

ETC.

International
Association of
Business
Communicators

Brazos Valley
Chapter

Internationally
Award-Winning
Chapter

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IABC/Brazos Valley: A Chapter of World Renown

BV dominates International award program

Brazos Valley's tenth year has been capped with the coveted title of IABC International Chapter of the Year. IABC 1990-91 Chairman Ron Martin announced the honor during a ceremony and reception at the Fairmont Hotel in Dallas, Nov. 8, at the IABC Chapter Management Forum.

Several hopeful but unassuming Brazos Valley members proudly paraded from the rear of the room to accept various category awards leading up to the final announcement. Our category winnings included:

- Small Chapter Merit Award in Leadership Development;
- Small Chapter Excellence Awards in Communications, Community and Educational Relations, Professional Development, Membership Marketing and Financial Management; and
- International Small Chapter of the Year (for the third year in a row).

With those awards in hand, our group nervously waited through presentations to medium and large chapters of the year. Those chapters, Regina, Canada and Houston, respec-

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tively, vied with us for the ultimate title. It was revealed with the unfurling of a banner that named Brazos Valley as overall International Chapter of the Year.

Well-wishers from around the

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Communication Across the Cultures

Dr. Marilyn Kern-Foxworth, associate professor in the Department of Journalism at Texas A&M University, is the guest speaker at the **November 21** IABC/Brazos Valley luncheon meeting. She will address the issue of multicultural communication in our society.

Prior to coming to Texas A&M in 1987, Dr. Kern-Foxworth taught at the University of Tennessee-Knoxville and held various positions within the mass media industry.

In 1982, she received an ALCOA Professional Fellowship in public relations. In 1985, she was selected as the National Outstanding Faculty Advisor of the Year for the Public Relations Society of America (PRSA) and also received a Recognition of Excellence Award from the Volunteer Chapter of PRSA in Knoxville, Tennessee. She was named an American Press Institute Fellow and a Poynter Institute Fellow in 1988.

Also in 1988, she was the recipient of the Pathfinder Award from the

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ETC.

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

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world had plenty of Brazos Valley members to congratulate: Jean Bailey, Kay Claybourn, Joanna Fritz, Suzanne Hyden, Bobette McFarland, Therese Schaley, Edna Smith, Rhonda Snider, Sondra Stewart and Exa York.

Congratulations are to be shared with 1990-91 officers, board members and other volunteers whose accomplishments are honored by these awards.

The spotlight followed Brazos Valley members throughout the two-day forum. Exa York, Jean Bailey and Suzanne Hyden each gave presentations on Brazos Valley-grown ideas of interest to other chapters. However, the BV contingent received a generous return on their participation -- a wealth of ideas and plans for continuing improvements in our local programs and services.

President's Perspective

What a whirlwind of emotions at the Chapter Management Forum in Dallas! The only thing that kept my feet on the ground after our chapter's sweep of awards was nervous anticipation about a speech I had to give the next day. My case of nerves was needless though because there in the audience were friends -- nine very dear Brazos Valley members; D5 friends from Houston who have helped us over the years; speakers who have traveled to our local meetings; international officers who beam warmly at anyone from Brazos Valley; and other friendly IABCers I've met at previous conferences.

Making friends in IABC is alone worth the price of membership to me. There are many other benefits as well but few of them fall in our laps. By participating in chapter management competitions, Brazos Valley has

reached out for its share of the IABC corporate pie. While we're honored to host international guests and speakers, they're honored to receive our invitations and eager to visit Brazos Valley.

The International Chapter of the Year Award is a compliment from judges who have a worldwide perspective of the strengths and weaknesses of local IABC chapters. As professional communicators we rely on a critical eye as much as a creative one, and can see our flaws well enough. While doing our best as Brazos Valley volunteers may not always match our best as professionals, IABC wants you to know that your efforts match and exceed those demonstrated anywhere else in the world and are widely recognized and appreciated.

At the same time IABC is improving the services available to you. Many new programs were announced at the Chapter Management Forum, and I hope to have a speaker scheduled soon to introduce them here.

Besides that, we've got to schedule some award-worthy celebrations, so stay tuned!

—Suzanne Deatherage Hyden

IABCers volunteer time, expertise to students

Six IABCers responded to a request from Ricky Telg, professor of journalism at TAMU, and volunteered to evaluate feature stories for an advanced newswriting class. Each evaluator reviewed two stories, giving the student a "second opinion" by someone with "a practitioner's eye."

IABC/Brazos Valley also conducted its fourth annual PRO-AM Day on October 24. Thirty-one students were placed in 19 offices where they gained some insight on what the "real world" is all about.

Thanks go to all who helped make these programs a success.

Communication Across the Cultures, cont'd from page 1

Public Relations Institute for research she developed pertinent to the "Acrylic Vault" theory. She was the first woman and the first Person of Color to receive the coveted award. The theory, which is being cited in current public relations periodicals, explains the status of People of Color in public relations. In 1991 she was named an Agnes Harris Fellow by the American Association of University Women Educational Foundation. The fellowship allowed her release time from any academic responsibilities for one year to complete the writing of a book titled: *Aunt Jemima, Uncle Ben and Rastus: A Socio-Historical Analysis of Blacks in Advertising and Public Relations*.

As a recognized mass media scholar, articles about her research have appeared in various local, regional and national publications. In addition, she has made appearances on local, regional, and national radio and television programs.

Join Dr. Kern-Foxworth on **Thursday, November 21**, to learn more about the challenges we face as we communicate across the cultures. 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 noon Tuesday November 19, with Hospitality Chair Therese Schaley at 845-3923. IABC policy requires payment for no-shows.

Share the IABC experience ... become a mentor

A Mentor Program for new and trial members has been formed in response to the June Focus Group where new members mentioned feeling adrift during the first months of membership. The Hospitality

Committee is looking for IABCers willing to serve as a personal host to a new recruit during monthly luncheons and other chapter functions. Mentors will be assigned on a rotation basis. They will be given the opportunity to share the value of IABC membership and volunteerism with up-and-coming IABCers. For additional details, contact Hospitality Chair Therese Schaley (845-3923).

D5 Conference "Strongest in Years"

Five Brazos Valley members — Bernie Fette, Deborah Furman, Karen Riedel, John Suddath and Therese Schaley — attended the District 5 conference in Colorado Springs in September. Following are excerpts from a report written by John Suddath outlining the conference:

This was one of the strongest regional conferences in years with dynamic programs, an opportunity to meet the association's top leaders, and an effective "reality" check of what's going on in the rest of the communications world.

Les Potter summarized the steps in setting up a strategic communications plan to help an organization define its identity. "A lot of it is just asking the right questions, and then addressing the issues." The plan must specify a time frame, list quantifiable action steps which serve as the framework for setting goals and objectives. Strategic planning is a means for building relationships within the organization, thereby breaking the barriers which exist between different functional groups. "Communication is a means to accomplish the ends of the organization — but first you must know what those ends are."

Anne Baber, former D5 communicator of the year, provided a skills inventory check-list for communicators

Dateline

Nov. 14

Nuts-and-Bolts Session at the Chicken Oil Co., 5:30 p.m.

Nov. 21

Monthly luncheon meeting, 12:00 noon, College Station Ramada Inn.

Nov. 26

IABC/BV Board Meeting, 11:45 a.m. at Fort Shiloh Grill.

Dec. 12

Nuts-and-Bolts Session at the Chicken Oil Co., 5:30 p.m.

May 24-27, 1992

IABC International Conference in San Francisco.

Brazos Bits

Farewell and best wishes to Beth Leschper, who is relocating to Brownwood, Texas with her family.

The Texas Agricultural Extension Service presented Ann Cole with a Superior Service Team Award for her part in the promotion of "Don't Bag It," a statewide lawn care and waste reduction program.

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Current Trial Members

Currently, IABC/BV has 13 trial members who are considering international membership —

Elizabeth Andrus
Carla Beals
Lorinda Beekmann
Glenda Burke
Judy Gloyna
Patty Groff
Renee Hanson
Tami Hons
Barbara Lee
Laura Neel
LaDonna Owens
Sandra Parsons
Brenda Sims

In addition, welcome one new member, Rhoda Segur, and one new student member, Kathleen Boone.

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to use in self-assessment. She was quite blunt about how the market has shrunk in recent years. Although the ranks of middle managers have been hit, communicators have been hit harder because CEO's perceived organizational communicators as not contributing to the "bottom line."

Fred Halperin countered that assessment with a summary of preliminary results from the "Excellence in Communication" Study to be published by the IABC Research Foundation next May. This is a six-year analysis of the field of communications and how communications are applied in top organizations. Their survey of CEOs revealed they thought that communications programs yielded a 184% return on investment.

Jeff Harrington (from Dallas) shared his international perspective from his travels in Europe and Australia. He sees the following as emerging issues: globalization of business, shortages of skilled labor, money management, stress management, and cost of health care. He sees the following as declining issues: child care, drugs in the workplace, competition, and the environment. The lingering world-wide recession is putting a crimp on everyone. Like many of the program leaders, he emphasized that good communications is first a matter of perspective. If we are parochial or narrow-minded, we cannot be effective communicators.

The chairman of the board praised D5 as being one of the top districts in

the association. We finished with the Chapter Management Awards luncheon in which IABC/Brazos Valley was again named Chapter of the Year for the district. Our small group has become well known in the association, and the five of us who attended were proud to say we are from the Brazos Valley!

Position Announcements

The Office of International Programs at Texas A&M is searching for a Director of International Coordination. Salary for this position will be based on experience. A masters degree will be desirable. Administrative experience is required and international work experience is preferred.

The director shall have experience in publications, editing, writing and production. Strong communication and organizational skills, as well as the ability to manage multiple on-going projects, are also essential.

Send resume and references to Ms. Jill Houston at the Office of the Assistant Provost for International Programs, TAMU, 158 Bizzell West, College Station, TX 77843-4251 by Nov. 30.

The Texas Energy Extension Service is looking for an Information Representative I. Design skills are necessary and illustration skills are preferred. For more information, contact Nancy Sawtelle or Rhonda Snider at 845-8025.

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