

Byword

September meeting

September 5

What to say and how to say it
Donna G. Levy, AcuComm Inc.
Thursday, Sept. 5, 11:45 a.m.
Old Pueblo Grille
60 N. Alvernon Way
RSVP by Monday, September 2
743-4090 or
steve@penderproductions.com

Donna G. Levy, vice president of AcuComm Inc., will share proven skills you can use to become a confident and successful public speaker.

She'll show you how to identify and develop your physical skills, organize content for maximum impact and create presentations that sell. You'll learn how to appear professional, authoritative and credible.

Come prepared with a two-minute talk. If time permits, you can speak to the group and receive a critique.

Levy became a development professional in 1979 when she served as vice president and associate administrator for a 360-bed geriatric center, where she was responsible for planning a \$13 million building campaign.

A consultant since 1996, she specializes in board and staff training, capital campaigns and management of the development process for not-for-profit organizations. Levy is a member of The Association of Fundraising Professionals and has served on the association's board as director of professional development.

Plan on spending an extra 15 minutes for this informative session.

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

Magic in the Midwest: last chance to sign up for IABC's D5 conference in Topeka

You've only a few more days to take advantage of the extended early-bird registration discount for the District 5 conference, "Communication Wizardry," set for Sept. 29-Oct. 1 in Topeka, Kansas.

Make the Aug. 31 deadline and pay \$325 (\$375 for non-members of IABC). Add 50 bucks after that.

So what kind of magic do you get for your investment? No hocus-pocus, but some solid information on issues and skills that are important to you and your company.

Over three days, sessions will cover:

- *financial communications
- *brand identity in an electronic world
- *Web writing
- *accountable public relations
- *social marketing
- *tools for successful facilitating
- *humor in business-to-business advertising
- *starting your own company
- *marketing to women
- *membership marketing

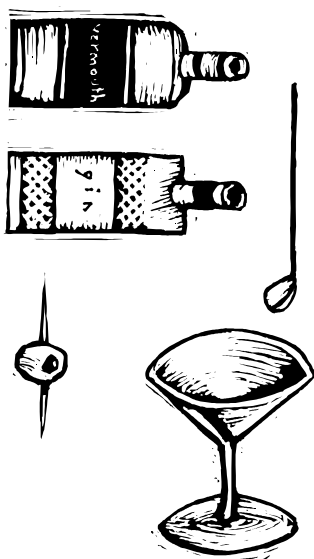
- *communication across generations
- *philanthropy as a selling tool
- *strategic marketing
- *business ethics

Keynote addresses feature television reporter Bill Kurtis on "The Power of Communication"; Stewart Bailey, supervising producer of "The Daily Show" on Comedy Central, talking about "Rags to Riches: Comedy Along the Way," and Frank McCarton, deputy commissioner of public information for New York City's Office of Emergency Management, covering the World Trade Center disasters in "The Ultimate Communication Challenge."

Meals, receptions, a trip to Short Attention Span Theater and the Silver Quill Awards provide plenty of fun networking opportunities.

The conference will be held at the Capitol Plaza Hotel located in the heart of Topeka.

Get all the information you need and download the registration form at www.iabctopeka.com.



Giant martinis and getting-to-know-you lies

Read on for more about IABC's international conference

Giant martinis? Vegan poems? Lies? Well, not everything was fun and games at the IABC International Conference in June, although Steve Pender's impressions may make it sound that way. He and Steve Reidy actually learned a lot at the Windy City gathering of hundreds of communicators worldwide.

Find out what they had to say—from Web publications to after-hours mingling—on pages 4 and 5.

From the president

By Donna Breckenridge, chapter president

Nothing's quite as sure as change." That's from an old '60s song and I remember thinking, "How profound!" As a slightly older person, I now realize there's really nothing profound about it. It's just a fact of life that things constantly change.

During the past 16 months, I've experienced an unusual number of changes. The most disturbing was the death of my father, but the most common has been moving. I moved my parents once, my mother twice and (not to forget work!) my office. My family and I moved from Tucson's northwest side to the eastside. My husband changed jobs, my daughter changed apartments and my older son graduated from high school, moved four times and is now back home again.

By now, you're probably wondering what in the world this has to do with IABC-Tucson! Well, changes also affect our chapter. During the past year or so, we said good-bye to some of our members who moved away, but we've gained quite a few new members, including several who are now active on

our board. Each person brings something different to IABC—a unique talent or gift.

At our July board retreat, we were joined by Kim Karnett, our IABC District 5 chapter service manager from Carrollton, Texas. She led us in a game to discover our individual "leadership styles." We learned that we have a lot in common, but we also have differences that complement each other.

To me, that's what IABC is all about: learning from each other and our guest speakers and sharing our unique gifts to grow personally and professionally.

I hope to see all of you at our next professional development luncheon and to get to know each of you better during this year. Change will always be with us, but we can adapt and take advantage of the opportunities it presents!

Local communicators gather at second "Big C" meeting

More than 100 people attended the second annual "Big C" networking and social event early this summer, prompting the organizing groups to look at holding the gathering more often.

The event at Firecracker restaurant included members from sponsoring groups the Tucson Advertising Federation, Arizona Women in Radio and Television, the Greater Tucson Chapter of the American Marketing Association, the Public Relations Society of America and our IABC chapter.

It featured fantastic door prizes and an opportunity for members and non-members of the five "Cs"—communications organizations—to mingle and network over cocktails and appetizers.

At only \$10 per person, organizers hope to change this annual event into a mainstay for Tucson's top organizations in advertising, marketing, communications and public relations. If you'd like to help plan the next "Big C," please contact chapter communications manager Carolyn Smith, 321-7989 or csmith@cancer.org.

Meet your IABC/Tucson Board of Directors: new officers' slate 2002-2003

President & District 5 Jr. Delegate

Donna Breckenridge
626-2277, dbreckenridge@azcc.arizona.edu

President Elect

Steve Pender
743-4090, steve@penderproductions.com

Secretary

Lynn Brown-Quick, ABC, APR
206-4718, lbrownquick@pimacc.pima.edu

Treasurer

Kathy Hippensteel
794-8341, khiggins@hughesfcu.org

Past President/District 5 Sr. Delegate

Mark Flint
299-9151, flintmedia@earthlink.com

Appointed positions

Communications Director

Oversees newsletter, news releases, and chapter marketing
Carolyn Smith
321-7989, ext. 214, 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

Library Chair

Coordinates chapter library
Ginny Geib
621-3413, geib@u.arizona.edu

Membership Director

Coordinates recruitment, registration
Rob Raine, IABC/Tucson director
626-4413, 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

Special Events Chair

Coordinates special projects
Marilyn Pincus
744-3667, Mpscribe@aol.com

Technology Director

Maintains Web site, roster, data base
Susan Guerrero, IABC/Tucson director
529-4750, sguerrero5@earthlink.net

Byword

published bi-monthly
by IABC, Tucson chapter

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What you said: readers weigh in on redesigned Byword

By Elena Acoba and Karen Wood

This issue launches our second year as co-editors of the newly designed *Byword*. We've had some challenges in getting it out, but we've also appreciated your comments that the newsletter offers something of value to our fellow chapter members.

As you may recall, we conducted a survey after *Byword's* fifth issue to measure your level of interest in the stories and how you valued the newsletter. Seventeen people responded. Among our findings:

*76 percent strongly agreed that *Byword* gave them added value for their membership, while 24 percent agreed with the statement.

*50 percent strongly agreed that information in *Byword* is useful in their work; 50 percent agreed.

50 percent of survey respondents strongly agreed that information in *Byword* is useful in their work

*82 percent strongly agreed that *Byword* helps them feel better connected to the chapter; 18 percent agreed.

*Everyone felt the newsletter's design and typography made it easy to read, and considered the "Member News" and "New Members" columns interesting or useful.

*All of the other columns and topics were considered interesting or useful to a vast majority.

We also received a number of story suggestions:

*Add more extensive local communications features such as: "ask a veteran communicator what has changed and what trends look misguided, others that look better, what goes around and around, etc." and "get a selection of responses to a question like 'What does it take to get a press release or feature tip out to the media?'"

*"I especially like information on people and items that keep me up to date (like expert tips)."

*"(Include) reviews of articles or referrals to books or articles that have trends or information that is helpful, insightful."

What do you think? Let us know of any others you have. And if any of these ideas inspire you to write a column or story, feel free to contact us. Our best copy comes from members willing to share their expertise.

Get inside at *Inside Tucson Business*

The beauty of a press release is in the eye of the beholding newspaper. That's one of the many things Sheila Storm will point out in her presentation, "Working With Newspapers: Making It Happen," at our Oct. 3 professional development lunch meeting.

Storm, editor of *Inside Tucson Business*, will tell you what really happens when your release lands on the editor's desk. She'll present inside tips on writing more effective releases.

Storm also will shed light on how the operation of Tucson's business newspaper differs from the city's dailies. She'll detail other kinds of information you can provide her publication to increase the odds of your story seeing print.

Storm is a veteran journalist, having worked for newspapers in Arizona, Wisconsin and Minnesota. She holds a journalism degree with a Spanish

minor from the University of Wisconsin-Eau Claire. She covered business for 8-1/2 years before joining *Inside Tucson Business*, including four years as business editor in Oshkosh, Wis. Before coming to Tucson she directed client services for an economic development organization in Wisconsin.

The lunch meeting at Old Pueblo Grille, 60 N. Alvernon Way, starts with networking, followed by lunch at noon. Meet all of the attendees during introductions and get chapter updates before Storm speaks.

Lunch costs \$18, \$25 for guests and members without reservations. Those who make reservations and don't show up will be billed. RSVP to Steve Pender, 743-4090 or e-mail him at steve@penderproductions.com, by Sept. 30. Let him know if you prefer a vegetarian meal.

IABC dispatches

*An updated second edition of *Crisis Management and Communication, How to Gain and Maintain Control*, is IABC's definitive guide to crisis communication. It's loaded with strategies, templates and real-life examples to communicate effectively to all audiences when a crisis strikes. The manual costs \$175 for members. Download the PDF file for \$130. To order, log on www.iabc.com and click on IABC Store.

*In the face of the Enron debacle, IABC has put together a resource list on business ethics. You can read articles, download guides, learn the best practices of Quill winners and link to Web sites that help you and your

company hone your ethics policies. Some sample titles include *Evaluate Your Ethics Efforts* and *Complete Guide to Ethics Management: An Ethics Toolkit for Managers*. There's a special link to the resources from the IABC Web site's home page.

*Couldn't make the international conference? Missed the presentation you wanted to attend? IABC's Web site has a wealth of follow-up information, including summaries, links to PowerPoint and other session presentations and tapes of all the sessions. Click on the "conference" link for details on accessing these resources.

Best practices and cutting-edge technologies Inspirational addresses and helpful sessions Monster drinks and good-time networking

By Steve Pender

The drinks were big. Really big.

They filled monstrous martini glasses, glasses that would have been just the right size for Goliath's hand if he spent his time getting stoned instead of being stoned. For us, lifting these drinks was a two-handed effort.

But the size of these concoctions seemed appropriate for the place and event. We were in the "Big Bar" at the Hyatt Regency Chicago, celebrating the last night of the biggest event of the IABC year: the International Conference.

"We" included folks from the Phoenix chapter, other new friends from San Antonio and Omaha and IABC luminaries like former chairmen Lester Potter and Charles Pizzo. Scores of others found temporary residence at our table before moving on to other conference-goers or calling it a night.

After-hours get-togethers like this were probably the most valuable part of the conference. Don't get me wrong; the conference was chock-full of useful information for communicators.

But the real fun was the opportunity to renew old acquaintances and forge new ones. Events were specially designed to promote mingling: the welcome reception, coffee breaks and the Tuesday night "dine around."

But there were many informal networking opportunities as well: hallway chats between sessions, lunches, dinners and nights on the town. Most of the time, all it took was a smile, a "hello" and you were off and running.

The conference gave me the chance to spend more time with the wonderful

Phoenix chapter members, many of whom I met at the Leadership Institute in Baltimore.

At lunch and dinner we'd play games designed to help us get to know one another. In "Truth or Lie" you were to make three statements about yourself, one of which was untrue. The group took turns asking questions and guessing which statement was false. (I was found out by most; I'm a terrible liar.) We also told stories about childhood events that had an impact on our lives. We had lots of fun and came to know each other better as people and professionals.

By the last night, I became known as "the vegan" because of my dietary preferences. None other than Les Potter wrote me a poem, "For Steve from Tucson."

Great Big Drinks

Red Meat Stinks

Vegan.

Thanks Les. I'll frame it one day.

But, of course, the conference wasn't all about networking. I especially enjoyed Monday's general session featuring Best Buy founder and CEO Richard M. Schulze. Schulze was presented with IABC's Excel Award for communications excellence.

He's a CEO who "gets it." He understands the importance and power of coordinated, creative and ongoing communications programs. He budgets accordingly. The story of how he built a single audio components store into a \$20 billion corporation and how communication played an integral role in the company's growth was exciting, inspiring and instructional.

I also attended the District 5 board meeting and got acquainted with the gifted pros serving the members of our district.

I want to thank IABC/Tucson and District 5 for the financial support. Chapter past president Mark Flint penned a testimonial that landed me the D5 scholarship for my registration. The chapter board allocated money to underwrite my travel expenses. Thank you all for helping me to be a part of such a great event.

The experience has left me thirsting for more.

Steve directs our chapter's professional development programs as part of his training to become president next year. He writes and produces corporate videos.

Print vs. online

an overview of the merits of each

By Stephen Reidy, APR

First of three parts

At IABC's 2002 International Conference in Chicago, my favorite session was "Integrating online and print communication." It provided ways to ensure that e-mail publications, Web sites, intranets and print periodicals are woven into a comprehensive communication strategy that maximizes each vehicle's strengths so that they complement instead of compete with each other.

Attendees learned:

- *which content belongs in print and which belongs online
- *how to put print content online and whether or not it belongs online
- *the new role of the print publication in corporate communication.

The presenter, Steve Crescenzo, is a consultant and former editor of *The Ragan Report*, a leading weekly PR newsletter.

Crescenzo detailed the aspects of each communication vehicle, pointing out that before we can make all our media work together, we need to consider the strengths and weaknesses of each.

What **print** does best is depth, analysis and perspective. Other advantages are portability, readability, familiarity, accessibility, graphics quality and consistency—the publication looks the same to everyone.

Unlike Web sites and e-mails, a newsletter provides a sense of permanence and is perceived as a journal of record with high credibility. Because of the cost and difficulty of producing a print publication, people assume the editor was careful with content accuracy.

An example of good use of print is the Allstate newsletter. Crescenzo showed an issue that bore the page-one headline "2001--A tough year for Allstate." A boxed sidebar was titled "Actions taken to improve profitability." This material was too lengthy to be comfortably read from a computer. Employees had already received the quarterly financial results by e-mail, but the newsletter allowed an in-depth analysis of factors that led to those results and an examination of future strategy.

Print has four main negatives. It is no longer considered timely and is perceived as a one-way, old-fashioned communication medium. Also, it costs more to produce, but saving dollars is not necessarily a goal.

Electronic communication has many advantages. It is lightning-fast, timely, interactive and efficient. It provides almost limitless information space and facilitates correction of published errors. It also offers video and audio capabilities and costs less than print, once the publishing system is set up.

On the negative side, electronic communications can be very hard to read, which makes longer articles impractical. Graphics can be difficult to optimize and

are inconsistent because they may not work well on every reader's computer.

Some targeted readers will not be able to access the publication at all or when it is convenient for them. Many perceive this medium as transitory, disposable, electronic noise. It can be easily overlooked. Because it requires a computer, it has very little portability.

In the next *Byword*, we'll look at ways to capitalize on the strengths of these media and make them complement each other.

Steve, a past president for the chapter and an IABC life member, produces employee publications at Raytheon Missile Systems.

Getting it right and saying it well

By Steve Pender

I found two sessions at the IABC International Conference particularly helpful and informative.

Organizational writing at its best

Don Ranly, a professor at the University of Missouri School of Journalism and a recently named IABC Fellow, showed us examples of effective headlines and writing.

Ranly said our job is not to write "stuff," it's to "get it right." This means writing to:

- *hold attention
- *enable comprehension
- *foster retention
- *inspire action

He pointed out that lists within stories improve attention, comprehension and retention. Putting important information in sidebars is also a proven technique that betters comprehension and retention.

Visually speaking

This was an entertaining and humor-filled session packed with information on the mechanics of presentation.

Tom Mucciolo, a former actor and president of MediaNet (who also joined our group at the "Big Bar"), demonstrated important tips and techniques for connecting and communicating with an audience. His advice included:

- *Stand on the left side of the room, from the audience's point of view. We read words from left to right, so the eye is less distracted if it sees the presenter speaking from the left, then glances slightly to the right to read the visual.
- *Build an imaginary triangle within which you will move, with a middle where you should be most of the time, a back much closer to the screen and a front much closer to the audience. Treat the three positions as stopping points. Have a reason to move and know where your body is going.
- *Establish a 45-degree angle by pointing your shoulders to the opposite corner of the room. This non-threatening position makes it easier for the audience to absorb information and it opens your body to the screen when you need to gesture or move.

Lynn Brown-Quick

It's likely you've come across Lynn Brown-Quick's work if you're involved with Pima Community College. As a member of the community relations department, she writes, takes photos and edits articles for the employee, student and community newsletters. She also writes news releases, responds to media inquiries and helps department interns with their projects.

Lynn grew up and lived most of her adult life in metropolitan Kansas City, both the Missouri and Kansas sides. She earned an associate's degree from Johnson County Community College in Overland Park, Kansas, and a bachelor's degree in liberal arts (with an emphasis on journalism) from Avila College in Kansas City, Mo.

Saying she's "old enough to be married (twice, actually)," Lynn's lived in Tucson for almost three years. She's been an IABC member for about a decade, chaired registration for D5 in Kansas City several years ago and is our chapter secretary.

How did you become a communications professional?

After my daughters were grown, I went back to college and my journalism advisor recommended me for a part-time temporary position in community relations for a nearby school district. I stayed full time for 11 years! I found that doing communication projects for an educational institution was a good fit for me. My mom was a teacher and my brother is a teacher, so I kind of grew up in an education environment.

What do you like best about your career/profession?

There are actually two "best things." When I arrive at the office, I never know what will happen that day, what issues or projects will pop up or how I will need to respond. When I leave the office at the end of the day, I like knowing that I may have made a difference for a student, another employee or a community member looking for resources.

What's your communications philosophy?

Be honest, be clear and always take "the high road."

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

My husband and I are purebred dog fanciers and we share our home with two darling Whippets. We belong to three Great Dane clubs and serve on the board of the Cañada del Oro Kennel Club. I also love to swim and am so happy to live in a climate where I can swim most of the year. We have a little camper and travel whenever we can.

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

For the workplace, I recommend *Communication Briefings*. I'm trying to be familiar with the Tucson market, so I read several local newspapers and other periodicals. At home, I'm enjoying a stack of new books I picked up at the Pima Writers' Workshop in May.

What's your proudest professional achievement? Your proudest personal accomplishment?

Earning accreditation by IABC and the National School Public Relations Association (now accredited through PRSA) were big accomplishments, plus I learned so much in the process. Personally, I'm the proud mother of a blended family of three daughters and a son—all terrific and talented adults.

What other types of jobs have you had?

I've worked as a gift wrapper, library aide, "box girl" on the assembly line in a Russell Stovers candy factory, office manager for a grain futures trading firm, night switchboard operator answering 700 lines and pharmacy technician and the designated problem-solver for the second-largest mail order pharmacy in the country.

What drives you crazy about work?

That it's never done. There's always more to do. I'd like to get my desk cleared off just once, but somehow I never do.

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

IABC is a great all-round source of information: reading IABC publications, electronic and print, going to the IABC Web site, hearing the presenters at our luncheon meetings and, of course, talking with other people who face some of the same challenges and opportunities.

Complaints, mistakes and cranky callers

Arizona Daily Star reader advocate talks about her day

By Elena Acoba

Taking the pulse of a company's customers is a full-time job. Debbie Kornmiller talked about filling that job for her company—the *Arizona Daily Star*—in a story-filled presentation at the chapter's June meeting.

"I thought I would get a lot of cranky people," said Kornmiller, who had 20 years of newspapering background before taking on the reader advocate position this year. "But people would say nice things about the *Star* as well as bad things."

Kornmiller fields the phone calls and e-mails that point out mistakes in the paper, offer complaints and suggestions about coverage and issue pleas for help regarding the paper's content.

Mistakes get corrected in a regular column in the newspaper, Kornmiller said. In addition, she issues memos to staffers to be sure the mistake doesn't happen again.

She mentioned several digressions that came up recently: misspelling and mischaracterizing Jewish holidays and listing televised World Cup games under both "soccer" and "other" because the Spanish-language coverage calls it "futbol."

Other calls brought up issues of sensitivity, like whether a headline writer would have used "Christian" if the subject practiced that religion instead of Satanism, which was in the head, and how appropriate is it to have adult-oriented issues discussed in the Sunday comics.

Kornmiller also emphasized that she tries to leave her callers happy. One angry woman accused the *Star* of incorrectly listing the numbers that automatically program some VCRs to record shows. She took offense to another *Star* employee's suggestion that she wasn't doing it right.

Kornmiller suggested the woman call her TV manufacturer to be sure nothing was wrong, and as a backup,

she offered to record *The West Wing* for her.

The next day the contrite caller apologized, saying a power outage messed up her TV's programming. Kornmiller assured her that she did have the show on tape. To which the woman responded, "You didn't happen to record *Law & Order* too?"

Indeed, Kornmiller did.

IABC redesigns its Web site, adds features and improves navigation and usability

IABC's upgrades to its Web site rolled out earlier this summer included a change in our chapter site as well.

You can now find our Web site at tucson.iabc.com. Both it and www.iabc.com look sharper, are easier to navigate and provide more information to enhance your membership.

anonymous resume posting designed to protect the poster's privacy.

On the Web site you can also renew your membership (or have a colleague join), update your member records and access the constantly updated directory of members, *eWorldbook*, which has replaced the printed *Worldbook*.

Visit www.iabc.com or tucson.iabc.com

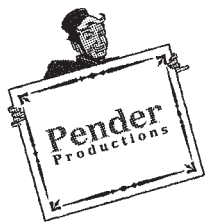
At www.iabc.com, visitors will notice a cleaner and more modern design and improved navigation, including reorganized content areas and search capabilities on every page.

The expanded Job Centre eliminated the basic job-posting board for a full-featured, job-seeker-focused search tool. This allows you to search or post jobs by specific criteria, such as location, job type and salary. The site also offers

At tucson.iabc.com, you can download presentations of recent speakers, print out a copy of past and current *Byword* issues and get contact information about board members and committee chairs.

A list of our library resources, a detailed calendar of events and information on freelancers available on contract provide more ways for you to tap into those helpful chapter benefits.

WRITE ON!



The Name: **Steve Pender**

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

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