

Byword

March meeting

March 7

*Think benefits, not features:
how to focus your business
and capture attention*

Kendall SummerHawk

Thursday, March 7, 11:45 a.m.

Old Pueblo Grill

60 N. Alvernon Way

RSVP by Monday, March 4

743-4090 or

steve@penderproductions.com

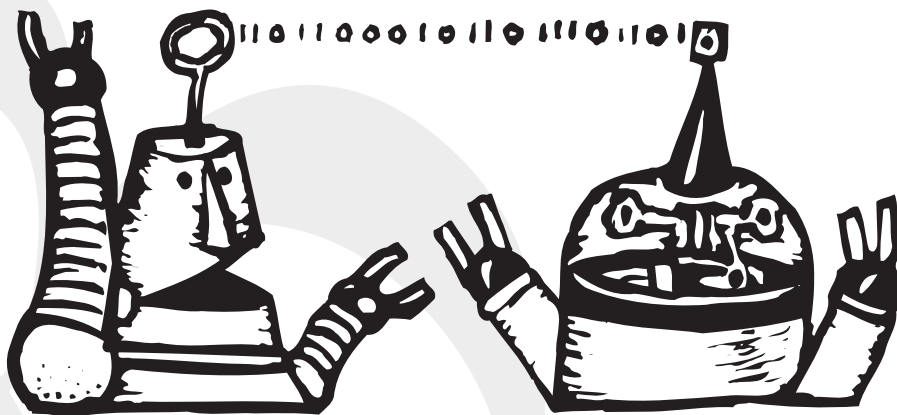
Benefits, not features, attract clients. Kendall SummerHawk, a former chapter trial member, helps you think and use language that emphasizes your company's benefits to your audiences and clients. She'll offer three simple techniques for uncovering the benefits of your service and how to use them to help people instantly understand what you do or what message you want to convey.

SummerHawk, an entrepreneur since 1986, specializes in helping service professionals stop struggling with marketing. She's a published author, national speaker and business coach.

Her years spent leading healthcare, software and service-bureau organizations set the stage for creating her own medical company before getting into business coaching and training.

SummerHawk is certified in neuro-linguistic programming and is a trainer and consultant in the Words That Change Minds communicating system.

Arrive early for some networking before sitting down to lunch, brief business announcements and our speaker. The cost is \$18, \$25 for guests and members without reservations. You'll be billed for your reserved lunch even if you don't attend. When RSVPing, indicate if you want a vegetarian or vegan meal.



The future for communicators: Palms, power relations, partnerships

This is the look of the future according to a Brad Whitworth seminar that IABC/Tucson chapter President Mark Flint attended during last fall's District 5 conference:

Technology and management

- *Power is moving from the machine to the network. The trend is to rent service rather than buy, to plug into utilities when you need them.
- *Lightweight appliances will let us do all our computing with a Palm-like device because we'll tap into the software and data we need from a remote host.
- *E-services such as media monitoring and software rental will grow.
- *Use of the Web will continue to grow.
- *We'll see a blending of tools: voice mail, e-mail, video mail.
- *Management layers will give way to networking hierarchies.
- *The lines between internal and external communications will blur.

Survival skills

- *Engage the client in ownership of the communications process and issues.
- *Deliver on promises in ways that can be measured.
- *Have technical depth and competence.
- *Understand your client's business: You need to know what they know to be effective.
- *Understand power relations.
- *Build partnerships both vertically and horizontally.
- *Find ways to make your job obsolete. The more you give away, the more will come to you.
- *Become multi-talented, multi-skilled.
- *Learn how to listen.
- *Market yourself as a product.

Mark my words

By Mark Flint, chapter president

Most of us joined IABC because it fulfills professional needs. We can network with people in a similar line of work, get help with job-related questions and talk to people who understand what we do and why we do it.

We attend meetings and get all that, plus new and useful information from guest speakers. Those of us who are self-employed get together and talk about our own challenges, like working with a difficult client or how to manage our time.

We benefit from the vast resources available at the district and international levels. We can attend conferences and seminars to jump-start our motivation and keep up with the ever-changing technology or pick up new skills.

It's a pretty good deal.

So why not share it? Invite someone to a meeting. Introduce your guest to other members and recommend a trial membership—it's free and there's no obligation. If they decide it's not for them we won't turn them over to

telemarketers, spam their e-mail "in" box or send an "invoice" hoping it sneaks by and they join.

The strength of IABC is its members. We welcome new energy and ideas, and encourage members to get involved. Our board is pretty much the antithesis of a cloistered clique of power junkies; if you volunteer you'll find a group of people willing to share their knowledge and help you develop the leadership skills that might get you that next promotion.

We have an excellent bunch of programs lined up for the remainder of the chapter year and it would be wonderful to see lots of new faces at our meetings.

So make it your goal to bring a colleague or acquaintance to at least one meeting this year. You'll be doing your guest, and the chapter, a favor.

Meet your IABC/Tucson Board of Directors

President & District 5 Jr. Delegate

Mark Flint
299-9151, flintmedia@earthlink.com

President Elect

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

Secretary

Lynn Brown-Quick
622-2277, lbrownquick@pimacc.pima.edu

Treasurer

Kathy Hippensteel
794-8341, khippens@hughesfcu.org

Past President/District 5 Sr. Delegate

Marilyn Pincus, IABC/Tucson director
744-3667, Mpscribe@aol.com

Appointed positions

Technology Director

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

Membership Director

Coordinates recruitment, registration
Rob Raine, IABC/Tucson director
626-4413, rraine@azcc.arizona.edu

Communications Director

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

Professional Development Director

Organizes monthly general meetings
Steve Pender, IABC/Tucson director
steve@penderproductions.com

Judging/Awards Coordinator

Organizes judging of other chapter's contests
Nichole Lien
327-4505, nlien@codac.org

Accreditation

Helps members earn ABC designation
Katie Riley, ABC, APR
626-4828, riley@u.arizona.edu

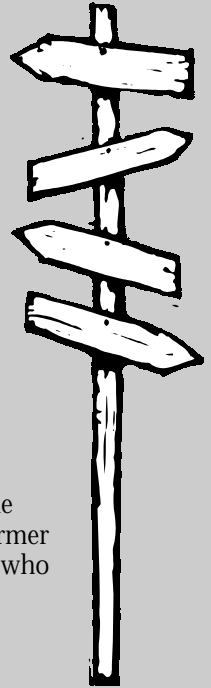
Special Projects

Oversees ad hoc activities
Ginny Geib, IABC/Tucson director
621-3413, geib@u.arizona.edu

Library

Maintains member-shared material
Ginny Geib

Where
are
they
now?



Remember these fearless leaders? The asterisk signifies former chapter presidents who are still members.

Ellen B. North, '82

Jim Planck, '83

John Stickler, '84

Kathy Allen, '85

Ruth Ann Iliff, '86-'87

Pamela Powers, '87-'88, '93-'94

Debbie Daun, '88-'89

*Settle Madden, '89-'91

*Tim Brown, '91-'92

Viki Matthews, '92-'93

Sarah Harris, '94-'95

*Steve Reidy, '95-'96

*Krista Neis, '96-'97

*Susan Guerrero '97-'98

*Susan Green, '98-'99

*Ginny Geib, '99-'00

*Marilyn Pincus, '00-'01

Byword

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Working the Web in media relations: how technology changes technique

By Donna Breckenridge

Here are some highlights of the *Online Media Communications* seminar presented by Charles Pizzo, IABC's immediate past chairman, at last fall's District 5 conference:

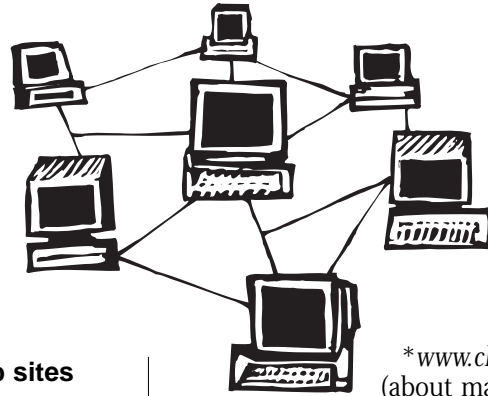
The essence of our role is to explain change, inform audiences about what's happening. Expectation is for NOW (FedEx, e-mail, fax). Good communication is about people. Remember that technology is only a tool and the recipients are individuals.

Online media trends

- *Media Web sites increase geographical reach and potential audiences beyond print circulation.
- *To stay competitive, news media put real-time news on their Web sites with updates as often as every 30 minutes. Most newspapers will use the Web to scoop their own print editions.
- *Interactivity gives reporters a place to find sources. Everyone who hates you can send e-mail to media.
- *Approximately 70 percent of reporters have dialogues with readers via e-mail or discussion groups. This goes up during a crisis and after business hours.
- *Reporters check the Web to try to find spokespeople.
- *Speed rules! Being first is more important than being right.
- *Longer online archival life means bad news stays around for up to a year.

What works with the media

- * Relationship with the reporter is still paramount.
- *Keep e-mail inquiries short (four sentences/four lines).
- *Focus the subject line (should shout like a headline).
- *Speed to interview is crucial.
- *Answer these questions in e-mail: What is it, why is it relevant to the audience, how can reporter get more information?



*Accuracy still matters:
"I used information from their Web page and they demanded a retraction!"
(quote from a reporter).

What media want on Web sites

- *Contact telephone and e-mail
- *Links to added information
- *Photos, biographies and an organizational chart
- *Fact sheet, company history, speeches from which to pull quotes
- *Financial data
- *Product and service information.

Web sites to help you

*www.middleberg.com/toolsforsuccess/cyberstudy.cfm (best study of media trends/preferences)

*www.cluetrain.com
(about marketing communications)

*www.vault.com (electronic water cooler for disgruntled employees)

*www.ericsson.se/pressroom/
(good example of a net pressroom)

*www.newscenter.verizon.com
(customized news service)

*www.prfirms.org
(example of good Web site)

Donna Breckenridge is a Silver Quill award-winning publications editor for the Arizona Cancer Center. She becomes chapter president in July.

IABC dispatches

The newly released case study of award-winning communication plans has a new feature. *Best Practices in Communication Planning and Implementation* details 100 case studies, just as the old *No Secrets* collections used to do. But now, comments by communicators worldwide let you know what made them best in class. A CD-ROM also shows samples of these Gold Quill winners. It costs \$175 for the binder and disk or \$130 for a PDF download. Order at www.iabc.com/store or by calling 800-776-4222.

Communication Research Primer: Measuring and Evaluating Organizational Communication provides an easy guide for tackling research as a key part of communication planning. Its 24 sections explain and compare various research techniques. The \$175 ring-bound manual is scheduled for release March 1. You can get a PDF download now for \$130. Order at www.iabc.com/store or 800-776-4222.

You can get early-bird rates for the June 9-12 IABC International Conference in Chicago as late as May 1. Sign up and pay by then and you can have access to 75 learning sessions and tons of other activities for \$745. After that, it's \$100 more. Session tracks cover reputation and branding, strategy and counsel, employee communication, public relations, technology and skills development. Get details at www.iabc.com/events/conf2002/index.htm.

iabc.com tip

Employers from all over the world list job opportunities nearly every day on the Web site's CareerBuilder section. If you're looking for work in a particular geographic area, you can tap into the chapter job banks also listed in this section. To access the site, log on iabc.com, click on Member Centre and then on CareerBuilder. You'll need your member I.D. number and a password to enter this area.

Members for life

Guerrero and Reidy talk about what IABC has done for them

When IABC offered life memberships to the first 500 people who signed up, Tucsonans Susan Guerrero—a member since 1993—and Stephen Reidy, APR—part of IABC since 1988—added their support. Both have served in various chapter and district positions, including chapter president. Now part of IABC's 500 Club, they fondly recall their experiences with the organization.

Why did you become a life member of IABC?



Susan: I've been delighted by the luncheon professional-development speakers and networking with fellow topnotch Tucson communicators. I've had the chance to meet

communications professionals and leaders across the country at district and annual conventions. When IABC needed help, I felt this commitment was the path for me. I'm pleased to belong to a tremendous group of trusted, high-quality professionals. I can always count on their skills and savvy whenever I need them. Many have become my good friends.



Steve: On a personal level, I was responding to the appeal from my friend Charles Pizzo, IABC's chairman, to help the association raise cash during its recent financial crisis. And financially, it makes sense to buy a \$1,000

life membership if you plan to remain a member for five more years. I'll always be a member because IABC is essential to my professionalism.

What incidents or benefits typify what IABC has done for you?

Susan: I'm not a public speaker. In 1997, when Steve, then chapter president, said it was my turn to lead the Tucson chapter, I was really scared. How could I stand in front of my peers without shaking and stuttering? That year as president was one of the hardest challenges in my life. Because I accepted this self-improvement challenge, I now can face a crowd of people.

Steve: The opportunity to volunteer has enabled me to learn many new skills while demonstrating my capabilities and character. My IABC volunteerism was the critical factor in obtaining my last three jobs.

What has been your proudest moment in your work with IABC?

Susan: In 1999, with many members' volunteer help, Tucson coordinated District 5's Silver Quill Awards. The culmination awards banquet in Dallas still brings me such happy moments.

Steve: I value my trophy for leadership as co-chair of that Silver Quill competition. Our committee netted \$7,984 in profit while setting a new benchmark of professionalism for the district's premier brand.

Reidy is internal communications editor at Raytheon Missile Systems and Guerrero is program coordinator, Health Promotions Department, UAs College of Public Health.

Tucson IABC bulletin board

Write an article for the newsletter. It will get you Just Deserts points toward a free membership and show off your writing skills. What wisdom do you want to pass on to your fellow communicators? What have you learned at a recent conference?

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 find the archived messages there. If you need help registering, contact Mark Flint, 299-9151, flintmedia@earthlink.com.

Donate your communications magazines and newsletters to the chapter's library. Contact Ginny Geib, 621-3413, geib@u.arizona.edu.

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

Looking for an indie for contracted writing, editing, Web design, publication management or public relations assignments? Post your need at IABC-ICP@yahoogroups.com or contact Elena Acoba, 742-1979, acoba@mindspring.com for referrals.

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. Sign up for the listserv at IABC-ICP@yahoogroups.com. Monthly luncheon dates and locations are posted, as well as potential topics for discussion.

Feeling helpful? 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.

Tips for success: recharge, reboot, reevaluate the way you work

By Mark Flint

Editor's note: Mark gave this report on a District-5 conference session at our chapter's November meeting:

Brad Whitworth joined Hewlett-Packard in 1980 and is responsible for external communications for its Computing Systems Group. Before that, he managed HP's employee, international and Y2K communication programs. He presented *Switching Gears: Revving Your Communications Program for Maximum Performance*.

***Recharging your battery:** If it ain't broke, fix it. Change can be good. Programs get tired, people get bored. Attend IABC and other conferences and talk to other professionals. Don't miss in-house seminars. Go through IABC accreditation. "It taught me as much about what I didn't know as well as assessing what I did know."

***Changing your toil:** Long hours result in burnout and illness. Know when and how to unplug. Find ways to break bosses of the notion that you have to work at your desk to be

Is the Web replacing print publications at your company?

We'd like to know.

Although predictions that the Web would replace all printed publications has been floating around for the last five years, opinion is still sharply divided.

According to an article in *Corporate Writer & Editor*, a new publication by Ragan Communications, most corporations use both electronic and printed means to communicate with their employees. Some editors feel that print will endure because people don't want to read long, in-depth articles online. They use their company Intranet, for example, for breaking news and just-the-facts stories. Feature-length pieces go in the printed publication where readers can peruse them at their leisure.

What is the trend at your company? Send your comments to Elena Acoba at acoba@mindspring.com.

productive. Find creative ways to do things; for instance, interns give you help and bring in fresh ideas.

***Replacing your falters:** Focus on your weaknesses; tap into peer groups; get an informal performance evaluation from someone who has a professional relationship with you. Don't get into analysis paralysis. One obstacle for communicators is that we have been trained to be cynics.

***Adjusting your timing:** We're forced to move faster with the Internet and other communications. This is a good thing. Accuracy and speed are more important than ever. Our ability as communicators (especially those of us with media experience) plays into this. The get-it-out-fast skill is valuable.

Mark, our chapter president, runs a business that provides writing, editing and newsletter production services.

Take note: member news

☛ Al Whitehurst participated in a panel on patriotism and his comments appeared in the Arizona Daily Star last fall. Al, who is communications director for CARF and handles chapter publicity, said of the experience: "It was a diverse group of opinions. Like any group of people, some were restrained and offered views that were thoughtful and insightful, and others were boisterous and seized every opportunity to fulminate about whatever notion crossed their minds."

☛ Steve Pender's CD-ROM demo has been racking up awards. His "Pender Productions Demo" earned an Award of Excellence in the Interactive Media category from the 16th annual Arizona Video Awards Festival sponsored by the Arizona chapter of the Media Communications Association-International (MCA-I). It also received an Award of Distinction in The Communicator Awards 2001 Video Competition, an international contest. Steve also earned an Arizona Video Awards Festival nod in the Public Service Announcements category for "Musical Chairs," a spot he wrote and directed for St. Mary's Food Bank. An independent scriptwriter and producer/director, Steve also is the chapter's professional development director.

☛ Janni Lee Simner found a new "bookshelf" on which to put her fiction writing—a coffee can! Her short story, "One Wish," appeared on the labels of cans that were shipped out Dec. 26

by www.storyhouse.com. No word on how good the coffee is, but we're sure the reading was fascinating. She was compensated for her work, but she says she probably poured that back into buying beans and labels. Janni has published several children's books and stories. She's also a freelance Web designer and feature writer.

☛ Susan Guerrero has landed a job as program coordinator in the Health Promotion Department, UA College of Public Health. Susan is working with Pam Powers, who directs the Tobacco Education and Prevention Program Internet Services and Arizona Smokers' Helpline project. Pam was our chapter president twice, '87-'88 and '93-'94. Susan's responsible for building statewide community relations/PR for the project and promoting referrals from such sources as juvenile courts, healthcare providers, WIC and outreach events. She's also chapter technology director.

☛ The Friends of Sabino Canyon can count IABC as friends. Jonathan Walker last year put out a call to IABC members for people to volunteer for the support group's board. "I jumped on it," says Krista Neis, who this year went on the IABC listserv to find volunteers for the group's annual Music in the Canyon event. Susan Green helped out. Shows that we can be a resource for lots of different things.

Mark Flint

If Mark Flint can bottle and sell the energy on which he runs, he'd make a fortune. Our fearless leader runs his own business, Mark Flint Media Consulting Services. In his "free" time he's on the board of the Pima Trails Association, Tucson Urban Trails Coalition and the Sonoran Desert Mountain Bicyclists.

He works on the Recreational Technical Advisory Team for the Pima County Sonoran Desert Conservation Plan and on a committee developing a national mountain bike strategic action plan for the Bureau of Land Management.

The foothills resident grew up on cattle ranches in California and Oregon. He's spent some of his four years with IABC/Tucson as membership director and president-elect. Aside from being chapter president, he is the technology director for District 5.

How did you become a communications professional?

I knew I wanted to be a writer when I was 12. I remember reading an editorial in the local paper and thinking how wonderful it must be to move people with words. I started immediately as a 4-H reporter, worked on my high school and college newspapers and took a job for pennies—\$39.50 a week, after taxes—on a weekly during my dues-paying days. I spent 13 months in Southeast Asia during the Vietnam War as a U.S. Navy journalist. I left newspapers to go out on my own in 1985 because I wanted to work in an environment where all that matters is what I produce.

What do you do in your current position?

Much of my work is corporate internal communications, mostly newsletters for Georgia-Pacific, Boise (formerly Boise Cascade), a school district and a historical society, among others. I write for a couple of regional publications and have been working for several lifetimes on a biography of Glenn Jackson, the most powerful man in Oregon for a generation.

What do you like best about your career/profession?

Writing is still fun and being self-

employed means I have a lot of freedom in choosing the people with whom I work. I can flex my schedule to allow me to do "research" for mountain bicycling.

What's your communications philosophy?

Integrity is my most important asset; without integrity and credibility I have nothing. This means I do my best to get it right, from understanding and explaining complex subjects to taking the time to get a name spelled correctly. I refuse to work for clients who don't believe in open, honest communications. I also believe in treating my clients well, which has led to long-term relationships. I still have clients from the first couple of years of my business.

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

In addition to riding my road and mountain bikes, I am an avid advocate for non-motorized recreational trails and work at the local, state and national levels on behalf of hiking, equestrian and mountain bike trails.

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

My favorite magazines are the *New Yorker* and *Dirt Rag*, an alternative-style mountain bicycling magazine. I have

become a big mystery fan, especially with Southwest or Native American themes. I will also read everything written by David James Duncan and Isabella Allende.

What's your proudest professional achievement? Personal accomplishment?

I am most proud of writing an application for an elementary school that entered the National Blue Ribbon School competition. They deserved to win and I helped them get the national award. My proudest personal accomplishment is my marriage of 22 years to my wife, Chloe Becca. We met in high school, dated in college, got engaged, broke it off and got back together 10 years later. It looks like the second time around was the charm.

What other types of jobs have you had?

I did a short stint as a carpenter and worked five years as a cowboy. The neat thing about being a writer is that having jobs like that is valid work experience. Try putting "cowboy" in the middle of your resume and see how far you get in other career tracks. I got back into journalism by creating a job for myself, founding a community weekly newspaper.

What drives you crazy about work?

Distractions. I am too easily pulled away from work I need to do.

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

IABC. It's my professional lifeline and all the wonderful people are a great side benefit.

What's the greatest benefit of IABC membership?

The people. Everyone in IABC wants everyone else in IABC to succeed and that's why the networking and professional development are so effective.

What is branding and why do we need to know about it?

Come to the April meeting and find out.

Speaker Rick Sharga is an executive with NeoBrands, a Southern California brand consultancy and integrated marketing firm. His 20 years in the field encompass both client-side and agency experience. At NeoBrands, he is respon-

sible for account service and the development of marketing strategy.

Branding: an introduction

Branding has been one of the most talked about—and most misunderstood—topics of the past few years. Often confused with advertising,

branding is at the heart of most successful companies. But what exactly is a brand? How do companies determine what their brands should stand for? And how do successful businesses effectively communicate the attributes of their brands to diverse audiences: customers, prospects, employees and investors?

Sharga's presentation will cover:

- ◆ the value a strong brand brings to a corporation
- ◆ the differences between technology and consumer brands
- ◆ how to translate branding strategy into effective marketing programs
- ◆ public relations' role in brand building
- ◆ how the Internet has changed the concept and practice of branding
- ◆ the importance of brands during economic downturns.

The April meeting will be April 4, 11:45 a.m. at Old Pueblo Grill. RSVP by Monday, April 1 to Steve Pender--743-4090 or steve@penderproductions.com

Advertise your business services

If you would like to place an ad (as your colleagues have done below), contact Carolyn Smith at 321-7989, ext. 214, or e-mail her at csmith@cancer.org. Ads run for one year (six issues) and cost \$50-\$100 depending on size.

Because computer programs can be particular, it is best to send your ad in TIF format. Ads should be sent to Karen Wood at kbw1@mindspring.com.

Expert tips: STREAMING VIDEO

By Steve Pender

Putting a message into a bottle and casting it upon the waters is a pretty ineffective communications technique. But streaming video breathes new life into the concept as an exciting e-tool for marketing and training.

Streaming video is video that has been converted (encoded) into a digital format that can be played (decoded) by a PC. The video file resides on a server. When a user accesses the file through a Web site or a link in an e-mail, the server sends, or "streams" the clip directly to the user's PC.

With the proper software, known as a "player," the user can watch the video as it streams. Streaming files don't need to be recorded on a computer's hard drive before being viewed, eliminating lengthy waits while video files are downloaded.

The video stream can also be integrated with other media, like charts and graphs (leading to use of the term "streaming media"), as well as links to stills and Web sites.

Imagine watching a movie at your local megaplex. As the film rolls, images stream onto the screen and the story

unfolds. The same idea applies to media streaming, except the content is digital and is delivered over the Internet directly to your computer.

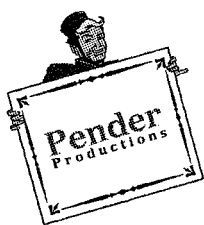
Some sophistication on behalf of the user is required. A computer with an Internet connection (preferably broadband) is a must. In addition, the computer must have the proper "player" software. These days, the two major formats for video streaming are RealNetworks and Windows Media.

Nathaniel Bradley, owner of Kino Digital, which offers streaming media services, outlined these benefits:

- *It provides an experience that involves visuals, text and sound.
- *Presentations can be "bottled" and presented many more times than people can do in person.
- *It can bring a demonstration or information about company policy to employees who can watch at their leisure.

Steve writes and produces videos for businesses and organizations. He also handles the chapter's professional development activities.

WRITE ON!



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

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Streaming video

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