

# Byword

## May meeting

### May 1

Get the Picture?  
Communicating With Photos  
Jeff Nordensson  
The Nordensson Group  
Thursday, May 1, 11:45 a.m.  
McMahon's Steak House  
2959 N. Swan Road  
RSVP by Monday, April 28  
743-4090 or  
[steve@penderproductions.com](mailto:steve@penderproductions.com)

Take note that our monthly chapter meetings have moved to McMahon's Steakhouse starting with May's presentation on communicating with photographs.

Jeff Nordensson will share his insights on adding impact to articles and publications through the creative use of photographs.

Nordensson is president and creative director of The Nordensson Group, one of Tucson's leading ad agencies with strong marketing communications and public relations components. It provides a variety of services, including strategic planning, corporate identity, video production, Web site design and collateral design.

Nordensson has been a fixture in the local advertising and marketing industry since 1974. Before then he was a television and radio announcer and account executive. He's a past president of the Advertising Agency Council of Tucson.

His talk will follow networking, introductions, chapter announcements and lunch. The meal costs \$18 for members, \$25 for guests and members without reservations and \$14 for student members. No-shows will be billed for reserved meals. Indicate if you prefer a vegetarian meal when you RSVP.

## Crisis management

An insider's view of College of Nursing tragedy

Katie Riley, associate director of public affairs for the Arizona Health Sciences Center, had several audiences and many details to handle in response to last fall's on-campus killings of three UA College of Nursing professors. She agreed to share her experience with University Medical Center's lock-down and subsequent days.

What did you do immediately after you heard the news of the shooting?

I was in the hospital emergency department checking out another story when word came that there'd been a shooting and that there was a gunman on the AHSC campus. I headed back to my office through the rear of the department and ran into a cop who frantically waved at me to get off the street.

I sprinted to my office, which was locked down, and pounded on the door to be let in. UMC went into disaster mode and we had to report to the command center inside the hospital. That meant crossing the street again. I did have a bad, bad feeling that this might not be the safest thing to do, but I did it. I'm not sure I would do the same today.

We immediately got out an e-mail bulletin to staff. I then ran back to my office in Comstock House, only to discover it had been evacuated by police and I was alone in the entire building. Another bad, bad feeling.

The phones were ringing off the hook. I answered two calls, one from England and another from Japan! The phones never stopped ringing after that.

How did UMC respond to the crisis and what was your role?

UMC has a well-rehearsed disaster plan, which went pretty well. Everyone immediately assembled in the incident command center and got assignments.

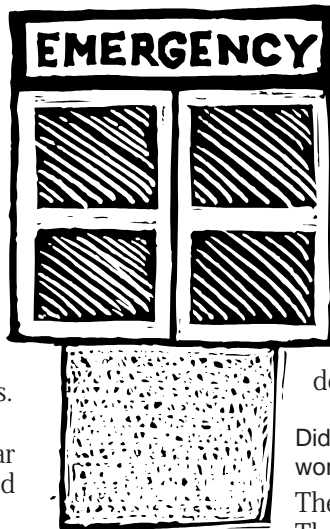
However, I felt this was a UA story. I didn't feel that I needed to stay in the hospital command center, but should be out with the media or in my office handling the phones. In hindsight, I might have been more effective had I stayed at the command center and delegated more.

Did your crisis management plan work well?

The hospital's plan went very well. There were gaps and we've met endlessly to fix those. One of the first things we learned was the incident command center needed a TV so we could monitor how the media were reporting the tragedy. Our cell phones didn't work well from the command center and there was too much outside traffic on our walkie-talkie channels. We've since applied to the FCC and now have three dedicated frequencies. We are undoubtedly much better prepared as a result of that tragedy.

The UA, as you might expect, was somewhat less prepared. Outside the hospital that day, it was confusing knowing who was in charge. UA police? Tucson police? SWAT team? One of the

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## From the president

By Donna Breckenridge, chapter president

I had trouble getting up this morning! I'm tired and the thought of climbing out of bed, getting dressed, fighting traffic and then facing the same old routine just didn't appeal to me. But somehow I managed to get here and I actually feel a lot better.

It's not that I don't enjoy my work, as well as the other things I do, but occasionally I just feel burned out. What can we do to jump-start ourselves when our personal motivation tanks are running on empty?

Karen Susman says, "Motivation is the key to a door that's locked from the inside." In other words, you have to find ways to motivate yourself. At the District 5 Midwinter Board Meeting in Colorado, Karen treated us to her personal tips for opening that locked door:

\*Determine what your passion is and focus on it. She quoted Buffy Saint-Marie: "You have to sniff out joy. Keep your nose to the joy trail."

\*Think about how you've made an impact and write your own success story. Karen advised, "Make

your strengths known and your weaknesses irrelevant."

\*Begin. A simple statement, but sometimes the most difficult step.

\*Keep the momentum going through vision, focus, persistence, discipline and commitment. "Stick to your vision, walk right past the nay-sayers and have fun along the way," Karen said. "Don't be afraid to fail. I'd rather be an imperfect diamond than a perfect brick!"

Karen mentioned three other sources of motivation: supportive friends (your A-team), good role models and a positive environment. I believe IABC provides all of these things, which is why I'm a member. So in addition to motivating yourself, join us at our next meeting for networking, support and professional development—all good sources of motivation!

## Uncork your creativity at May 15 meeting

Plan to attend these last two chapter meetings of the current board year. RSVP to 743-4090 or [steve@penderproductions.com](mailto:steve@penderproductions.com).

\**Uncorking Your Creativity* on May 15 features Reneé Freedman, a life, business and personal coach. Her special interactive presentation will inspire you to recognize your creativity and use it in abundance. Bring your lunch and we'll supply bottled water. The session, free to current and trial members, starts at 11:45 a.m. in the Catalina Vista Room (D-225) of Pima Community College, 4905 E. Broadway.

\*The Cactus Quill Awards presentation on June 5 will honor the best communication practices of the region. Chapter members also will vote on the new slate of officers and board members. This regular monthly meeting starts at 11:45 a.m. at McMahon's Steak House, 2959 N. Swan Road. Lunch costs \$18 for members, \$25 for guests and members without reservations and \$14 for student members.

## 2002-2003 IABC/Tucson Board of Directors

### President & District 5 Jr. Delegate

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299-9151, [flintmedia@earthlink.com](mailto:flintmedia@earthlink.com)

### Appointed positions

#### Communications Director

Oversees newsletter, news releases, and chapter marketing  
Carolyn Smith  
321-7989, ext. 214, [csmith@cancer.org](mailto:csmith@cancer.org)

#### Fundraising Chair

Coordinates fundraising efforts  
Mark Flint

#### Judging/Awards Coordinator

Organizes judging of chapters' contests  
Janni Lee Simner  
319-0854, [janni@simner.com](mailto:janni@simner.com)

#### Library Chair

Coordinates chapter library  
Ginny Geib  
621-3413, [geib@u.arizona.edu](mailto:geib@u.arizona.edu)

#### Membership Director

Coordinates recruitment, registration  
Rob Raine, IABC/Tucson director  
626-4413, [rraine@azcc.arizona.edu](mailto:rraine@azcc.arizona.edu)

#### Professional Development Director

Organizes monthly general meetings  
Steve Pender, IABC/Tucson director

#### Publicity Chair

Writes news releases

#### Al Whitehurst

325-1044, [tucsonman@earthlink.net](mailto:tucsonman@earthlink.net)

#### Special Events Chair

Coordinates special projects  
Marilyn Pincus  
744-3667, [Mpscribe@aol.com](mailto:Mpscribe@aol.com)

#### Technology Director

Maintains Web site, roster, data base  
Susan Guerrero, IABC/Tucson director  
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**Byword**

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## The ins and outs of using streaming media

Thinking about using streaming media on your Web site? Nathaniel Bradley, president of Kino Digital, offered some tips and cautions about the technology (see February/March 2002 *Byword*) when he spoke at the February chapter meeting.

\*Streaming media, including internet video clips and animated graphics, are most useful for marketing or for human-relations communications.

\*Streaming media doesn't have to be a fancy presentation; for instance, it can be a video clip of the president welcoming the Web site viewer to the site or a 360-degree view of a room.

\*Streaming media can be as small as a box on a Web page that one clicks on to activate or as large as its own pop-up window.

\*Some firewalls won't accept certain programs (RealNetworks, Windows Media and Quick Time, for example) that run streaming media.

\*Be sure your audience will have the broadband width necessary to run the streaming media smoothly.

\*When planning streaming media, most of your budget and efforts should focus on the content and properly identifying the audience.

## Tucson member news

☛ Ginny Geib earned the University of Arizona's 2003 Staff Award of Excellence for her work as director of communications for the College of Education. The award recognizes employees whose achievements benefit the university in a wide scope. One of her supervisors, in nominating Ginny for the award, specifically cited her Cactus Quill Award-winning college viewbook as an example of her significant contributions.

☛ Juleen Eichinger has published *Burma Ruby. A History of Mogok's Rubies from Antiquity to the Present*, written by her husband, S.K. Samuels. It introduces readers to the people who owned, worked and fought over the fabled wealth of Burma's Mogok mine. The book also covers art and architecture, Burma's history, current economic conditions and tips on how to buy

Burmese rubies. Juleen owns Eichinger Communications, a division of SKS Enterprises, Inc. You can find the book at The Reader's Oasis or from SKS Enterprises, Inc., 731-2784.

☛ Video producer Steve Pender continues to win accolades for his work. He received an Award of Excellence from the Arizona Video Festival, sponsored by the Arizona chapter of the Media Communications Association-International, for a public service announcement, "Our Town is..." for the Tucson not-for-profit group, Our Town. His "Musical Chairs" public service announcement for St. Mary's Food Bank in Phoenix took a Silver Citation of Excellence from the ADDY Awards presented by the Tucson Advertising Federation

## Measuring your communication message: Did the audience understand/accept it?

By Elena Acoba

You don't have to be fancy or costly to measure the effectiveness of your communications plan.

Linda Welter Cohen, president of Caliber Communications Group, reassured attendees at the March chapter meeting that informal measurements are valid. Just be sure the results address this: Did the project or program create a specific opinion or behavioral change in the target audience within a specific time frame?

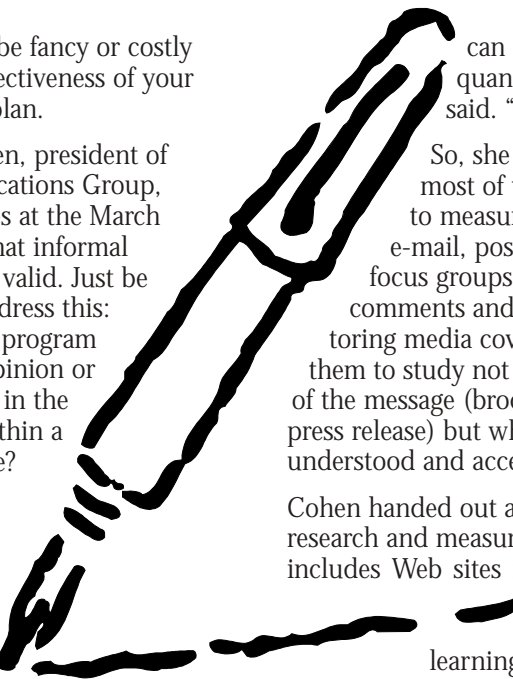
And be sure to spell it out: What opinion or behavioral change are you striving for, who is the audience and what is the time period?

"A big barrier (to doing research) is that we think the only kind of research we

can do is scientific, quantitative data," Cohen said. "Informal is OK."

So, she said, continue most of things you do now to measure your programs: e-mail, postal and fax surveys; focus groups; gathering of comments and letters, and monitoring media coverage. But use them to study not the method of the message (brochure, Web site, press release) but whether the audience understood and accepted it.

Cohen handed out a list of Web PR research and measurement tools. It includes Web sites for monitoring media, doing surveys and learning how to measure success. You can get the list by calling her at 795-4500.



# Judging contests: what's in it for you (and there is plenty)

What's the big deal about judging entries in IABC best-practices contests? Well, it's a free workshop on how to deal with challenges you see in your work every day, from strategic planning through communications programs to meaningful measurements. We asked some members who've judged contests to tell us how participating has helped them do their jobs better.

**Janni Lee Simner, writer and Web designer**

I know members have often said they've learned from what they've looked at and I feel I have, too. Perhaps more importantly, I've really come to understand how important it is to measure your results. It's not enough to shoot a beautiful photo or lay out a stunning magazine. You also need to know what the goal of the piece is (gain clients? build awareness of your product? generate media coverage? add people to your mailing list?) and you need to know whether that goal was achieved. This sounds basic, but it's the area where entries most often lose points, in my experience.

I've also picked up various small ideas for lay-out, design, writing and so on.

I think judging is a chance to learn and improve one's own skills by viewing the work of others; to connect with chapters in other parts of the country and see what they're doing; to network with fellow Tucson IABC members at the judging parties, and to help out

and contribute to IABC in general. I urge everyone to give it a try!

**Krista Neis, public information officer, Pima Community College**

Boy, I learned a lot when I read the comments that Steve Reidy (engineering communications, Raytheon Missile Systems) made when we were co-judges on the same submissions. He's got his IABC credentials and he had very specific expectations based on textbook principles and real-world comparisons. That made me focus and analyze better.

When he helped author the Cactus Quill competition package, the expectations were well explained. If you as a submitter didn't follow the instructions, you knew you would not place well. So several aspects of the competition process, from concept to organization to judging, help those involved acquire and hone skills.

**Libby Howell, corporate communications administrator, Southwest Gas Corp.**

You get access to great ideas from which you can plagiarize shamelessly!

**Marilyn Pincus, owner of Marilyn Pincus Inc., author and management consultant**

One of the benefits of judging is the realization that there are a lot of talented people in the business. It feels good to be in their number!

Here's my story: A few years ago, the subject heading on an e-mail stated: "Free trip to Las Vegas." Sure. I deleted it without reading it. Susan Guerrero happened to remark to me, "Did you see the free trip offer?" It turned out that not only did I see it, I took it!

IABC Las Vegas flew judges in! They reimbursed my flight cost, arranged for me to have a room at the Imperial Palace for two nights and gave me a food allowance. One of the chapter members met me at the airport and told me about the city as we drove.

I was amazed IABC Las Vegas found this arrangement to be fiscally sound. I realize this judging experience is not typical. But, amazing things happen when you get involved with IABCers.

It's difficult to quantify beyond knowing that the experience helps boost you as a person, as a professional. I've never knowingly "adapted" any of the communications I judged for my own use. Still, who knows where our inspiration comes from when we write? Could be that I've gained more from judging experiences than I know.

## Grading for grownups: how judging chapter entries works

*By Janni Lee Simner*

Interested in getting involved and honing your craft at the same time? Here's how you can do it through judging entries.

Essentially, when chapters decide to sponsor an award, they need to have entries judged by other chapters who, since they don't live and work within the same community the entries come from, are likely to be less biased. They contact us and send us some entries to judge.

We get a batch of award entries along with judging guidelines and

a judging form. We either judge the entries together at a judging party or distribute them for IABCers to look over on their own time. We always assign at least two judges to each entry. The entry forms always include spaces for comments, which I encourage members to give. Feedback is one of the most valuable things about the awards process for those who submit entries.

The categories vary widely: everything from complete PR plans and logo designs to newsletters, feature articles and photography.

The organizations submitting the entries vary widely, too: from universities and public utilities to law firms and casinos.

Most of the chapters return the favor and get the benefits. When we hold our own Cactus Quill Awards, we turn to them to judge our entries and they find out what's working in our community.

*Janni, a freelance writer/Web designer, coordinates judging requests from other chapters.*



# Stimulation, skills, camaraderie

## IABC members reap internationally sized benefits

By Mark Flint

It's easy to overlook the benefits we receive from belonging to an international organization. And it's true that for most of us, our primary advantages come from the networking and professional development opportunities right here in Tucson.

But International does give us value for those dues we send back. The revamped and vastly improved *Communications World* is one such benefit. Others include the conference, webinars and teleseminars, and speakers available to chapters at little or no cost. International is continually working to increase benefits to members, so it's good to read those e-mails or check out [www.iabc.com](http://www.iabc.com) now and then to see what they've been up to.

Perhaps one of the biggest benefits in terms of helping the chapter as well as the individuals who attend is the Leadership Institute, or LI.

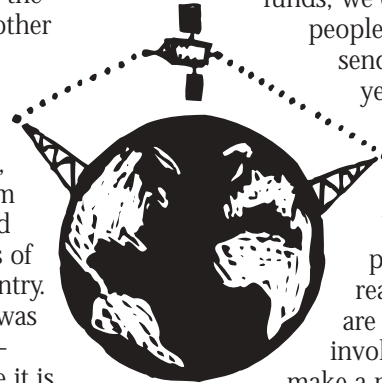
Each year, IABC International provides this low-cost, two-day seminar in a different city. Chapter leaders and

leaders-to-be from around the world travel to learn from the sessions and from one another during the abundant networking time.

This year I represented IABC/Tucson in Las Vegas, where I joined people from South Africa, New Zealand and Canada as well as lots of people from our own country. The meeting in February was a short course in organizational management. While it is obviously geared to IABC, the knowledge gained can be used in any organization, including the workplace. It's a great opportunity to add to your leadership skills.

I attended sessions on increasing member involvement, membership, fundraising and strategic planning. The sessions were invigorating and I brought back a lot of useful tips for improving those areas. If we can implement just a few of the new ideas I picked up, the chapter should see significant benefits.

For example, if we can raise more funds, we could send more people to LI. Tucson usually sends one or two people a year. It would be nice to send four or five.



We often talk about the benefits of membership in IABC. The people most likely to realize those benefits are the people who get involved. If you'd like to make a positive change in your life—gain leadership skills, do more networking or learn other skills—contact a board member about volunteering. Even if you have only time for a single, 15-minute task, we'd love to have your help. If you like it and find a more significant commitment is worth your time, you could very likely find yourself enjoying the stimulation, camaraderie and new skills provided by LI.

*Mark is our chapter's past president and senior delegate. He is an independent editor and writer.*

### Pep up your volunteer program

Looking for ways to start or shore up your volunteer program? Here are some ideas that Mark Flint gleaned from his attendance at the recent Leadership Institute:



- \*Develop and implement a volunteer recruitment plan.
- \*Design valuable volunteer assignments.
- \*Form a volunteer recruitment team.
- \*Mentor new volunteers.
- \*Approach potential volunteers far in advance so they can schedule it in.
- \*Give volunteers small jobs to start.
- \*Write a thank-you note to the volunteer's supervisor at work.
- \*Look at ways you can meet the multiple needs of people who have limited time (meeting times, e-mail, phone conferencing, child care).
- \*Fit tasks to volunteers' needs and interests.

## Donna Breckenridge

**D**onna Breckenridge has been a busy IABC member for six years, having held chapter board positions as secretary, treasurer and now president (for three more months). When she passes on the gavel in July, she'll move to the District 5 senior delegate position.

The 51-year-old Jackson, Miss., native is the award-winning publications editor for the Arizona Cancer Center. She's married to an Episcopal priest, which she says is "another whole story," and has a daughter, 27, and two sons, 20 and 17.

How did you become a communications professional?

I graduated from Mississippi State University in the mid-'70s with a major in art education and a minor in English. I couldn't find a teaching position, but I found a job at the university as an editor/illustrator for a department that produced publications for Vo-Tech education. I found that I really loved working with publications and have been doing the same thing with a variety of organizations ever since then.

What do you do in your current position?

I'm in charge of external and internal publications for the Arizona Cancer Center, everything from newsletters to scientific reports to health-education brochures.

What do you like best about your career/profession?

I love combining my interest and skills in writing and art. I especially like layout, which is like putting together a giant puzzle. I also like the contact I have with really smart people. I learn a lot from them!

What's your communications philosophy?

First, tell the truth. In publications, the message is more important than the "package," but it takes good design to draw attention to the message.

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

Reading, crossword puzzles, movies, spending time with family and singing alto in our church choir. I used to paint watercolors and I hope I have time to pick that up again soon. I also hope to take some yoga classes with my daughter.

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

At work, IABC's *Communications World* and numerous publications from other cancer centers. At home, *Failure to Appear* by J.A. Jance (I love mysteries), *A Heartbreaking Work of Staggering Genius* by Dave Eggers and *Kitchen Table Wisdom* by Rachel Naomi Remen, M.D. I'm also reading *Route 66 Springs* by Michael Lund, a friend of mine. This is the fifth in his Route 66 series. He sends me one chapter a week as he's writing it. I provide a "running commentary" on the story. It's lots of fun!

What's your proudest professional achievement? Personal accomplishment?

Professionally, having the nerve to be IABC/Tucson president this year, as I don't like speaking in public. It's been a great year and I've overcome most of my fear! I'm also proud of winning a Silver Quill two years ago and a Cactus Quill last year. Personally, not giving up on earning an M.A. in English from Longwood College in Virginia. I wrote my master's thesis in pencil while lying

down, confined to bed during the last two months of pregnancy with my third child. He was born in December 1985 and my master's degree was born in May 1986.

What other types of jobs have you had?

While in college, I worked as a waitress, maid, library assistant, telemarketer (very briefly) and graphic design assistant. One of my most interesting jobs was as publications manager for Desert Archaeology in Tucson from 1993 to '97.

What drives you crazy about work?

I don't like working with people who are unhappy with their jobs or have a negative attitude. That really gets me down. Unrealistic deadlines also make me insane.

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

IABC meetings and conferences, of course!

What's the greatest benefit of IABC membership?

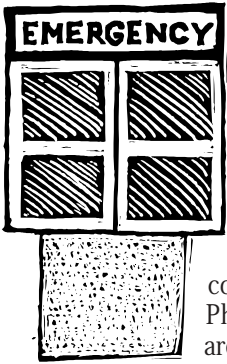
The friendships and connections I've made, personally and professionally. Also, volunteering has been a wonderful way to get involved and learn new skills, stretch myself a little.

### Profile criteria

You just have to be a current member of the Tucson chapter. *Byword* Editor Elena Acoba uses a scientific method to choose which member to approach for every issue. If the member is interested, Elena sends a list of questions and voila, you read the results. So, marshal your thoughts, read something interesting and try to remember the jobs you held in your youth in case your number comes up.

# Crisis management

Riley remembers one of the most important days of her career



*continued from p. 1*  
things that is happening is that all the various corporate entities that make up the AHSC—UA colleges, University Physicians, UMC—are doing a lot more joint planning.

Because of the nature of the crisis, what did you do personally to keep working in the face of such a scary and sad situation?

I just did the best I could. Lots of people were responding emotionally. I am still angry about some of the flak that came my way that day. My boss was out sick for two days following the shooting, probably the two biggest days of our careers. That was rough as we are a pretty good team. However, the public affairs staff rallied and I think we did a good job.

How did you provide necessary information to your audiences?

For the media, we held several press conferences, but no press releases as everything was happening so fast.

For employees we primarily communicated through e-mail bulletins and a phone hotline. Our Web sites and phone systems were quickly overwhelmed by volume that day. We've been working to correct that. Many of our staff could not report to work

because of the lock-down and they couldn't call in because the phones were busy. We have now made arrangements with a local radio station to air instructions specifically to UMC staff should we ever need it.

The same week as the College of Nursing shootings, the entire family of one of our nurses was gunned down in a home invasion while she was here at work. The hospital's nurses were in anguish. The communication piece I'm most proud of was a full-page Sunday ad in which the physicians expressed their support and sorrow for the nursing staff. It was completely the docs' idea and it gave a lot of comfort.

After the immediate crisis was over, how did you continue your communication efforts?

In the days afterwards we held many open forums where staff asked questions and vented, always in the presence of media. UA President Peter Likins was brilliant. I think the UA's openness was admirable.

What other tips can you provide communicators who might find themselves in a crisis situation?

Wear comfortable shoes! I now keep a pair of sneakers in my office.

*Katie, ABC, APR, has been an IABC member for more than 10 years. She provides advice for members who are interested in getting IABC accreditation.*

## Raytheon Missile communicators, freelance writer join chapter

\*Karen R. Crabtree edits the *Weekly*, the newspaper for Raytheon Missile Systems, as part of the company's employee communications department. Before joining Raytheon a little more than a year ago, she was a magazine and daily newspaper editor.

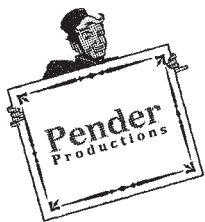
"I joined IABC for the networking and educational opportunities offered," says Karen. "I have attended IABC conferences and thought it was about time that I actually joined."

\*Kay Lehman owns Agave Communications, a freelance writing and translation company. She writes for the *Arizona Daily Star* and has done several English-to-Spanish translations for local hospitals. She also is a nurse at Northwest Medical Center.

"I found IABC to be very beneficial to me," Kay says of her trial membership before she officially joined. "I met new people from whom I can learn very much and I made contacts that led to real paying assignments. I want to continue in that relationship."

\*Barbara Starr is another Raytheon Missile Systems employee. She is a senior communications specialist.

### WRITE ON!



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