

Byword

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During an interactive presentation at the Thursday, April 1 chapter meeting, Tucson Electric Power's multimedia team will cover:

- Viewer requirements for Real Player, QuickTime

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Four travel to Atlanta to hone their IABC leadership skills

By Michelle Marie Dupray

Four IABC/Tucson members journeyed to Atlanta on Feb. 19-21 for the 2004 IABC Leadership Institute Conference.

Those who have already attended a Leadership Institute already know that John Brown, Carolyn Smith, Kathy Hippensteel, and I had a great time. For those who have never attended a Leadership Institute before, it was an opportunity for my fellow IABC/Tucson members and me to gather ideas on how to turn IABC/Tucson from a great chapter to one that is a model for the nation.

The conference included motivational speakers Mark Tager and Dottie Gandy. Tager discussed different personality types and offered tips on how to work with them. Gandy spoke about using praise to motivate people — a technique she developed into a book called "30 Days to a Happy Employee."

We also attended sessions where we learned best practices on member recruitment, professional development, and awards programs from other chapters. The IABC/Malaysia chapter boasted of gaining 18 new mem-

bers in one night. The IABC/Calgary chapter spoke about its job bank and how it became a key benefit to its members. A small Canadian chapter, IABC/Newfoundland, gave a session on creating themes, such as movies, for its professional developmental meetings. If IABC/Tucson were to do that, then Mark Flint and the other Indies could speak on

The most important thing we learned is that it all depends on you: the members.

what it's truly like to be *Home Alone*.

The most important thing we learned is that it all depends on you: the members. In order to plan for the future, the board needs to know what you think. Do you have a good topic for a professional development meeting? Email Kathy Hippensteel and let her know. Would you like more opportunities to meet your fellow IABC/Tucson members? If so, we could organize a monthly happy hour. IABC/Tucson exists to meet the needs of its members. Please let the board know what you think. The more you tell us, the better IABC/Tucson can be.

See related article on Page 3.

Membership by the numbers

By Steve Pender

The membership numbers for the calendar year ending in December 31, 2003 are in and they make IABC/Tucson look pretty darned good. Among the 14 chapters in District 5, Tucson placed second in member retention. Thirty-three of 37 members renewed, giving us a retention rate of 89 percent (the top chapter, San Antonio, was at 94 percent). We also occupied the number two spot when it came to the percentage of new members coming on board. Ten new members signed up last year, giving us a recruitment figure of 27% (number one was Fort Worth, with 31%). *Our overall growth rate was second to none*, however. We ended the year with 43 members, for a growth

rate of 16% (San Antonio placed second, with 11%).

We also stacked up well when compared to IABC chapters outside D5. Our membership retention rate put us in a world-wide three-way tie for sixth place, along with the chapters in Saskatoon and Regina, Canada.

In these uncertain economic times, we can be especially proud of our member growth and retention rates. They show that our chapter is certainly doing something right. In my opinion, that "something right" is a mix of great monthly professional development lunches, leadership development (ask any member who has attended a Leadership Institute about this), recognition (don't forget to enter this year's

Cactus Quill Awards) and networking.

But – (you knew there was going to be a "but" didn't you?) – I think we can do better. I'd love to reach the goal of fifty members by the end of this term. More members mean higher attendance at our monthly get-togethers, resulting in more energy and enthusiasm and increased networking opportunities. A greater membership base will produce more of the terrific chapter leaders we've come to appreciate. Also, the more members we have talking about and promoting IABC/Tucson, the greater the number of new members we'll recruit. It's a wonderful upward spiral that will truly benefit our

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IABC Tucson 2003-2004 Board of Directors

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743.4090
steve@penderproductions.com

President Elect

Kathy Hippensteel
794.8341
khippens@hughesfcu.org

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John Brown
884.3797
jcbrown@tucsonelectric.com

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agavecom@comcast.net

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626.2277
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Appointed

Membership Director

Rob Raine
626.4413
rraine@azcc.arizona.edu

Professional Development Director

Kathy Hippensteel
794.8341
khippens@hughesfcu.org

Communications Director

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321.7989, ext. 214
csmith@cancer.org

Publicity

Al Whitehurst
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awhitehurst@carf.org

Technology Director

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529.4750
sguerrero5@earthlink.net

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626.4826
riley@u.arizona.edu

Newsletter Editor

Michelle Marie Dupray
323-7567
mdupray@hotmail.com

Newsletter Production

D5 2006 Conference Planning Chair
Mark Flint
299.9151
flintmedia@earthlink.net

Awards Chair

Gail Johnson
574.8541
gailjohnson@tcisolutions.com

Library Chair

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621.3413
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Byword

Published bi-monthly
by the IABC Tucson Chapter

Editor:

Michelle Marie Dupray
mdupray@hotmail.com

Production:

Mark Flint
flintmedia@earthlink.net

Lessons learned in Atlanta carry over to work

By Michelle Marie Dupray

The information that John Brown, Kathy Hippensteel, Carolyn Smith and I learned at the Leadership Institute also applies to our jobs. That was one of the reasons our weekend in

Atlanta was so beneficial.

Here are some insights we gained from the Leadership Institute:

- Make sure you have good insurance and know what it covers. You don't want to be

liable for an accident at a meeting.

- If your chapter is particularly large, have your books audited by an outside source.

- Create a buddy system for new and student members at events. This will help to make new members feel welcome.

- Share the load. Have two people share a position to prevent burnout and keep energy high.

- Praise your fellow colleagues. This can include your boss, co-worker, or subordinate.

- Influence is built on openness. People will tend to trust someone who is more open.

- Go for sponsorships. It contributes to the business image of your organization.

- Know what your audience/customers want. Take surveys and ask questions before planning meetings.

Streaming media session to broadcast live

Continued from page 1

and Windows Media

- Streaming formats and encoding content - real-time vs. rendered encoding

- System requirements for computer equipment and Internet access

- Distribution channels - single cast vs. multicast presentations

- Digital rights management

And, if April Fool's Day doesn't play tricks on technology, TEP will broadcast a portion of its presentation live to the IABC Tucson Web site.

Monthly meetings are held at

McMahon's Prime Steakhouse, Ft. Lowell & Swan roads, from 11:30 a.m. to 1:15 p.m. Cost is \$18 for members; \$25 for guests and members without reservations and \$14 for students. No shows will be billed.

Reserve your place by emailing mimiv@trico.coop, or calling 744-2944 x1363. You can also register and pay online with your credit card by going to <http://tucson.iabc.com>. Reservation deadline is Monday, March 29.

The Prez Sez

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chapter, our members and the business communications community here in Tucson.

To all of you who renewed this year - thank you! To all our new members - welcome! And to all of you trial members - I hope what you see and experience in the next few months encourages you to join us (don't forget you'll save money if you sign up in June - ask our membership guru Rob Raine for details).

The numbers don't lie. I'm positive that, with your help, next year's tally will reveal an even more impressive IABC/Tucson success story.

MARK
FLINT
MEDIA CONSULTING SERVICES



son AZ 95718

520-299-9151

flintmedia@earthlink.net

<http://home.earthlink.net/~flintmedia>



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steve@penderproductions.com

www.penderproductions.com

Write On!

The Name: **Steve Pender**

The Game: **Writing, Directing
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Multimedia, the Web**

Member profile

Carolyn Smith loves her work, Tucson

Originally hailing from Canada, Carolyn Smith has settled nicely into her Tucson life. Carolyn enjoys making a difference in people's lives through her job as the Regional Communications Manager for the American Cancer Society. She also takes pride in her work as the Communications Director for IABC/Tucson and appreciates the networking opportunities IABC/Tucson brings.

What is your communications philosophy?

To be as open and consistent as possible with your constituents, and to build an environment of trust and integrity with your internal as well as external communications. Always be open to feedback and don't take anything personally.

How did you get into the communications profession?

I began as a communications coordinator for a management company that had 11 national and

local non-profit clients. I had done some writing assignments prior to working for them but really this was my first real job out of college. It was an excellent beginning.

What is your current position?

I'm the Regional Communications Manager for the American Cancer Society—I handle all of our communications for Southern Arizona, including publicity for our special events, programs and client services, and maintaining our strong reputation and brand as the leader in cancer information and service. I assist our Community Development staff with their communication materials and help them build relationships with their volunteers and donors, making sure that they are able to communicate the lifesaving work of the American Cancer Society and how it benefits everyone.



How do you like working for a non-profit?

I love it. Every day is different and I thrive on knowing in some way I'm making a difference in people's lives, especially since just about everyone has been and will be touched by cancer.


What are your greatest personal and professional achievements?

My greatest personal achievement is being happily married, three months now – the best thing I've ever done!

My greatest professional achievement is being accepted to the American Cancer Society's Leadership and Development Training Program. It gave me an opportunity for growth within the organization. But honestly every time we have a news story or I hear someone say, "I didn't know the American Cancer Society offers that..." I get a thrill because we want people to take advantage of our free resources.

How do you spend your free time outside of work?

I work out, travel a lot, read and spend time with my family.



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Working for a nonprofit is her cup of tea

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Have your read any good books lately? Which ones?

I loved *Poisonwood Bible* by Barbara Kingsolver, it was the most powerful book I've read in a long time. It reminded me of my own family, since my father is from South Africa and is a minister.

What types of jobs have you had?

I've done catering and was a waitress in college – it was very hard work.

What drives you crazy professionally?

It doesn't drive me crazy but I try not to be around negative people. When you deal with people who have cancer and in some cases only have a short time to live, it really puts your life and your complaints in perspective. It doesn't mean I'm always positive –but I do try to be as optimistic as possible.

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

I just attended the IABC Leadership Institute in Atlanta, which was fantastic. I also belong to several organizations like the Public Relations Society and the American Marketing Association, so I feel pretty well rounded. I attend seminars when I can and read industry publications that help me stay current, like *Marketing Intelligence*, *PRSA Tactics*, also *Newsweek*. I also love NPR and I watch CNN a lot.

What is the greatest benefit from being in IABC?

The networking opportunities are so wonderful in IABC. I remember my first meeting.

Marilyn Pincus was so kind to me and introduced herself and everyone else at our table. It was great to feel included and feel a sense of community, which I still think is true today.

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

Eat a small piece of chocolate every day, and don't forget to exercise and take care of your health!

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Pro shares effective ad copy writing tips

By Elena Acoba

Editor's Note: This is the second of a two-part series on writing ad copy.

Ask Tom McMahon which medium he likes to work in, and the award-winning advertiser will say, "radio," hands down.

"I just love this medium to death," McMahon of McMahon Creative Inc. told a chapter meeting last fall.

No wonder. One of his award-winning campaigns—that of Captain Eege—used the benefits of radio advertising to great success. Radio "can demand listener participation," is inexpensive to produce and offers a fast turn-around from idea to product, he said.

McMahon offered these tips for writing and producing radio ads:

- Avoid the over-used technique of reading copy over music.
- Use humor and sound effects to begin an ad.
- Good elements of a radio ad include jingles, testimonials and repetition.
- Practice reading copy before recording. It takes longer to say than to read copy.
- Repeat the name of your business and leave out the phone number.
- Television and video ads are the most intrusive to the audience, but viewers are also most receptive to such ads, given their visual stimulation. These ads give

a sense of immediacy. They're expensive relative to other types of ads.

When creating TV and video ads, McMahon suggested these ideas:

- Keep the images moving and the scenes brief.
 - Open with something big.
 - Say, show and print the name of the brand or product. Show the product in use.
 - Strategies that work best include humor, testimonials, demonstrations, solving problems and introducing characters.
- When all was said, McMahon offered three more bullets of advice for ad creators: "Test the ad, run it frequently and have fun."

Sharpen your crisis communications skills in half-day seminar hosted by PRSA April 20

Media relations expert Dr. Joe Trahan will provide effective crisis communications strategies at the Public Relations Society of America (PRSA) professional development seminar on Tuesday, April 20. The meeting, which will be held from 9 a.m. to 2 p.m. at the Sheraton Tucson Hotel, 5151 E. Grant Road, is open to the public.

Registration is \$65 at the door or \$55 if payment is postmarked by April 13. The cost includes continental breakfast and lunch. To register, phone Stephen Reidy at (520) 794-5019, and you can mail payment to Reidy at 7267 E. Caminito Feliz, Tucson AZ 85710.

Trahan will demonstrate how to develop communications

strategies, fine-tune messages and create innovative ways to deal with news media. He also will present steps to communicate effectively in crisis situations.

Trahan has conducted hundreds of media training and public relations courses and received high praise from attendees at his numerous PRSA professional development seminars. He earned his doctorate in mass communications, public relations and advertising from the University of Southern Mississippi and taught at several universities. He is a retired lieutenant colonel and formerly commanded the 314th Public Affairs Operations Center.

Seminar sponsors are Tucson's Newspapers, Carondelet Health Network, Hughes Federal Credit Union, Trico Electric Cooperative, Inc. and PS Communications, Inc.

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Spam or marketing? Not knowing the difference can be costly

By Michelle Marie Dupray

There's a fine line between spam and email. According to the 2003 Can-Spam Act, a bill designed to control spam, this difference could cost you jail time and millions of dollars in fees.

Deanna Conn from the Quarles and Brady law firm spoke to IABC/Tucson about the consequences of spam and other Internet law topics at the February luncheon.

"The Can-Spam Act did little to control the amount of spam that is sent," said Conn.

Conn noted that the amount of spam has actually increased

since the law took effect in Jan. 2004. It also still allowed sending unsolicited email under certain conditions. Conn gave the following tips to avoid having unsolicited email considered spam:

- The email should not come from a false origin.
- Include a legitimate mailing address.
- Be sure to include an opt-out option. If anyone requests to opt-out, you must honor the request within 10 days.

The Can-Spam Law is not without its critics. A major complaint is that the Can-Spam Act negates previous and tougher

anti-spam laws, which were set to be in effect at the state level.

"California actually had a much tougher law," said Conn. "It required companies to get permission from customers to be on an email list."

Although it would be costly for companies, the opt-in requirement would be tougher mechanism for preventing spam than the Can-Spam Act. The California law had a minimum penalty of \$1000 per unsolicited email sent as compared to \$250 under the Can-Spam Act. It also allows individuals the right to sue violators in civil court.

Native Americans are a significant market in Tucson

By Michelle Marie Dupray

According to the 2000 Census, approximately 11,000 full-blooded American Indians and another 15,400 part American Indians live in the Tucson area. This makes Tucson the 8th largest American Indian population in the United States. While American Indians are not as large as our Hispanic population, they still influence the culture of the Old Pueblo. As communicators, we need to know how to reach them.

Benny McCabe of the Tucson Indian Center explains that information spreads within the American Indian culture through word-of-mouth.

"If someone sees a flyer for an event at the Tucson Indian Center or in a tribal paper like the Tohono O'odham's the Messenger, that person will more than likely share the information with others," said McCabe.

Creating commercials, brochures, or banner advertisements that have American Indian designs and pictures embedded in

them is helpful according to McCabe. However, they should have a message that emphasizes a spirit of helpfulness since that what primarily valued within the culture.

"If you ask an American Indian who is the most respected guy in the company, they will probably say the janitor rather than the CEO," said McCabe. "We value qualities like helpfulness rather than status as in the mainstream culture."

A marketer should also use English rather than going to the effort of putting a brochure into a tribal language.

"While many American Indians speak their tribal language, few can read or write it," said McCabe.

Finally, McCabe says that it is important to appeal to American Indian women since they are considered the head of the household and hold the purse strings.

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IABC Tucson
P.O. Box 4326
Tucson AZ 85733-3262

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