

Byword

March meeting

March 6

Measure what matters: A bottom line approach to public relations evaluation
Linda Welter Cohen, APR, Caliber Communications Group Inc.
Thursday, March 6, 11:45 a.m.
Old Pueblo Grille
60 N. Alvernon Way
RSVP by Monday, March 3
743-4090 or
steve@penderproductions.com

Too often we get pressured into show results "now" and end up relying on clip counting, ad values and head counts to prove our worth. Linda Welter Cohen will help you understand the ways you can—and should—set realistic P.R. objectives and methods of evaluation.

Cohen will distinguish output from behavioral outcome-based measurements. And she'll discuss ways to demonstrate value to your organization or your client's bottom line.

Cohen, APR, is president, creative director and owner of Caliber Communications Group, a strategic public relations and marketing communications firm. Before founding the company in 1997, she held senior marketing and public relations management positions for financial institutions and marketing firms in Tucson and Phoenix.

Cohen is active at the national and local level of PRSA and a member of the Tucson Advertising Federation. She also co-founded the Executive Connection (E-Conn), a local businesswomen's professional development organization.

She's won several professional awards for marketing communications, advertising and public relations campaigns.

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

IABC international conference

Adapting to the winds of corporate change

Take an intellectual adventure into the world of corporate change and learn how you can help your internal business culture take advantage of emerging social trends. Enrich your own skills and perspectives with four days of educational sessions at the June 8-11 IABC International Conference in Toronto.

Levers of Change by Malcolm Gladwell, author of *The Tipping Point: How Little Things Can Make a Big Difference*, will launch the conference at the Sheraton Centre Toronto. His Sunday afternoon talk will provide ways to foster healthy internal change.

That will be followed by dozens of experts, six educational tracks and networking opportunities aim at arming you with new and strengthened skills to handle changes in your professional life and company role.



"As communicators, we...face the need to reinvent ourselves to meet the demands and challenges of the changing corporate landscape," according to the conference Web site (www.iabc.com/events/conf2003).

"In times of tight budgets, we need to validate our roles by being more than communicators. We need to be strategic planners, business managers and internal consultants."

If you want to focus on particular issues and skills, you can attend sessions grouped into these five educational focal points: employee communication, business management, public relations, strategy and counsel, marketing and brand.

"As communicators, we...
face the need to reinvent
ourselves to meet the
demands and challenges
of the changing
corporate landscape."

The sixth track, skills development, includes sessions on writing, speaking, networking and selling yourself.

Pre- and post-conference sessions at additional cost also cover issues from the educational tracks.

A slew of social events will open up networking opportunities that many attendees say are the most valuable part of the annual conference. The regular conference fee includes the welcome reception, conference orientation and networking reception.

For additional fees, you can also make new connections at a pre-conference day-trip to Niagara Falls, the Gold Quill Awards Luncheon, a wine and cheese reception, a hockey game and reception, the Research Foundation's lunch and seminar, a dine-around, a lunch and learning session on leadership and a post-conference theater excursion to see *Tony n' Tina's Wedding*.

The Sheraton Centre Toronto is offering discount rates to attendees. Conventions in America, the conference's official travel service, offers discounted flights aboard American Airlines.

Register before May 1 to receive the early conference rate of \$775 (\$975 for non-members). After that, add \$100. Fees for additional events range from \$15 to \$125. Or you can pay \$225 for a package of six select events.

From the president

By Donna Breckenridge, chapter president

Had a good laugh lately? For this year, one of my resolutions is to have as much fun as possible in every part of my life—including IABC! As communications professionals, we all experience stress, and I think laughter is one of the best ways to relieve it. And laughter can be one of the best ways to communicate, as well.

I mentioned in my last president's message that IABC/Tucson is a fun and friendly group. That's one reason, among many, that I'm a member and that I'm having a good time being your president this year.

At the IABC District 5 meeting last fall, I attended a session on "Using Humor in Advertising," led by Nick Nicholson, chief creative officer for a marketing communications firm in Kansas City. Here are just a few facts about laughter and humor that Nick shared with us:

*The average person laughs 17 times per day.

*100 to 200 LPDs (laughs per day) = 10 minutes of jogging.

*Humor is found in 30 percent of all advertising.

*Humor opens the mind to better receive new ideas.

*Humor is the only thing that lights up every part of your brain.

At our December joint meeting with PRSA, we all had our brains lit up with some "communications humor" by Tucson's own Laughing Stock comedy troupe. Although we don't have any more comedians booked, we have some great speakers and topics lined up for the rest of this year's professional development luncheons.

On April 3, we're also looking forward to a terrific workshop on branding, led by the dynamic and entertaining Rick Sharga. Don't miss the chance to learn something and network with your colleagues. Come to every meeting and bring a friend along, just for the fun of it!

Get involved in IABC chapter activities

◆Up your level of participation a notch. Consider a leadership position as a board officer, director or activity chairperson. The board meets once a month to plan and implement our chapter events and benefits. Contact president-elect Steve Pender, 743-4090, steve@penderproductions.com to see how you can be part of the board that will be elected in June.

◆Don't want to work that hard? Contact any of the board members on page 2 and find out how you can help on special projects and ongoing tasks.

◆Interested in exercising your writing/editing or design skills? *Byword* is looking for a new editor and new designer. Currently, the newsletter comes out every other month. Both jobs take about 10-15 hours per issue and would begin in July. If you are interested, contact Steve Pender at 743-4090 or steve@penderproductions.com.

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Professional Development Director
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by IABC, Tucson chapter

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this list is for the exclusive use of IABC members

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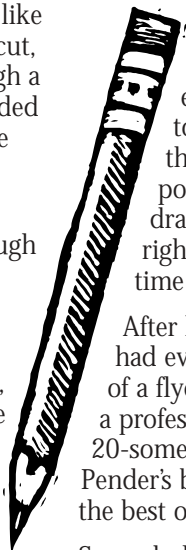
Graphic design exercise measures members' creativity on the spot

November's chapter meeting looked like a scene out of preschool. Attendees cut, glued and scribbled their way through a workshop on graphic design that ended up with chapter president-elect Steve Pender getting plastered with ads.

Dan Blumenthal of the Blumenthal Design Group led the audience through his steps for creating effective ads:

* Mind mapping helps create the focus of an ad. Write inside a circle the topic and intention of the piece, then draw lines from it and indicate what points, elements, ideas you want to include. Draw big circles for priorities.

* Figure out mood and feeling and then assign appropriate fonts, artwork, copy and color. He suggested getting *The Pantone Guide to Communicating With Color*. It assigns colors with actual Pantone numbers to specific moods such as "festive" or "calm."



* Put the elements together quickly in a sort of Zen exercise of taking two minutes to create 20 pencil-and-paper thumbnails, or sketches, of ad possibilities. The variety of rough drafts lets you compare what feels right without spending a lot of time on the computer.

After his brief talk, Blumenthal had everyone make their version of a flyer announcing a meeting by a professional group. The resulting 20-some-odd ads were taped onto Pender's body and the group voted for the best ones.

Second place was the ad by chapter president Donna Breckenridge. The winner: Pender.

You can reach Blumenthal at 323-3121 and see some of his work at www.blumenthaldesigngroup.com.

Direct mail/ branding topics of upcoming workshops

Two specially planned events will help you tackle nuts-and-bolts projects that your company wants done or needs to address.

Bring your lunch and your questions about direct mail to a March 20 strategy session on *Hitting the Bull's-eye: Planning a Successful Direct Mail Campaign*.

Leah Bruns works for ADVO Inc., the direct-mail marketing company behind the ShopWise Brand and the Missing Child Card mailed to postal customers every week. She also worked for 13 years in the advertising component of Tucson Newspapers.

She'll discuss strategy, the shared-mail concept and how to maximize ad dollars.

The session is free to chapter members and trial members. IABC Tucson will supply bottled water. It runs 11:45 a.m. to 1 p.m. at the American Cancer Society, 1636 N. Swan, Suite 151. RSVP by March 17 to Steve Pender, 742-4090 or steve@penderproductions.com.

April 3's regular chapter meeting will feature a half-day workshop and lunch on branding with Rick Sharga, whose presentation a year ago had attendees clamoring for more.

The executive with NeoBrands, an integrated marketing and branding consultant in Southern California, will expand his discussion on how to define, explain and live your company's reputation and values.

Details are still getting worked out, so watch e-mail or listen for announcements at future meetings.

Tucson bulletin board

◆ Watch announcements for the chapter's second Cactus Quill Awards recognizing the best practices in communications in the region. Last year the chapter presented two awards of excellence and three merit awards. The luncheon to honor quill winners is set for June.

◆ Update your membership information—place of business, p-mail address, phone number and e-mail address—with Susan Guerrero, technology director, 529-4750, sguerrero5@earthlink.net.

◆ Want to find an old IABC listserv message? Register at yahoogroups.com, join the IABC-Tucson group and look for the archived messages there. If you need help registering, contact Mark Flint, 299-9151, flintmedia@earthlink.com.

◆ Donate your communications books, magazines and newsletters to the chapter's library. Or borrow an item from our wealth of information.

Contact Ginny Geib, 621-3413, geib@u.arizona.edu.

◆ Post job announcements, internship programs and other career opportunities on our listserv, *IABC-Tucson@yahoogroups.com*.

◆ Interested in the world of independent contracting? Want to know what it takes to work for yourself? Join the indies special interest group for monthly lunches and its own listserv. Contact Elena Acoba, 742-1979, acoba@azstarnet.com.

◆ If you know someone who could benefit from IABC membership, contact Rob Raine, 626-4413, rraine@azcc.arizona.edu, for an information and application brochure.

◆ IABC's District 5 consists of 15 chapters in Arizona, Colorado, Kansas, New Mexico, Oklahoma and Texas. It's the only one of the organization's seven U.S. districts that runs an annual convention.

Sally Valenzuela

Sally Valenzuela thrives on customer service—listening, meeting needs and improving service. As the marketing project manager at Sun Tran, the Massachusetts native handles a variety of consumer issues. She also manages the municipal bus system's 10-person call center that helps riders plan their trips.

Fifty-something Valenzuela lived for 10 years in Hawaii, where much of her family still lives. The Northern Arizona University grad (BS in journalism and a minor in philosophy) has two daughters and three grandchildren.

She was an IABC member in the early 1990s and rejoined in 1999.

How did you become a communications professional?

It seems inevitable that I am in the communications field. I don't look at myself as a "communications professional," per se; I see myself as a facilitator of information.

What do you do in your current position?

The projects I manage range from organizing special event shuttles and publishing the *Ride Guide*, our primary communication piece, to overseeing compliance with the Americans with Disabilities Act (ADA). The Customer Service Center is the very best part of my job because the representatives make up a wonderful and capable group. One aspect of my job is to analyze customer comments to see how we can do a better job of serving the public.

What do you like best about your career/profession?

The best part is working with people, both the customers and the employees who serve them. I enjoy being the conduit of information and problem-solving between the company and the public to make things better.

What's your communications philosophy?

My job is not only to talk to people, but to problem-solve with them. My communications philosophy is listen

and give my full attention, even on the phone. People want to be heard and if I am problem-solving, I must listen for all the communication cues; not just the words.

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

Hiking and traveling with my husband and our dog, Tony; bicycling; photography, and handpainting on black and white photographs. I love to bake bread and I don't have a bread machine.

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

I do quite a bit of research at work on the internet; for example, human resource and customer service best practices, staff reward programs and ADA-related case law. At home, I read quite a bit on philosophical subjects; for example, *An Open Heart* by the Dalai Lama, Diane Ackerman's *Deep Play* and Chogyam Trungpa's *Cutting Through Spiritual Materialism*. For fun, *Honolulu Hotel* by Paul Theroux.

What's your proudest professional achievement? Personal accomplishment?

In 1991, the ADA became federal law and the various mandates that affect public transportation were filtering down to our organization. The general manager of Sun Tran at that time was leaving to take a job out of state. He took me aside and said,

"The city of Tucson is very serious about doing this right. I am giving it to you, so do a good job." I recall that conversation almost daily and try not to let him down.

Personally, raising two daughters as a single parent while working and graduating from college. They are wonderful, happy, intelligent and successful women. Although they are adults now, we still love hanging out together. One is an artist and gallery director and the other, a mother of three, is a dispatcher for an airline in Hawaii.

What other types of jobs have you had?

I have worked on a farm harvesting tobacco leaves, receptionist at a private golf club, bartender, waitress, meter reader, bookkeeper, conducted gas leak surveys of underground gas systems, bank teller, account executive at three ad agencies, P.R. manager, MOTHER.

What drives you crazy about work?

People who do not do what they say they are going to do and plans and decisions made without consideration of the customer.

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

Going to transit seminars and talking to other transit and IABC professionals via e-mail or phone. Between the resources among transit organizations and the people in IABC, I am very lucky to have a wealth of expertise at my disposal.

What's the greatest benefit of IABC membership?

All the great professional people, not just in Tucson but around the country. The IABC Web site is fabulous and a great source of excellent information and research.


Web sites--some are good, some bad, some just adequate

By Elena Acoba

My work as a freelance writer of the Tucson and Arizona lifestyles takes me to hundreds of Web sites every year. I've bookmarked 62 local and regional sites that I regularly check for leads, updates and sources.

I've found some that cater well to reporters and other media types. Others are nothing short of maddening.

Which one is your Web site? Here is one newswoman's opinion—mine—of what makes my job harder...:

 *No street address or phone number listed on the home page.

*Outdated calendar listings or listings that cover only a month or two.

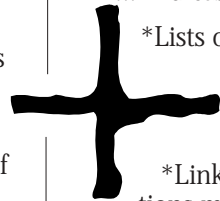
*No phone number listed for the media/community relations person.

*Media pages that obviously have not been updated in months...or years.

*Information that bears no date, which makes it hard to tell if it's current.

*Outdated links to other sources.

...And easier:



*Lists of phone numbers and e-mail addresses of management and important sources.

*Links to people or organizations mentioned in Web pages.

*Prompt response to e-mail requests for information.

*Links embedded in news releases and fact sheets that provide more information.

*A strong search engine for the site.

That said, here are some things that I feel neutral about:

*Having media register to get information. I only get miffed when that information puts me on e-mailing lists without my permission.

*Finding a "Press Office" link on the home page. It's nice to have all the information in one "place," but I end up checking the Web site anyway to see what the company is telling its regular consumers.

I find the Web a wonderful world for getting what I need for a story. And like I used to do with its paper predecessor, the press kit, I'll keep a well-organized site chock-full of current and accurate information close at hand for future reference.

Elena, who writes for local newspapers and magazines, is a Byword co-editor.

Discounts available to IABC members

Save on health insurance, credit card fees hotels, business shipping. conference services

A variety of services and products are now available at a discount to IABC members.

✓Marsh Affinity Group Services is offering specially priced health insurance for individuals and small businesses. Get information from iabcgroup.healthinsurance.com.

✓*Business Week* is available at \$213 off the cover price. Member subscribers also can get free access to BusinessWeek Online. Phone 800-873-8504 and mention group key 2A67 and corporate ID BWE000036 to subscribe.

✓Avis will discount your rental when you phone 800-331-1212 and mention AWD number T271800.

✓MBNA America is making its MasterCard available with no annual fee. Call 800-932-2775 and mention priority code SXZ4.

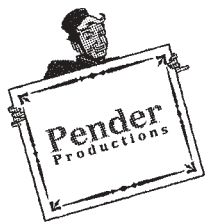
✓Airborne Express will ship items with a discount of as much as a 25 percent. Call 800-636-2377 and identify yourself as an IABC member to get the company's starter kit.

✓Choice Hotels International will take

20 percent off its room rates at 5,000 locations. Phone 800-258-2847 and mention discount number 00801961.

✓LINK Conference Service offers "cost-effective conferencing solutions." Contact them at 800-287-9849, ext. 3447.

For links to these companies, log on www.iabc.com/members/memDiscounts.htm. If you want to suggest other programs or want to offer a discounted service, contact Frank Rezzuto at IABC headquarters, 415-544-4700, ext. 730.



WRITE ON!

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