

MAY
1998



AMPERSAND

The International Association of Business Communicators is a non-profit, professional association committed to improving the effectiveness of organizations through strategic communication. Ampersand is produced monthly by the Oregon/Columbia Chapter of IABC as a benefit for members. Subscriptions for non-members are \$30 per year.



"Meet the Media" breakfast

Wednesday, May 13

7:30 - 9:00 am

Cheri Grzech, assignment editor for KATU-TV

Wells Fargo Center

1300 S.W. Fifth Ave., 21st Floor

\$10 for IABC members

\$15 for non members

\$12 for students

RSVP: (503) 794-1428 by noon

Tuesday, May 12

"no-shows" will be billed

Self-Employed Creative Professionals meeting

roundtable discussion: "Putting a Fair Dollar Value on Your Time and Expertise" Part II

Wednesday, May 20th

10:30 am - noon

Northwest Neighborhood Cultural Center Board Room

1819 NW Everett, Portland

\$5

free parking in lot north of the building

RSVP: Ron Iseri (503) 287-4830 or roniseri@aol.com

May Meeting:

John Christensen of the Portland Trail Blazers communications department is the guest speaker
Thursday, May 28

11:30 am - 1:00 pm

Rose Garden Conference Room

One Center Court, Portland

\$15 for IABC & PRSA members, \$20

for non-members, \$12 for students

RSVP: (503) 794-1428 by noon

Tuesday, May 26

"no-shows" will be billed

PRSA has four scheduled events this month. See <http://www.prsa-portland.org/calen.html> for information.

May Meeting: Communications

by Julie Piper Finley, ABC; Executive VP

Whether they are winning or losing, everyone wants a piece of the Portland Trail Blazers. Sound bites, statistics, good news, and bad news: we can't get enough information about our local men in black. John Christensen, director of sports communications for the Trail Blazers, is the guy who controls that information. Join us at the next IABC chapter meeting May 28 to hear John talk about what it is like to act as the liaison between the players and the media. The meeting will be held in the suite-level conference room at the Rose Garden from 11:30 am to 1 pm. Lunch will be served.

John is in his ninth season with the Blazers and is responsible for coordinating requests from local, national, and international media. He also oversees game-day media accommodations, news conferences, and the production of team information.

Before joining the Blazers, John was PR director for the Portland Beavers for three seasons. A UCLA grad, John worked for KCBS-TV and KFWB and KIK radio in Los Angeles before moving to Portland.

Seating is limited at the meeting, so please make your reservations early by phoning 794-1428. Cost for the meeting is \$15 for members of IABC and PRSA and \$20 for non-members. The student rate is \$12. Reservation deadline is Tuesday, May 26.

From I-5 northbound, take the Rose Quarter exit. Turn left on Broadway, then left on Vancouver, then left on Winning Way. Parking is free in the Garden Garage. From I-5 southbound, take the Rose Quarter exit, and go straight (through two traffic lights) to the Garden Garage sign. Take the elevator to P5. Our meeting room is on the left. The Rose Garden is also accessible by MAX.

April Meeting: How to Speak with Impact

by John Henshell, VP of Communications

Denise Harrington of Harrington & Associates demonstrated extraordinary warmth and vigor as the guest speaker at our April chapter meeting. Someone who teaches people how to speak in front of groups is under considerable pressure to be vibrant, entertaining, and effective. Harrington was. She used poise, organizational skills, and charisma to teach us skills and tools to use while speaking to groups and to individuals in the media.

Harrington developed her specialty working for Decker Communications in the San Francisco Bay Area. She began her own business more than seven years ago. She built her business by speaking to groups such as ours, and continues to do so. Nike was a key early client. Harrington

has helped Lee Weinstein, our February guest speaker, prepare Nike executives to interview with Leslie Stahl for "60 Minutes." Other clients have included Tiger Woods and Picabo Street.

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(503) 794-1428

<http://www.iabc.com/~ociabc>

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From the Board

by Tom Unger, ABC, APR
Chapter President

It's been a while since I last reported what your board of directors is working on for you, so I'll use this column to update you about some of the highlights from the last board meeting:

Membership. Our VP of Membership, Ellen Berg, announced our chapter is up to 97 members and growing. Our chapter web site is generating many requests for information about membership.

Independent Communicators. Senior Delegate, Ron Iseri, who has spearheaded the creation of our independent communicators' meetings, reported the success this effort has enjoyed. About 20 freelancers attended the last meeting where the roundtable discussions were "Determining the Dollar Value of your Time and Services" and "Describing Your Services and Expertise in Terms of Value to Client." If you're an independent communicator, or you know someone who is, these meetings are a must.

Job Bank. We are implementing a job bank on our web site. Details will be in the next issue of *Ampersand*.

Communicators Conference. The multi-organization committee is already hard at work organizing the September 1998 event. VP of Professional Development, Rich Layton, and Executive VP, Julie Piper-Finley, are actively representing IABC in this effort. The organizers are seeking a sponsor, so if you know of a company that would value this opportunity, please contact Rich or Julie.

Awards. VP of Awards Heidi Schuman reported that she coordinated the distribution of our 1998 awards "Call for Entries" to 350 IABC, AWIC, and PRSA members, as well as other communicators. The pamphlet was designed *pro bono* by Greg Parker from Kaiser Permanente, who did a fabulous job. Good luck to all of you who submitted your entries before the May 8 deadline!

On a personal note, I'd like to say how pleased and proud I am of how much the board has accomplished this term. Our year of service is over at the end of June. I look forward to seeing other members step forward and enjoy the experience gained from serving as your chapter's leaders.



Internal Marketing Workshops

by Shannon Priem

Deede Sharpe, a former Walt Disney World public relations executive, will present "Internal Marketing: Your Number One Priority" at the Oregon School Public Relations Association (OSPRA) spring conference. OSPRA welcomes Oregon Columbia/IABC members to join them at the Inn at Spanish Head in Lincoln City May 21-22. Please register at least two days in advance, so OSPRA can plan lunches. You may wish to make motel reservations at the Inn or elsewhere.

Sharpe, now president of Sharpe Programs, Inc., works with schools and companies worldwide to strengthen internal communications. She will speak Friday, May 22, from 9 am to noon and 1 to 3:30 pm. The conference starts Thursday with a 2 to 4 pm talk by Steve Carlson, information and technology director of Beaverton Public Schools. His topic is "Using the Intranet and Electronic Bulletin Boards for Internal Communication."

Registration is \$100 for non-OSPRA members, or \$75 for Friday only. It includes Friday lunch. Contact Malissa Talbert, Salem-Keizer Public Schools, at (503) 399-3038 for more information.

Chapter News

Greg Parker was selected Volunteer of the Month for May. Greg designed the "Call for Entries" and banquet invitations for our awards program. He has also designed other pieces for the chapter.

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The inter-association mixer, held Thursday, March 26 at McMenamins Kennedy School and attended by 58 people, was a huge success. Tom Unger; ABC, APR, Chapter President; reported, "Everyone seemed to be enjoying the night out and talking to each other, and the groups truly were mixing. The presidents of the three groups gave brief speeches about their organizations and Julie Piper Finley provided our 'Save the Date' sheets for the attendees. Thanks to Rich Layton for helping organize this great event and to Ellen Berg who stepped in when Rich was called out of town. Both did a *great* job!"

Ellen gave credit to Rich, and added, "I heard several comments that the success was due in large part to the signature-gathering idea of Rich's. He really knows how to get people talking."

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"Reach for the Stars," our Communicators Awards banquet, will be held at the Portland Marriot, 1401 SW Front Ave., Thursday, June 25. Award winners will be recognized, and you'll have a chance to see their work. The party is from 5:30 to 8:00 pm.

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During the past year, OC/IABC chapter members have judged awards submissions from several other chapters. Steve Kuyatt coordinated the judging of submissions from the Houston chapter last month. Steve; Awards VPs, Terri Ross and Heidi Schuman; and the rest of the board thank the following people for their help judging the Houston awards: Michael Alesko, Anna Browne, Bill Coniff, Julie Piper Finley, Trudy Husmann, Rich Layton, Tom Unger, and Julie Young.

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The next meeting of self-employed, creative professionals will continue the discussion begun last month. The topic is "Putting a Fair Dollar Value on Your Time and Expertise." You will be able to participate regardless of whether you attended the last session. Program coordinator, Ron Iseri, says we'll examine questions such as:

- "Am I charging enough?"
- "How do I tell clients I'm raising my fees?"
- "Is there a 'best' way to substantiate the value of my service?"

Ron says, "If you plan to attend and have a *specific* question you'd like to suggest for discussion, e-mail or phone it to me by May 13." See the schedule on page 1 for information about the event and how to contact Ron.

April Meeting: How to Speak with Impact

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Harrington calls her program, "Speaking with Impact." Her specialized area of communication focuses on verbal selling. "Selling," she said, "is really the interaction between people." It includes persuading, marketing, and even interpersonal office conversations. She added, "We buy on emotion."

Public Speaking

Harrington highlighted many of the strategies that are commonly taught in college speech classes, and offered up-to-date reasons for the need to *join* your audience. An example she demonstrated with a videotape of an effective political speech is to leave the podium. She recommends using a lavalier microphone to free your hands and allow mobility. Interactive communication means involving the audience in the presentation. "The listener is critical to your presentations," she asserted. You must meet their needs.

The key to hiding your nervousness is to use open body language. Harrington used a variety of gestures as she moved around the room, and changed her voice projection and inflection to fit the roles she moved through. As unstated examples, she slowed her speech and spoke with authority in the trainer role, and spoke softly and used informal language in the one-of-us role. When speaking, pay attention to your movement, gestures, and facial expressions (smiling helps you gain the favor or support of your audience).

The key to overcoming your nervousness is channeling your adrenaline. You *know* your topic, Harrington said, and that should provide your base of confidence.

Being Interviewed by the Media

Harrington believes, "The media is your friend...it gives you a chance to tell your story. The media is the most powerful way to send messages." You, or the interviewee, must prepare in advance. Her clients from the world of competitive athletics readily understand the need for coaching and practice.

A confrontational interviewer, such as one from "60 Minutes" will employ strategies to fluster you. Harrington advises you to avoid letting your interrogator dis-

turb you physically. Your body language and your tone of voice can work against you if that happens. While the person asking the questions may be likely to control the interview, you should stay committed to your subject. She said to ask yourself, "how can the reporter tell my story best?"

Harrington presented a matrix for answers to questions. Start by giving your point-of-view, which can be a feeling, an opinion, or an anecdote (she recommends using personal stories in your public presentations as well). Then give *one* detail per answer. The detail could also be an illustrative personal story, or a fact or a quote. More than one detail is not likely to be communicated fully. Conclude by restating your point-of-view. You have 8.9 seconds to make your point, she said.

Oral Communications

The 22 professionals who came to our meeting were privileged and invigorated to experience such a practical example of outstanding oral communication. Denise Harrington established that she can help you or the executives in your organization improve public speaking skills and use media interviews to benefit the organization. She can be reached at (800) 784-3772 or spkngimpct@aol.com.



See Y'all in Naw'lins

May 15 is the early-bird registration deadline for IABC's international conference. "Make it Happen" happens June 14 - 17 at the Hyatt Regency in New Orleans, LA. Conference rates increase by \$100 after May 15. If you don't have a brochure, call IABC's world headquarters or check the web site for more information.

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Next *Ampersand* deadline:

May 31

Ampersand submissions to:

John Henshell, (503) 245-8278
jhenshell@imagina.com

Updating membership information:

Ellen Berg, (503) 245-5990
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