

Update IABC

Fall 2001

Quarterly Newsletter of IABC/Madison



President's
Message

Recent events highlight importance of communications skills

Since the last newsletter, our world has been turned upside down. Who would have thought that America would be attacked with such devastating consequences? The loss of lives and property has been compounded by the threat to our personal liberties as we seek to minimize future terrorist attacks. The damage to our economy has been immeasurable and far-reaching. Throughout this period of time the importance of well-planned and effective communications has been accentuated. We've seen

this in the forceful speech by the President after the attack and in the uncoordinated response by the Secretary of Health and Human Services to the first inhalation anthrax death in more than 30 years. Each of these are examples of how in times of crisis, communications becomes ever more critical.

We hope that through our programming, the resources provided by the National IABC and the networks you build, that you continue to refine and strengthen your communications skills. For this reason we've brought in speakers on personal development topics like our October 31st speaker with tips on effective presentations and our December 12th speaker on Becoming Your Own Mentor. We've tried

to couple these with a range of professional development topics like our kick-off presenter, the publisher of In Business, and our November speaker on low-cost public relations campaigns. This mix should help provide you with a range of insights and applied examples for your own business situation.

If for some reason we aren't delivering on our mission, we want to hear from you on how we can better serve your needs. I encourage each and every one of you to get involved in your association. It is through your active participation that the group thrives. Stay tuned for our winter and spring programs.

Paul J. Gibler

Madison IABC Chapter President
Principal Consultant, ConnectingDots
higher resolution marketing

UPCOMING MEETING:

Public relations on a shoestring budget

As communicators, we're all concerned with getting the greatest value for the dollars we spend on publicity. No one has an unlimited budget for public relations projects. In November, Lisa Clark, assistant vice president of media relations for Firststar Bank, will speak to IABC/Madison on how her organization coped with this situation.

The Nov. 28 IABC/Madison meeting will be from noon to 1 p.m. at The Edgewater, with registration beginning at 11:45 a.m. The cost, which includes lunch, is \$15 for members, \$18 for non-members and \$12 for students. To register, email Debra Cook at dcook@virchowkrause.com, or call 608/240-2615 by Monday, Nov. 26. Advance registration is required. If you must cancel a reservation, notify Debra at least two business days prior to the meeting or you will be billed for the event.

Welcome new members

Teresa B. Paprock

Writer/Editor
Energy Center of Wisconsin
608/238-8276
tpaprock@ecw.org

Traci L. Suiter

Consultant
scheckel@aol.com

Kelly B. Lietz

Communication Specialist
Williams Young, LLC
608/270-2913
lietzk@williamsyoung.com

Calling all communicators—Gold Quill volunteers needed

As many of you know, Gold Quill is IABC's most prestigious awards program. For 2002 we are offering a revitalized awards program that is educating, challenging and leading edge for our profession. It will be an expanded program from that of 2001. Several traditional categories have been refined and we are introducing a dynamic and exciting new category for communication programs designed to achieve economic, social and environmental sustainability.

We are currently in the process of recruiting division coordinators for our 2002 program. The overview of responsibilities includes: responding to inquires from entrants, recruiting judges, organizing judging and sending forms and entries to IABC headquarters. The busiest time for the coordinators will be January and February.

This is a rewarding professional development opportunity. If you know of anyone with excellent interpersonal, coordination and organizational skills who may be willing to volunteer, please contact IABC staff at gold_quill@iabc.com. We are looking for senior members with expertise in one or more of the areas listed to the right:

COMMUNICATION MANAGEMENT

Community/Government Relations
Community Relations
Customer Relations
Investor/Shareholder Relations
Media Relations
Multi-Audience Communication
Marketing Communication
Issues Management
Employee/Member Communication
Strategic Management Process
Economic, Social and Environmental Development/
Third World Development

COMMUNICATION SKILLS

Audiovisual
Publications
Publication Design
Special Project Design
Writing (Features and Editorials)
Writing (Special Projects)
Photography
Electronic and Interactive Communication

IABC's Whirl-Wind Tour Five seminars in four months

IABC has announced the offering of five new seminars addressing critical business issues, to take place throughout the world October 2001 through January 2002.

"In a tight economy, people might think about cutting training dollars," said IABC President Julie Freeman. "But the truth is, they need training more than ever to secure their position as a leading and cutting edge professional in the industry."

Short descriptions of each seminar appear below. Registration fees for one, two and three seminars are: \$395, \$495 and \$700 for members and \$495, \$700 and \$900 for nonmembers. Seminar registrations can be conducted online at: <http://www.iabc.com/events> A new "Join & Go" rate as been created for prospective members that includes the seminar registration fee and membership dues for one year. Join & Go rates are \$635, \$940 and \$1170.

Gibler presents at 8th District AAF Expo

Paul J. Gibler, founder of CONNECTINGDOTS and president of IABC/Madison, cooked up a storm with his presentation "59 (and counting) Ingredients to Powerize your Web Site" at this year's 8th District American Advertising Federation Marketing Expo in Duluth, Minnesota, on September 28, 2001.

Gibler put together a multi-course "meal" designed to help listeners create a customer-centric web presence that builds on the five C's (content, community, commerce, connectivity, collaboration) to help businesses attract and retain customers online. The presentation was part of a two-day professional development program sponsored by the 8th District of the American Advertising Federation and hosted by the Lake Superior Ad Club in Duluth, MN at the Holiday Inn.

Among the other presentations at the conference are those covering media planning, permission marketing and sponsor development. For more information on the 8th District please visit their website at: <http://www.AAF8.org>

WHIRL-WIND TOUR:

Maximizing the Employee-Manager Relationship

This seminar will arm attendees with proven communication tools to establish a strategy, create an understanding of accountability and develop an integrated plan for building a multi-level communication infrastructure.

Writing for the Wired World

This seminar, led by top-rated IABC speaker Shel Holtz, ABC, covers the essentials of writing for online media - from web pages to e-mail newsletters, for both internal and external audiences.

Managing Online Communication

The dot-com hysteria may have subsided, but there is no denying the Internet has dramatically changed the way we think and communicate in today's workplace.

21st Century Media Relations

In this seminar, led by Charles Pizzo, you'll learn innovative techniques for building an effective net newsroom and explore the best practices in online media relations. Learn how the media uses the Internet and how to use it to tell your story while it's unfolding, rather than after the fact.

Branding From the Inside Out

This session, led by Tracy Benson Kirker and Mark Schumann, ABC, will present a framework designed to protect and enhance an organization's reputation by creating alignment between the customer's experience of the brand, employee behaviors and the organization's infrastructure.

Mark your calendars

On Wednesday evening, December 12th, join members of AWC, IABC and PRSA for a special Holiday program "Getting the Best...from Yourself and Others" with professional speaker, coach and trainer, Cindy Smith, at Imperial Garden East in Madison. Networking begins at 5:30 p.m. The RSVP form for the event appears on the following page.

How technology is impacting 21st Century media relations (Part 1 of 3)

by Charles Pizzo

Have you noticed the e-mail address of a journalist at the end of a story, in print or on a web site? According to research, about two-thirds of media use e-mail to engage in dialogues with readers. To put it another way: reporters and editors have unparalleled access to independent -- even hostile -- sources of information about your organization.

The fact that such information is unofficial does not matter. The journalist's job is to investigate multiple points of view. Increasingly, media have access to sources who might not have previously contacted them were it not for the ease --- and impulse --- of e-mail and web-based discussion groups.

For internal communicators, there are aspects worth noting. The "public" includes employees --- current and past (especially anyone who was terminated). Can the organization control employee use of e-mail and the web? Perhaps --- to the extent they can control use of the telephone.

The public's adoption of technology brings a new layer of transparency to organizations and increasingly makes "spin" a relic of the 20th Century. Savvy communicators can protect their organizations.

-from "21st Century Media Relations" sponsored by MediaMap

Freelance Journalists Wanted

Madison publisher needs experienced journalists to write one or two 800-1200 word freelance articles per month for distance education newsletter. Writers should have demonstrated research and interviewing skills, and engaging, professional style. Rates are competitive. Technical knowledge not required, but general knowledge of the field is a plus. Send resume and 3-5 writing samples to:

Editor, Distance Education Report
Magna Publications
2718 Dryden Drive
Madison, WI 53704

The Association for Women in Communications - Madison Chapter
International Association of Business Communicators-Madison Chapter
Public Relations Society of America-Madison Chapter

Welcomes Cindy Smith
Wednesday, December 12, 2001
Imperial Garden East, 4214 East Washington Avenue
5:30 p.m. registration/networking
6:00 p.m. Dinner and program

Getting the best...from Yourself and Others

On Wednesday, December 12th, join members of AWC, IABC and PRSA for a special holiday program "Getting the Best...from Yourself and Other" with professional speaker, coach and trainer, Cindy Smith, at Imperial Garden East in Madison. Cocktails and networking begin at 5:30 p.m. and Cindy will speak following the 6:00 p.m. dinner.

Learn ways to enhance your career purpose including the importance of guiding values, planning and goal-setting. Be your own mentor. Tap hidden potential in yourself and others. Finally, how do you define your mission, purpose and passion to ensure success? Join your colleagues to explore these subjects.

Cindy Smith has 20 years of experience in Human Resources and she currently is employed by American Family Insurance as a leadership-learning specialist. Please register by mail in advance. The cost is \$20 for AWC, IABC and PRSA members and \$30 for non-members.

Please check one box in each of the columns below:

Traditional Chinese Banquet includes:

- Shrimp with Pea Pods
- Governor's Chicken
- Beef with Broccoli
- Vegetable Moo Shu
- Vegetable Fried Rice
- White Rice, Egg Roll and Tea

Please check one box below:

- AWC Member \$20 per person
- IABC Member \$20 per person
- PRSA Member \$20 per person
- Friend/s \$30 per person

ADVANCE REGISTRATION REQUIRED — DEADLINE: Friday, December 7, 2001

Please fill out this form and send it with your check to:
Eve Scheffenacker, Treasurer AWC-Madison Chapter
521 Togstad Glen, Madison, WI 53711

Name _____ Phone _____

E-mail address _____

Please pay in advance. Checks payable to AWC-Madison Chapter