

ETC.

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International
Association of
Business
Communicators

Brazos Valley
Chapter

Internationally
Award-Winning
Chapter

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Aristotle and the Art of Corporate Communication

Whether you're in internal communications, media relations or marketing, your basic job is to persuade your target audience to see your point of view. But how do you know what elements help or hinder persuasion? In a fun and interactive presentation, Alice Brink, ABC, will give you a toolbox of persuasion techniques that you can apply to a variety of situations. Drawing from sources as varied as Aristotle and Marcus Welby, Alice will persuade you that you, too, can change people's minds.

Alice Brink practices persuasion as manager of editorial services for Tenneco Inc., a diversified industrial company in Houston, Texas. She oversees employee communications and executive speechwriting.

Before joining Tenneco in July 1988, Alice was communications manager for Coca-Cola Foods, where she handled internal communications and product public relations. She has more than 14 years of professional experience, including advertising and marketing communications as well as corporate PR. Her work has won numerous awards from the International Association of Business Communicators, Women in Communications, and other professional organizations. In 1989, the Houston chapter of Women in Communications presented her the Headliner award, the group's

highest honor, for "consistent excellence in communication."

Alice holds a BA degree in English from Rockhurst College in Kansas City, Missouri. She is accredited by the IABC and currently serves as Director of IABC/US District 5.

Join Alice on **Thursday, August 15**, to learn more about corporate communication. This regular luncheon meeting begins at **noon** in the College Station Ramada Inn. Costs are \$8 for IABC members and their guests, \$11 for non-members and \$7 for full-time students. Reserve your place by 5:00 p.m. Monday, August 12, with hospitality Chair Therese Schaley at 845-3923. IABC policy requires payment from no-shows.

Too Busy to RSVP Each Month?

If you attend monthly luncheons regularly, IABC/BV's Standing Reservation List may be right for you. Once you're on this list, we'll expect to see you at each luncheon--no reservations necessary. However, if you know you won't be able to attend, you'll need to contact the Hospitality Chair (Therese Schaley) no later than 5:00 p.m. on the Monday before the luncheon. If you haven't cancelled by that time, you will be charged the no-show rate of \$8.

To make a fresh start, names on the 1989-90 list have been removed. For-

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E T C.

Etc. is a monthly newsletter for members of the Brazos Valley Chapter of the International Association of Business Communicators.

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Too Busy, cont'd

mation of the 1990-91 list began at the July luncheon. Those who signed up at that time are now on the current list. If you would like to make a standing reservation or if you have any questions, contact Therese at 845-3923.

President's Perspective

My major responsibility as 1990-91 vice president was preparation of our entries for chapter management competition. Having recently completed entries for the District 5 contest, I thought I would tell you a little about this rewarding, but not painless, annual exercise.

Both the D5 and international chapter management contests are based on six judging categories: membership marketing, communications, community and educational involvement, professional development, financial management and leadership development.

Chapters may enter any number of categories but must enter all six to qualify for the chapter of the year awards (four in all --small, medium, large and overall chapters of the year). An entry consists of a report (four pages maximum, plus exhibits) of chapter accomplishments in the judging category.

Competing in these contests is not just a quest for IABC fame and glory. For IABC/Brazos Valley, participation has led to progressive evolution in the planning, execution and evaluation of our chapter's activities. The entries provide an orientation and a foundation for incoming committee volunteers. What the outgoing volunteers give they get back through improved services in the new year.

This year's D5 contest results will be announced at the district conference in September. Entries for international competition are due September 4.

Those awards will be announced at the IABC Chapter Management Forum in November.

In the meantime, as international small chapter of the year, we have been asked to judge the District 4 small chapter division.

Vice President Exa York will coordinate judging. (She's also in charge of our 1991-92 entry preparation.) We'll put our own entries and the D4 entries on display at our August 15 luncheon meeting.

Thank you, 1990-91 committee chairs, for submitting such punctual, well-written reports. And thank you Deborah Furman and Exa York for helping complete final entries during the deadline stretch.

--Suzanne Deatherage Hyden
President, IABC/Brazos Valley

College of Hard Knocks Convenes

In response to the recent focus groups who indicated a need for the chapter to provide informal, practical sessions in the evening in addition to the regularly monthly program, the Professional Development Committee will be hosting a series of roundtable discussions. The "College of Hard Knocks" nuts-and-bolts- sessions will convene at the Chicken Oil Company, 3600 S. College Ave., Bryan. The first session is set for Thursday, September 12, 5:30-7:00 p.m.

The registration fee is a contribution to the discussion of a current project on which you are working and would like comment. The informal get-togethers will serve as discussion groups, and the unannounced agenda will vary with each meeting. These will not be bull sessions, and you are encouraged to wear your "problem-solving beanie."

Old Newsletters Sought for Chapter Historical File

A notebook of all past IABC/Brazos Valley newsletters is being compiled as a historical reference and scrapbook for the chapter. Most of the past newsletters have been passed down over the years in a file to which each successive newsletter editor added the issues he or she produced.

However, a number of issues have been lost or damaged. These include the following issues:

- All issues before 1984

- Feb, April, & Aug. 1984
- Jan. & July 1985
- March, April, May, Aug., & Oct. 1987
- June 1988
- October 1989

If you have any of these issues and would like to contribute them to the chapter historical scrapbook, please send them to Rhonda Snider, CEMR, Texas A&M, College Station, TX 77843-1243.

Dateline

Aug. 15
IABC/BV monthly luncheon meeting.

Aug. 18
Deadline for Early Bird Registration for IABC/D5 Conference

Aug. 22
No Board Meeting
(See Aug. 31)

Aug. 31
1991-92 planning retreat for the IABC/Brazos Valley executive board. 9 a.m. - 2 p.m., 612 Blocker Bldg., TAMU. This meeting will be in lieu of the regular monthly Board meeting.

Sept. 19-20
IABC District 5 Conference, Colorado Springs, Colorado. Apply for chapter grants now through Suzanne Hyden.

Nov. 7-9
IABC Chapter Management Forum, Dallas. No registration fee; discount travel arrangements to be announced.

COMMUNICATIPS

How to write for the electronic media. . .

- Be conversational.
- Keep it tight! Remember the KISS theory--Keep it short and simple.
- Use action verbs, present tense.
- Remember S-V-O: Subject, verb, object.
- Be careful about leading with quotes or questions.
- Don't start a story with the name of an unknown person.
- Limit a sentence to one idea. Use short words, short sentences, familiar words and familiar combinations.
- Write about people, not personnel. Humanize and localize.
- Stay away from weasel words.

— Melinda Stubbe, Asst. Director/Radio-TV Director
Duke University News Service
CASE Summer Institute 1991

Reduce postage costs. . .

by keeping your mail piece within the letter size requirements of 3.5"x5"x.007" (minimum) and 6.125"x11"x.25" (maximum). The piece must be rectangular in shape and the Length/height ration must be at least 1.3 but no more than 2.5.

Jack Gressett
Admail

Current Trial Members

Currently IABC/BV has 9 trial members who are considering international membership—

Carla Beals
Mary Elizabeth Betz
Rhonda Brinkman
LouAnn Englemann
Susan Hulse
Leah A. Johnson
Kathy Mason
Karen D. Kiesling
Brenda Sims

RISE TO NEW HEIGHTS

I A B C D 5 C O N F E R E N C E 1 9 9 1

Brazos Bits

Edna Smith and Carla Beals received an Award of Excellence in APEX '91, third annual awards for publication excellence sponsored by the editors of Communications Concepts, Inc. The award was given in the Newsletter category (association, non-profit and government agency newsletters) for *fyi FoodSafe*.

District 5 Conference Promises Something for Everyone

Don't miss the IABC/D5 conference in Colorado Springs, Colorado, September 19 & 20. Hosted by IABC's Southern Colorado chapter, this year's event will benefit all communicators, from corporate and non-profit public relations managers and staff to independent, freelance professionals. Members from Arizona, Colorado, Kansas, New Mexico, Oklahoma, Texas and western Missouri will "Rise to New Heights" as they discuss such topics as communication career trends, employee communication, target marketing, and desktop publishing.

Grant Available for D5 Conference, Sept. 19-20

If you interested in attending the D5 fall conference, but budget constraints won't permit it, you may want to apply for a grant to attend the meeting.

The district will award grants for an IABC member to attend the September 19-20 conference in Colorado Springs, Colorado.

If you are interested in applying for a grant, contact Suzanne Hyden as soon as possible. The "Early Bird" registration deadline is August 18.

Position Announcement

The University of Florida Health Science Center is looking for a **senior-level public relations professional**. Qualifications include a degree in journalism or allied field, plus at least five years professional experience in writing/editing. Applicants must have excellent knowledge of PR practice and development of PR programs. All materials should be sent to:

Douglas L. Buck
University of Florida
Health Science Center
Box J-16
Gainesville, Florida 32610
(904) 392-4151

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C.