingtonpost.com). She regularly advises companies regarding Internet transactions. Conn has testified before the Arizona Senate regarding Internet issues. Her complete bio is posted at [www.quarles.com/connd.asp](http://www.quarles.com/connd.asp).

The cost is \$18 for members, \$25 for guests and members without reservations and \$14 for student members. No-shows will be billed. A vegetarian option is available.

To reserve your seat email [mimiv@trico.coop](mailto:mimiv@trico.coop) or call 744-2944, Ext. 1363 by Monday, Feb 2. You can also register and pay online by clicking the link on the IABC-Tucson Website, <http://tucson.iabc.com>.



# Mashed turnips: a lesson and a tradition

**By Steve Pender**

Mashed turnips.

What do cooked root vegetables have to do with business communications and IABC? Nothing, actually. But since I'm not ready to let go of my end of year holiday feelings yet, I decided to touch on a subject relevant to the season. I'm talking about food, specifically food that has a special connection with the holidays.

Which brings me back to mashed turnips.

They came into my life while I was still in the single digits, age-wise. I was at my grandmother's house for Thanksgiving. At a table piled high with all kinds of Thanksgiving fare, I noticed something I hadn't seen before.

There, in a bowl next to the mashed potatoes, was a mound of something that was just a bit too white to be mashed potatoes. I also noticed, as the plates were passed, that most of my family let this white stuff pass them by. When the bowl reached me I asked Gram what it was. "Mashed turnips," she said. My reverse kid logic told me that since most everyone else except Gram seemed uninterested in mashed turnips, they must be really good. So I plopped a spoonful on my plate and dove in.

To make a long story short, I loved 'em. Loved the tangy taste, the chunky texture and the earthy aroma. Whenever we ate with

Gram at Thanksgiving or Christmas, whether at her home, ours, or with another relative, she always provided the turnips. She and I were about the only ones who ate them, but that's what made them special. Each serving of mashed turnips was a gift from her to me, a gift we enjoyed sharing and one that contributed to the bond between us.

I hope your holidays were filled with similar gifts, traditions and memories that brought you as much joy as the simple taste of mashed turnips continues to bring to me.

Happy 2004!

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### Byword

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# Writing coach offers tips for improvement

By Michelle Marie Dupay

PRSA hosted the *Reinventing Your Writing Seminar* with presenter Ken O'Quinn on Oct. 28. At the seminar O'Quinn, who uses his 20 years of journalism experience to coach communicators across the country, reinforced basic skills ranging from reviewing the writing process to crafting good leads.

I asked O'Quinn after the seminar for general tips on im-



**Among the IABC El Tour riders this year were, standing, from left, Linnea Maxwell, Phoenix and Michelle Marie Dupay; sitting, from left, Mark Flint, Jeanne McHale, Phoenix and Kay Lehman.**

## El Tour ride relived

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mile event. I had the chance to get reacquainted with old friends and meet new ones. I also had the thrill of being cheered on by fans waving signs and ringing cow bells. Plus I got to celebrate my El Tour experience with my fellow IABC members at a dinner we had that evening.

From my experience I learned that you do not have to be a fast athlete in order to enjoy the El Tour. After all, the El Tour is not a race. It's simply an opportunity to have fun with your friends and make new ones along the way.

proving one's writing for IABCers who were not able to attend the conference. His top three were:

**Be a good student of writing.** O'Quinn recommends reading good books about writing and taking notes. He also believes in studying good writers. As you read good books on writing, you will know what to look for when you study good writers.

**Improve your interviewing skills.** Research your topic so that you can ask questions that will bring forth insightful answers. O'Quinn recommends listening carefully for good quotes and always ask open-ended questions to avoid "yes" or "no" answers. Finally, if you do not get all the information down, ask the interviewee to repeat it.

**Build your vocabulary.** According to O'Quinn a large vocabulary helps to ensure that you will choose the precise word that carries the image that you want to convey. Tips for improving your vocabulary include doing crossword puzzles, playing word games like Scrabble or Boggle and writing any new words down in a vocabulary notebook.

For those who missed the seminar, here is O'Quinn's recommended reading list:

### Journalism

"Writing to Deadline" by Donald Murray

"Reporting & Writing" by Christopher Scanlan

"The AP Guide to News Writing" (it's not the AP Stylebook)

"On Writing Well" by William Zinsser

### Business writing

"Plain Style" by Richard Lauchman

"Writing With Precision" by Jefferson Bates

### Stylebooks

"The AP Stylebook"

"The Chicago Manual of Style"

"The Gregg Reference Manual"

### Grammar & Punctuation

"The Little, Brown Handbook" by HarperCollins College Publishers

"Sin & Syntax" by Constance Hale



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## Write On!

The Name: **Steve Pender**

The Game: **Writing, Directing  
Producing — for Video,  
Multimedia, the Web**

# Marci Tebockhorst is happy to be in Tucson

Marci Tebockhorst hails from a suburb of the Windy City called Naperville. She studied advertising at the University of Illinois at Champaign-Urbana and moved to Tucson after graduating in 1990. In 2000 Marci moved to Texas to work as a Web editor for PCI Publishing, a special education company. Her Texas sojourn allowed her to become a Spurs fan and appreciate the Austin music scene. However Marci later discovered that she was a true desert rat at heart and moved back to the Old Pueblo.

## What is your communications philosophy?

In our busy modern world

people are constantly bombarded with news, information, and stimuli. Our job as communication professionals is to make it as easy as possible for people to locate, identify, understand, and use the information that matters to them.

## How did you get into the communications profession?

I started fresh out of college as a junior copywriter at a local publishing company called Communication Skill Builders. We marketed books via direct mail to speech-language pathologists, audiologists, and special education teachers. It was a great place to learn the ropes.



## What is your current position?

My official title is Sr. Communications/Publications Specialist. On a day-to-day basis I function as an editor for Raytheon's Intranet and daily email newsletter in Tucson.

## How do you like working at Raytheon?

I love working at Raytheon. My peers here are so talented and so good at what they do. I learn something from them every day. It's also nice to be in a place where everyone is pursuing excellence, personally and professionally. I believe this type of atmosphere inspires one to constantly strive for improvement.

## What are your greatest personal and professional accomplishments?

Professionally I'm happiest when given the opportunity to

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# Member profile

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embrace technology. As an example, when the Internet boom was occurring I was particularly excited about making the jump from print to online. It's the best thing I ever did. A whole new world opened up for me professionally and it's been a wild ride ever since.

Personally, one of the best things I've done is making Yoga a part of my life. It's amazing how much it helps keep everything in balance.

## **How do you spend your free time outside of work?**

I'm an exercise freak. I do a lot of running and the previously mentioned Yoga. I also serve on the Dine Out committee for the Southern Arizona Center Against Sexual Assault (SACASA). Since September we've been planning for our annual fundraising event involving local restaurants. This year the event will be on April 28. So mark your calendars and "dine out" that night to support SACASA!

## **Read any good books lately? If so, which ones?**

I can barely keep up with my magazine subscriptions. So I am afraid I can't recommend any good authors I've read lately!

## **What types of jobs have you had?**

I started out in marketing. I did sales for a while and then moved into communications and editing. I've also worked for two publishing companies and an engineering company. Later on I went to work for a nonprofit organization. I then got a job at a promotions company, and now I

work for Raytheon. Each company provided me with the opportunity to expand my skill set and areas of expertise.

## **What drives you crazy professionally?**

Lack of leadership.

## **How do you keep up with current trends and professional development?**

I keep up on current trends through email newsletters from a variety of professional organizations and publications.

## **What is the great of benefit from being in IABC?**

The educational opportuni-

ties and resources available to its members.

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*When the Internet boom was occurring I was particularly excited about making the jump from print to online. It's the best thing I ever did. A whole new world opened up for me professionally and it's been wild ride ever since*

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## **Any secrets you would like to share with your fellow IABC members?**

It's not a secret, but rather a mantra I find useful: The only constant is change, so you might as well embrace it!

## *Web Design That*

# **Works!**

### **Janni Lee Simner**

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### **Susan Guerrero**

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# How would you have done a better job?

*For each newsletter Byword will pose a question about the communications field. Some questions may be related to current events; others will be of a more general nature. The editor will select a few responses to run in the newsletter. Here is this issue's question:*

**On Nov. 4 Tucsonans voted on two propositions, 200 and 201, that would increase taxes in**

**order to improve Tucson's bus service and build light rail. Both propositions failed. Assume that you were given the task of acting as a Marketing/PR Coordinator for a proposition campaign that would increase taxes in order to improve a city's infrastructure. How would you promote this campaign to ensure that voters pass the proposition?**

Jim Grossman of the Hidden Mountain Center had the following answer:

Whenever a product gets panned, a fund raiser flops or a political campaign runs amok, we tend to want to blame the messenger. We want our communicators to fall on their swords or their pens and admit that if only the slogans had been sharper or the ads more memorable, the results would have been different. Most often, that just isn't true. Here are some basic communication truths that may have saved Propositions 200 and 201:

Good communication can help a bad product sell. It also helps speed up the failure process of a bad product. We can build awareness of an issue and present the benefits in the best light possible. However if those benefits aren't real or aren't valued by the audience, the product or service is doomed no matter how clever and zealous our efforts.

Marketers need to know what is best for their customers. Sometimes, in our zeal to lead and serve, we forget that people do things for their own reasons. In this case it may just be that the cost and inconveniences involved with driving an automobile, the upkeep, insurance, frustrations of waiting out traffic jams and seeking out parking spots still outweigh the monetary and environmental savings that come with a light rail system.

Successful communication campaigns are due to better messages and strategies. Propositions 200 and 201 may well be cases where too much emphasis was put on "talking" to the public and not enough on listening.

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**Steve Pender accepts an MCA-I award from presenter Lou Hunt.**

## Steve Pender rakes in more hardware

Steve Pender of Tucson's Pender Productions was honored with two awards at the 18<sup>th</sup> Annual Arizona Video Awards Festival. The festival, sponsored by the Arizona Chapter of the Media Communications Association – International (MCA-I), honors superior work produced by Arizona video and multimedia professionals.

Pender received an Award of Excellence for writing and direction in the Public Service Announcements category. His award-winning entry, *Help Is Only A Phone Call Away*, was produced for Information & Referral Services, a social service agency headquartered in Tucson. Pender also received an Award of Merit in the Scriptwriting category for *Rio Salado College*, a marketing video for Rio Salado College.

# Copy writing tips: how to make your ads more effective

**By Elena Acoba**

*First of two parts.*

Go for one, big idea for each ad you create. That's the advice award-winning advertiser Tom McMahon gave communicators at the chapter's November luncheon.

McMahon of McMahon Creative Inc. warned that your efforts would reach an audience desensitized by the 3,000 ad impressions they see daily.

"We have to be noticed," said

McMahon, who has spent 20 years in the business. "There's a lot of competition."

He offered insights and tips on writing copy for ads, but started with these ideas that all media share:

- The cardinal rule: Don't bore the consumer.
- An ad can do only one thing at a time: awareness, attitude or behavior. Pick one on which to focus.
- Focus on your uniqueness. Go for the big idea, a creative concept and an element of surprise.
- Research and know your market, which will set the tone of your ad.
- People buy on the basis of emotional needs and perspective.

"Print ads allow you to provide lots of data," McMahon said, "but only 5 percent of readers get into the body copy.

On the other hand, there's high readership of the caption under a photo, making headlines,



**IABC-Tucson President-Elect Kathy Hippensteel presents Tom McMahon a coffee mug with the chapter logo as a thank-you gift for his presentation.**

photographs and captions the main chances 'to grab the reader' in a medium with a short shelf life."

Here are his tips for using print ads:

- Write for people who enjoy reading. Copy length should strive for 600 words full of information and facts. Avoid generalities.
- Focus on a single benefit.
- Use present tense and familiar words and phrases. Advertorials and testimonials work well.
- Include a call for action.

*Next issue: Writing copy for television and radio ads.*

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*It's good to remember that no one ever died of uncomfortable.*

—Cheri Huber

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