

# ETC.

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International  
Association of  
Business  
Communicators

Brazos Valley  
Chapter

Internationally  
Award-Winning  
Chapter

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### **Video — a cost effective communications option?**

The June meeting of the Brazos Valley Chapter of IABC will feature "The Anatomy of a Video," a presentation by one of the area's leading video producer/directors.

David Dennis of Texas Transportation Institute (TTI) will present video as a cost effective communications option. He will walk through the scripting, shooting, and editing of a video, highlighting many costly mistakes to avoid at each juncture. Dennis will also demonstrate how to plan ahead so your bottom line production costs come out close to budget.

Dennis, a graduate of Texas Tech University, currently writes, photographs, and edits video productions for TTI's communications program. He organized and procured the equipment in TTI's new state-of-the-art edit suite. In addition to the 1992 Brazos Bravo Awards video, Dennis produces public service announcements, educational videos, training videos, and informational videos about TTI research projects.

Over the past 15 years, Dennis has written, produced, directed, edited, and announced advertisements for print, radio, and television campaigns. He has also produced numerous audio/visual shows. In 1977, he produced the first location videotape spot for KBTX, a commercial for 3-C Bar-B-Que. Dennis was one of two key

players who created the production department at that television station.

Over the years, Dennis has been recognized for his creative achievements. In 1982, while working as an account executive and broadcast producer, he received a Telly award in recognition of his work for Plains National Bank of Lubbock. Telly awards are the off-network equivalent to Clio awards.

Later, as a copywriter and broadcast producer for The Griffin Group, Dennis' creativity won several Addy awards from the Southwest Association of Advertising Agencies. And while copywriting and producing for The Matthews Group, he received several Addy, Telly, and IABC awards.

If you would like to learn more about video production, join us Thursday, June 18, at the Ramada Inn. This regularly monthly luncheon begins at noon. Costs are \$8 for IABC members, \$10 for their guests, \$15 for non-members, and \$7.50 for full-time students. Make your reservations by noon, Tuesday, June 16 by calling Hospitality Chair Therese Schaley at 845-3923. IABC policy requires payment for no-shows.

#### June Monthly Luncheon

Time: Noon

Date: June 18, 1992

Place: College Station Ramada Inn

RSVP Deadline: Noon, Tues., June 16

# ETC.

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

Editor, Joanna Fritz, 845-8161

## 1991-92 Board Members

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845-3849/774-7044

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## President's Perspective

It's hard to think of this as a wrap-up column when there's still so much IABC work to do and fun to have. Of course, when volunteering, we all can do as much as we want to do, regardless of position or title.

Next month I become past-president of our Brazos Valley chapter and senior delegate to the seven-state IABC District 5. In that capacity I will focus on interchapter relations, particularly among the Texas chapters, in hopes of sharing resources and program ideas.

President-elect Rhonda Snider is organizing the 1992-93 board of directors, which takes office in July. However, the new volunteers are invited to join the outgoing board for its last meeting, 11:45 a.m. - 1:30 p.m., June 25, at Ken Martin's Steakhouse.

Being president and working with so many of you has been a wonderful opportunity and a pleasure. Congratulations to all the 1991-92 volunteers for your many accomplishments.

Sincerely,

Suzanne Deatherage Hyden

## Get Well Soon, Deborah!

Where was Deborah Seidel during Brazos Bravo? Several of us expected her ... she had a reservation ... we looked everywhere for her, except ... the hospital. Earlier that afternoon, Deborah was in a serious traffic accident, following a meeting on IABC business no less. She suffered a double fracture of the hip and will be at home recuperating for several weeks to come. On behalf of IABC, the Brazos Valley and D5 executive boards contributed to give Deborah a catered family dinner and a gift certificate for commercial cleaning service.

Deborah asked to send this message to you all:

"I want to take a moment to thank

you all for your outstanding support and good wishes. My time in the hospital was significantly brightened by you calls and visits. Andrew, Megan, and I really enjoyed the dinner you provided and I am especially grateful for the house cleaning certificate!

I am very touched by your caring and I want you all to know how much it has helped me through a difficult time."

## Reidel reports on International Conference

I had the pleasure of chairing the Chapter Leader's Workshop at the 1992 International Conference in San Francisco, May 24-27. About 75 participants heard Ron Martin, ABC, past IABC Chairman, and Marcia Vaughan, ABC, vice chairman elect, talk on volunteer management. Attendees then broke into three groups for discussions on membership marketing and recruitment, successful chapter programming, and board and committee meeting and planning.

The group reconvened to discuss diversity in the workplace and to learn about the many resources available from IABC.

As these commitments often are, chairing the program was a learning experience for me. I know that I often do not appreciate how much planning and detail goes into practically each minute of the annual conference. I especially enjoyed working with Sandy Moses from the headquarters staff, who is unfortunately leaving IABC to move to Sacramento.

A "networking night out" was a lagniappe of the conference. Members from medium-sized chapters met at Corona Bar and Grill, which serves nouvelle Mexican cuisine (enchiladas with goat cheese and mesquite-smoked chicken tacos). Terri Huff, Penny Beaumont, and I joined members of chapters from as far from

# WINNERS

## Brazos Bravo 1992

### COMMUNICATIONS PROGRAM

#### Continuing

Brazos Bravo  
Real Estate Center  
Communications Program  
David S. Jones, ABC  
Real Estate Center  
Communications Staff

#### One-time

Brazos Bravo  
Living With The Africanized  
Honey Bee  
Dave Mayes, Kathleen Davis,  
Terri Huff, Randy Lemmon,  
Lisa Adams, Angel Fattorini,  
Lou Ellen Ruesink, Rod Santa Ana,  
John Thomas, Jim Ward,  
Judy Winn and Jeff Pettis  
Dept. of Agricultural  
Communications

Award of Excellence  
TCA vs. MTV: The Customer Won  
Bernie R. Fette, ABC  
Fette Communications

Award of Achievement  
TEEX Annual Staff Conference  
Information Services  
Texas Engineering Extension  
Service

### PERIODICAL

#### Newsletter

Brazos Bravo  
FYI Foodsafe  
Carla Beals, Edna Smith,  
Suzanne Hyden and Judith  
Sprinsky  
Dept. of Agricultural  
Communications

Award of Excellence  
artiFACTS  
Shannon Reichert  
Arts Council of the Brazos Valley

Award of Excellence  
ETHOS Newsletter  
Lynn McDaniel, Graphic Concepts  
The Fuller Corporation  
Ellen Moore

Award of Achievement  
ODP Newsletter  
Karen Riedel  
Ocean Drilling Program

#### Magazine, 1-3 color

Award of Excellence  
WINDOWS  
TEES Communications Division

#### Magazine, 4-color

Award of Achievement  
A&M MAGAZINE  
Michelle Brenckman  
Campus Communications, Inc.

### PUBLICATION

#### Annual Report

Brazos Bravo  
Annual Report, 1990, College of  
Business Administration  
David S. Jones, ABC, and Robert P.  
Beals II  
Real Estate Center

Award of Excellence  
Portraits 1989-90  
Shirley E. Bovey and Robert P.  
Beals II  
Real Estate Center

Award of Excellence  
College of Agriculture Development  
Council Annual Report  
Ann Cole and Jim Ward  
Dept. of Agricultural  
Communications

Award of Excellence  
Forty Years of Service  
TTI Communications

#### Technical

Award of Achievement  
The High-occupancy Vehicle  
Facility System  
Dennis Christiansen, Diane Bullard  
and Susan Adams  
Texas Transportation Institute  
Studio Two

#### Handbook

Brazos Bravo  
Strategy Guides for Managing  
Critical Rural Issues  
Sue H. Jones and Carla Beals  
Dept. of Agricultural  
Communications

Award of Excellence  
Graduate Prospectus  
Information Services  
Texas Engineering Extension  
Service

Award of Achievement  
English-Spanish Real Estate  
Glossary  
Robert P. Beals II, Ann Alsmeyer  
and Rolanda Warren-Yarborough  
Real Estate Center

#### Catalog

Brazos Bravo  
Occupational & Environmental  
Safety Catalog  
Information Services  
Texas Engineering Extension  
Service

Award of Excellence  
Transportation Training Division  
Catalog  
Information Services  
Texas Engineering Extension  
Service

#### One-time, Seasonal or Promotional

Brazos Bravo  
Everyone's Talking  
Bob Carpenter and David Feagan  
TEES Communications Division

Award of Excellence  
Exploring Excellence  
Susan Adams  
TTI Communications

Award of Achievement  
Texas Integrated Pork Profit  
Strategies  
Ann Cole and Jim Ward  
Dept. of Agricultural  
Communications

#### 1-3 color

Brazos Bravo  
Civil Engineering at Texas A&M  
University  
Exa York and Karen Glenn  
TEES Communications Division

Award of Excellence  
Table Grapes: A Potential  
Alternative Crop  
Edna M. Smith and Judith Sprinsky  
Texas Agricultural Extension  
Service

Award of Excellence  
Ocean Drilling Program:  
Engineering & Drilling Operations  
Karen Riedel, Ocean Drilling  
Program  
Celia Jeter

Award of Achievement  
International Brochure-Few  
Generations  
Beth Leschper  
International Programs Office

#### **4-Color**

Brazos Bravo  
Tradition of Leadership  
Terri Huff, Jon Mondrik, Ellen Ritter  
and Lou Ellen Ruesink  
Dept. of Agricultural  
Communications

Brazos Bravo  
The King Ranch and Texas A&M  
University: Partners in Progress  
Jon Mondrik and Lou Ellen Ruesink  
Dept. of Agricultural  
Communications

Award of Excellence  
On Board JOIDES Resolution  
Karen Riedel, Ocean Drilling  
Program  
Celia Jeter

#### **WRITING**

##### **Published news article**

Brazos Bravo  
Karan Watson Is A First  
Ashley Bailey Boyd  
TEES Communications Division

Award of Excellence  
Help for Hands that Heal  
Bob Carpenter  
TEES Communications Division

Award of Achievement  
Changing Face of Families  
Allison Seale and Angelique  
Gammon  
Insite Publishing

##### **Technical**

Brazos Bravo  
The Tide Turns  
Bob Carpenter  
TEES Communications Division

Award of Excellence  
Exploring A Final Frontier  
Jane Mills Smith  
TEES Communications Division

Award of Achievement  
Wired and Troubleshooting Territory  
Jane Mills Smith  
TEES Communications Division

#### **Recurring Column**

Brazos Bravo  
Texas Real Estate and You  
Karen Pilant  
Real Estate Center

#### **Advertising & Promotion**

Award of Excellence  
Minyard Store Promotion for Feather  
Crest Farms  
Suzanne Hyden

#### **Speech**

Brazos Bravo  
Wally Williams Introduction  
Bernie R. Fette, ABC  
TTI Communications

#### **Other Writing**

Award of Excellence  
Spirit for the Future  
Jane Mills Smith  
TEES Communications Division

Award of Achievement  
Strategy Guides for Managing  
Critical Rural Issues  
Sue H. Jones  
Dept. of Agricultural  
Communications

#### **EDITING**

Brazos Bravo  
Fire Ants and Their Management  
Judy Winn  
Dept. of Agricultural  
Communications

Award of Excellence  
Recollections: C. Keller Reese, Jr.  
Exa York  
TEES Communications  
Communications

#### **ILLUSTRATION**

Award of Achievement  
TEEX 1990-91 Annual Report  
Information Services  
Texas Engineering Extension  
Service

#### **DESIGN**

##### **Newsletter**

Award of Achievement  
CONTINUUM  
Karen Glenn  
TEES Communications Division

##### **Magazine, 1-3 color**

Award of Achievement  
WINDOWS  
Karen Glenn  
TEES Communications Division

Award of Achievement  
Science Fraud  
David Feagan and Karen Glenn  
TEES Communications Division

#### **Periodical, most improved**

Award of Achievement  
On Board JOIDES Resolution  
Karen Riedel, Ocean Drilling  
Program  
Celia Jeter

#### **Annual Report, 1-3 color**

Award of Excellence  
TEEX 1990-91 Annual Report  
Information Services  
Texas Engineering Extension  
Service

#### **Publication**

Award of Excellence  
Center for Mechanics of  
Composites  
David Feagan  
TEES Communications Division

Award of Achievement  
Fast Track  
David Feagan  
TEES Communications Division

#### **Cover**

Award of Achievement  
Chemical Engineering Graduate  
Brochure  
Karen Glenn  
TEES Communications Division

#### **Identity Program**

Award of Excellence  
Brazos Beautiful Identity Program  
Rhonda Snider, Laura Nowlin, ABC  
and Jackson Price

Award of Achievement  
Moseley Business Associates  
Lynn McDaniel, Graphic Concepts  
The Fuller Corporation

#### **Print Quality**

Award of Excellence  
Newman Printing Company, Inc.  
Identity Brochure  
Newman Printing Company, Inc.

Award of Achievement  
Partners in Progress  
Newman Printing Company, Inc.

#### **Other Design**

Award of Excellence  
Leave E-Z Brochure  
David Feagan  
TEES Communications Division

Award of Achievement  
Texas Transportation Institute  
Presentation Folder  
Karen Glenn  
TEES Communications Division

#### **VIDEO PRODUCTION**

Brazos Bravo  
Star Tel Informational Video  
Lynn McDaniel, Graphic Concepts  
Videomega Productions  
Steve Tennell, Rick Landman,  
Mason Jones, Patty Jones, Joan  
Hughes, Dori Jeffcoat and Jeff  
Jeffcoat

Award of Excellence  
Training for the 21st Century  
Information Services  
Texas Engineering Extension  
Service

#### **AUDIO VISUAL**

##### **Slide Presentation**

Award of Achievement  
Overview of TTI/Presentation to  
1991 Engineering Advisory Council  
Susan Lancaster and John Hobbs  
TTI Communications

##### **Film**

Award of Excellence  
Comprehensive Benefits-Scott &  
White  
Videomega Productions  
Scott & White Health Plan

#### **ADVERTISING**

Brazos Bravo  
Texas A&M: Interactive Video  
Judy A. Young, Office of University  
Relations  
Richard Cole, Biomedical  
Communications

Brazos Valley physically as New Zealand and mentally as Reno, Nevada.

I was not able to attend the general session on Thursday. I have learned from Fran Booth, ABC, incoming district director, that delegates passed the much-debated dues amendment. As you will recall, this amendment to the policy will allow IABC's Executive Board to control the dues process. Brazos Valley, like most D5 chapters, voted against the amendment, which passed by approximately 24 votes. Fran believes that Canada had a major impact in passing the proposal. The amendment *does not necessarily* presage an automatic international dues increase.

Karen Reidel  
D5 Chapter Development Chair

## **1992 Brazos Bravo spotlights winners**

More than 100 people attended the 1992 Brazos Bravo Exhibition and Gala, May 21 at the Briarcrest Country Club. Enclosed in this issue of *Etc.* is a list of the winners in all categories.

At the gala, Judging Chair Terri Huff cited some interesting statistics about this year's competition.

"This has been another banner year for our awards program, which is now in its seventh year," she said. "We received 144 entries in 40 different categories. They were submitted by 50 individuals who represent 28 organizations in the Brazos Valley. Twenty-one of the entrants were IABC members and 29 were nonmembers."

This year's competition was judged by 26 senior professionals from IABC/New York, who were especially impressed with the variety and quality of the entries.

From the 144 entries submitted, the judges selected 64 winners. Of these,

22 were Awards of Achievement, 25 were Awards of Excellence, and 17 were Brazos Bravos.

"It is interesting to note," Huff added, "that 45% of this year's entries received awards as compared to 44% last year. This tells us that IABC judges are quite consistent from chapter to chapter because they use professionally established criteria to judge each entry."

Congratulations to all our winners!

## **Thank you for a great year**

As we make the transition from one board to another, I would like to take this opportunity to thank you, IABC/BV, for allowing me to serve as you newsletter editor this year. I must admit that becoming newsletter editor for a communications organization is a bit intimidating to say the least. But you all have been very supportive throughout the year and have made it a rewarding experience. Thank you. And thanks go to the 1991-92 Board for making my job easier.

Taking my place for the upcoming year is Mary Ann Williams. She is an editor with the Center for Energy and Mineral Resources. Congratulations Mary Ann!

Thanks again for a great year and I look forward to serving you as Treasurer in 1992-93.

— Joanna Fritz

## **If you're planning to "Make your Mark in History"...**

If you are planning to enter the 1992 District 5 Silver Quill Awards please note that Chairperson Cheryl Walker has a new address and telephone number.

Cheryl Walker  
3800 North Portland  
Oklahoma City, OK 73112  
405/942-8181  
405/942-0541 FAX

## **Dateline**

June 18

Regular luncheon meeting at noon in the College Station Ramada Inn.

June 25

Board Meeting  
11:45 a.m. at Ken Martin's Steak House

June 30

IABC/D5 Silver Quill Awards entry deadline.

Sept. 17-18

District 5 Conference in Albuquerque, New Mexico.

Nov. 13-14

Chapter Management Forum in Toronto, Ontario.

## Current Trial Members

Currently, IABC/BV has 2 trial members who are considering international membership —

Claire Lingenfelter  
Andrea E. Womack

In addition, welcome one new international member, E. Wayne Schmidt.

## Library collection off to a good start

After conducting a membership survey on the subject, the IABC/BV Professional Development Committee proposed and received board approval to establish a professional development collection in the Bryan Public Library. The following titles have been ordered and/or received by the Library. For a list of other titles relating to communications available in the library, contact the Professional Development Committee.

*How to Say it: Choice Words, Phrases, Sentences and Paragraphs for Every Situation*, by Rosalie Maggio

*Great Connections: Small Talk and Networking for Businesspeople*, by Anne Baber

\* *Power and Influence*, by Robert Dilenschneider

\* *Business Writer's Handbook*, by Charles T. Brusaw, J. Alred, and Walter E. Oliu

*Agricultural Style Manual and Glossary*, by Doyle Gougler

\* *The Writer's Yellow Pages*, by Steve Davis

*Style Manual*, U.S. Government Printing Office

\* *Associated Press Stylebook and Libel Manual*

\* *The Communicator's Handbook: Techniques and Technology*

\* *Writing for Results*, by Jeff Harrington

\* *How to Manage Employee Publications*, by Downs Matthews

*Ideas for Business Communicators*, by Joe Williams

\* *Communicating University Research*, CASE

*The New Guide to Effective Media Relations*, CASE

*Institutional Image: How to Define, Improve, Market It*, CASE

*Your Personal Guide to Marketing a Nonprofit Organization*, CASE

\* *How to Cut Publications Costs*, CASE

\* *How to Survey Your Readers*, CASE

*Positive Public Relations*, Carl Hausman and Phillip Benoit

*Effective Public Relations*, Scott M. Cutlip

\* *Editing by Design*, Jan White

\* On order, not yet received.

## Position announcement

The Department of Agricultural Communications within the Texas A&M University System is looking for a communications specialist with strong writing/editing skills and publications experience. Requires a bachelor's degree in communications or related field, master's preferred, and at least five years experience in corporate, nonprofit and/or educational communications. Word processing skills required, desktop publishing experience preferred. For more information, contact Barry Jones, Department of Agricultural Communications

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