



The Galley

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March 2004

International Association of Business Communicators/Detroit


PRNewswire
United Business Media
The official newswire of IABC/Detroit

APRIL 14th EVENT

What: Reaping the Benefits of Running a Successful Internship Program

Who: Participants will include: Conny Coon, Vice-President, editorial, Big Idea Magazine; Patti Jones, Co-op/Intern Director, U of M Dearborn-College of Arts and Sciences; Courtney Pecoraro, Internship coordinator, Volkswagon of America; Jaclyn Perreca, Senior Account Executive and Internship Coordinator, Marx Layne; Leah Reynolds, owner of Leah Reynolds Associates, will moderate the event

Where: Westin-Southfield, 1500 Town Center Drive, Southfield

When: 11: 45 a.m. to 1:30 p.m. Wednesday, April 14, 2004

Admission: \$30 members, \$35 nonmembers and \$20 students, price includes lunch

Reservations: Call Nancy Skidmore at (248)546-5490

APRIL 28th EVENT

What: Media Relations Strategies During Crisis

Who: A 90-minute teleseminar with James E. Lukaszewski, ABC, APR, fellow PRSA

Where: ArvinMeritor, 2135 W. Maple Road, Troy, MI 48084. Located on the south side of Maple/15 Mile Road, between Crooks and Coolidge.

When: 11:45 a.m. to 1:30 p.m. Wednesday, April 28, 2004

Admission: \$10 members \$20 nonmembers
Brown bag luncheon, attendees will need to provide own lunch and beverages for this meeting

Reservations: Call Nancy Skidmore at (248)546-5490

REAPING THE BENEFITS OF RUNNING A SUCCESSFUL INTERNSHIP PROGRAM

By Karen Schuessler

Spring is just around the corner, which means many companies will begin the process of recruiting for qualified, up-and-coming talent for their summer internship program. If you ever contemplated having an internship program and you are interested in the opportunity to mentor a young professional or if you would simply like to learn more about the benefits an internship program can bring to your company then plan on attending the April 14 IABC luncheon.

The program will be held at the Westin-Southfield and will run from 11:45 a.m. until 1:30 p.m.

The format for this program will be a panel discussion

offering attendees a diverse group of organization perspectives. **Leah Reynolds**, owner of Leah Reynolds Associates, will moderate the event. Participants on the panel will include:

Conny Coon, Vice-President Editorial, Big Idea Magazine-Detroit

Patti Jones, Co-op/Intern Director for University of Michigan-Dearborn

Courtney Pecoraro, Internship Coordinator for Volkswagon of America

Jaclyn Perreca, Senior Account Executive and Internship Coordinator for Marx Layne

Join our panelists and the rest of IABC/Detroit as they share their experience in managing a successful internship program, the benefits of having paid vs. non-paid interns and the rewards your company can receive by molding a young, motivated, student into a talented, well-rounded professional. There will also be a Q&A session at the conclusion of the discussion.

To attend this event, please RSVP to Nancy Skidmore at (248)546-5490. The cost is \$30 for members, \$35 for nonmembers and \$20 for students.

SUPPORT YOUR COMMUNICATION STAFF'S ATTENDANCE AT IABC'S INTERNATIONAL CONFERENCE

in Los Angeles, CA, June 6-9, 2004

Ten Reasons

Your communication staff will ...

1. Expand their professional network by connecting with practitioners from 40 countries who average 14 years' experience.

2. Learn from the business experts, leading authors and

communication legends on topics that directly affect your organization's performance, such as: keeping the brand constant when everything else is changing, maximizing the value of internal communication and communicating ROI.

3. Focus on a targeted area of professional growth or diversify their curriculum by selecting from more than 70 sessions in seven educational tracks: *employee communication*,



continued on page 2

YOU TOO CAN HAVE THE MIDAS TOUCH BY SETTING AND ACHIEVING SMART OBJECTIVES

By Cindy Orlandi, APR, 2003-2004 IABC/Detroit President



Photo by Fred Ferris

Orlandi

Does your communications strategy help your organization achieve its goals? If so, you just might have the Midas Touch shown by winners of the prestigious IABC Gold Quill awards.

IABC judges look for clear understanding, innovative thinking, business savvy and the ability to use communication to help deliver results. Here are a few questions they suggest asking about your communications challenge.

- How clearly is the need and its effect on the organization identified by formal or informal research?
- What characteristics of the intended audience were factors in developing your solutions?
- If you were a member of the target audience, would the communications capture your attention?
- Is each message properly crafted for the chosen media?
- Is the chosen media the right choice, given the audience and the intended message?

Business communicators sometimes confuse goals, objectives and tactics. Goals give the big picture. Objectives are measurable and set targets. Tactics describe the tools used to achieve objectives.

IABC Gold Quill Judges recommend using this formula for setting SMART objectives:

Specific: Describe a desired outcome

Measurable: Verifiable – quantified where possible (i.e. volume, dollar, value, frequency, timeliness, cost, etc.)

Achievable: Challenging but within the range of influence

Relevant: Contribute to broader efforts in a meaningful way

Time-framed: Include a completion date, if appropriate

Remember to ask yourself how well the goals and measurable objectives you've set address a stated need. To what extent are the objectives measurable? What solution did you develop and why? What is the single most important idea you need to communicate?

So what challenges did you face? How effectively was your program implemented in terms of budget, time and other resources? How did you measure the success of the project? Did you meet the objectives you set?

Could your plan be used to show others what works? Is it sensible, thorough, convincing and logical? Was the project clearly under control and responsibly managed? If you answered yes, congratulations! Your organization is lucky to have you, and IABC encourages you to enter your project in the Renaissance Awards, Silver Quill and Gold Quill competitions.

An idea can turn to dust or magic depending on the talent that rubs up against it. Remember, IABC provides the content, credibility and community to help you provide your organization with that Midas Touch!

WHY SUPPORT STAFF ATTENDANCE AT INTERNATIONAL

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public relations, strategy & counsel, business management, marketing & brand, skills development, and future trends.

- 4.** Examine case studies and corporate best practices with senior executives from the BBC, Chiquita Brands International, Deloitte, Eddie Bauer, Rolls-Royce plc, the U.S. Census Bureau and other leading organizations.
- 5.** Learn what it takes to build a successful communication program from the winners of IABC's 2004 International Gold Quill Awards. More than 100 winning work plans detailing business need, goals and objectives, implementation plans, measurement criteria and results will be displayed at this year's showcase.
- 6.** Gain a CEO's perspective on communication's role in the value chain and how to more effectively contribute to business objectives and influence performance. IABC's 2004 EXCEL (Excellence in Communication Leadership) Award honoree will address these issues.
- 7.** Explore innovative products and services at the IABC Exhibit Hall and meet face-to-face with representatives from many

sponsoring companies who can save your staff time and money.

- 8.** Be informed of the current and upcoming trends such as high-touch-high-tech communication, data mining, robotics, biometrics, cyber-marketing, global strategies, and e-commerce – all of which will likely be the backbone of the future communication industry.
- 9.** Gain insight on the importance of managing global media and learn from the best practices for 21st-century employee communication, a study by The Empower Group, conducted under the auspices of the IABC Research Foundation.
- 10.** Hear opening keynote speaker Salman Rushdie, author of "Midnight's Children," the best novel to have won the Booker Prize in its 25 year history, discuss the concepts of borders and boundaries, and the inherent risks and threats in crossing boundaries that are defined by others.

IABC's 2004 Los Angeles Conference is an investment that will provide significant return. Register your communication staff at www.iabc.com/events/conf2004.

HELP US RECRUIT STUDENT MEMBERS!

By Leah Reynolds

IABC/Detroit wants students! The Academic Affairs Committee for IABC/Detroit is recruiting student members. We're currently focusing on three campuses – Wayne State University, The University of Michigan, Dearborn and Eastern Michigan University – with plans to expand to other schools.

In the past, the goal of Academic Affairs has been to establish student chapters on Michigan campuses. This has been difficult to achieve, particularly at schools where many students commute. So, we've decided to redirect our efforts.

After talking with several faculty members and students, the Academic Affairs Committee is inviting students to join IABC/Detroit, participate in local chapter events and enjoy all the benefits of IABC membership.

Full-time students have the opportunity to join IABC at a significantly reduced rate (only \$50.00 per year – about an 85% discount!). It's a fabulous way to introduce students to the advantages of professional association membership and establish what will (hopefully) be a career-long affiliation with IABC.

How You Can Help

IABC/Detroit members can promote student membership in a number of ways.

Recruit any communication student you know. Encourage communication students you have contact with (An intern? Your son/daughter, niece or nephew? Your neighbor?) to join IABC.

“Hook us up” with communication professors you know. If you have a relationship with a communication professor at a college or university in Michigan, let us know. We'd like to reach out to them and make sure they have the information and tools to promote IABC on their campus. (Or, we can equip you to reach out to them.)

Involve our student members. We currently have 10 student IABC/Detroit members. The best way to retain them is to make IABC a meaningful experience. Ask them to join your committee. Invite them to attend an IABC event. Inform them about internship and entry-level job opportunities.

Leah Reynolds is Director for Academic and Community Relations for IABC/Detroit. She can be reached at leah@leahreynoldsassociates.com or at (248)471-2508. Academic Relations committee members are Meaghan McClure, communications student at The University of Michigan, Dearborn, and Lauren Pulay, communications student at Eastern Michigan University.



This flyer highlights seven reasons a student should join IABC and is available on line at www.iabcdetroit.com.

DIRECT MAIL LETTER PRODUCES DOUBLE DIGIT RESPONSE

By Dianna Huff, ABC

One of the things I enjoy most about my job is that I continually learn how to be a better writer. This year I learned how to write direct mail letters that get exceptional results.

I've written letters for large campaigns that have done fairly well, and I write the fundraising letters for my son's school (which last year resulted in a 20% increase in donations as well as doubling the school's donor list). So I was a little perplexed when the letter I wrote for my own direct mail campaign fell flat.

It wasn't until I met direct marketing whiz Liz Taylor (not the actress) that I learned why my letter wasn't working. Said Liz, "Your letter is clever, and it's well-written, but it's lacking a real offer. Focus the letter on your offer, not on your services, and you'll get better response."

She was right. Starting in March 2003 and ending August 2003, I sent out 100 letters a month to a business-to-business list. Results were remarkable – a 10% response rate!

You can learn more about Liz Taylor (who also happens to be my client and good friend) and view her recently updated Web site at www.liztaylormarketing.com

Liz specializes in turnkey direct mail services for B-to-B companies who need to generate a steady flow of sales leads. What makes her programs successful is that she tests, she uses the right lists, and she delivers results.

You can also learn more about B-to-B sales letters by reading the article below. Written by DH Communications for my client The Lead Dogs, it explains why a one-page letter can drive home results.

Maximize B-to-B Lead Generation with a One-Page Letter

www.imakenews.com/mwallen/e_article000141870.cfm?x=a1F16wf,a14tBmwy

Dianna Huff, ABC specializes in results-oriented B-to-B marketing writing. For your free "Top Ten Marketing Writing Mistakes" list and a complimentary subscription to Dianna's monthly e-newsletter, "The MarCom Writer," go to www.dhcommunications.com/resources.htm

DON'T OVERLOOK SEARCH ENGINE OPTIMIZATION WHEN GETTING THE WORD OUT ONLINE...

By Melanie Broemsen

Since its inception, the Internet has played an increasingly important role in a PR professional's communication strategies. Over time, it has developed into a mainstream form of communication. As a result, you now have an interactive, instantaneous tool to convey your message to your key publics.

Of course, to generate online publicity for your organization, you need to get your message in front of your key publics. The first step is posting the information to your organization's Web site. If investors, reporters, and other important publics visit your site, they will be able to read it.

The second step, however, is one that is commonly overlooked: ensuring that your news releases and other PR documents can be found in search engines. The search engines provide a natural outlet to connect with your target audience. Reporters and other stakeholders use them to find company and industry news – in fact, they are actively looking for it!

Unfortunately, if your news releases are not included in search results, you will miss the opportunity to communicate with them. You may even frustrate users if they are specifically searching for your organization's information.

Are your news releases being found?

Finding out if your news releases are included in the search engines is an easy task. Simply copy a sentence or two from a release, and paste it (inside quotation marks) into the search box at your favorite search engine, such as Google. If it is indexed, you will get a result similar to this:



If you don't see your news release listed, or if the listing directs you to a site other than your own, you will want to investigate further to find out what is actually happening. However, if you follow these tips, chances are you will have success getting your news releases included in search engine results.

Tips to make sure your new releases are included in search engine results:

- Post your news in HTML format. Include a link to a PDF version as a courtesy to people that may wish to download it. To avoid trapping users inside the PDF file, include active hyperlinks back to your Web site (and contact information) on every page of your PDF document.
- Check that links to your news releases point to a page in your domain (www.yourcompany.com). If you use a third party to post your information, the links will probably point to their domain. While it doesn't necessarily mean that your news won't be indexed, it is better to direct visitors to your own site.

This way, you have control over how your message is presented, as well as the opportunity to introduce them to additional information about your company. In addition, if the third party site is not search engine friendly, you will not be able to make the necessary changes to get the releases indexed.

- Make sure your news releases are not deep inside your site. This means checking to see how many parameters are in the URL. Search engines have trouble digging more than three to four parameters deep into a site.

If you have followed all of these guidelines and your news releases are still not getting indexed by the search engines, it is time to contact a Search Engine Optimization (SEO) Specialist. There are several factors that can stop your news from reaching its intended audience: Web site architecture, code and format. A SEO professional will be able to better determine which of these is causing the problem, as well as provide you with additional tips on how to make sure your key publics find your news releases in the search engines.

Melanie Broemsen, SEO technology specialist, The Karcher Group, serves on the IABC District 7 Board. For more information on this topic, contact her at Melanie@thekarchergroup.com

An advertisement for RJ Bauer Studio. The main text reads "Professional Powerpoint Presentations". Below this, a list of services is provided: "E-mail us your presentation and we will improve it with:" followed by bullet points: "Better Charts & Tables", "Creative Visuals & Animation", "Audio & Interactive Buttons", "Free Phone Consultations & Quotes", "Affordable Prices & Quick Service", and "Alternatives to bullet builds like this!". At the bottom, the RJ Bauer Studio logo is displayed along with the phone number "248.652.8560", the email address "robert@rjbstudio.com", and the website "www.rjbstudio.com/presentations".

INTERNATIONAL THINK TANK CONSIDERS EMERGING COMMUNICATION ISSUES

By Leah Reynolds

While the expression “think tank” originated in World War II, the term has a lot more to do with thinking than it does with tanks. A think tank is generally defined as an independent committee of experts that undertakes research or gives advice.

In February, I was honored to represent IABC/Detroit at an international think tank held in Atlanta. The purpose of the meeting, sponsored by the IABC Research Foundation, was to identify emerging issues in the field of communications that the foundation should consider studying.

Our group, led by **Shel Holtz**, ABC, included IABC members from Canada, the U. K., Malaysia and many regions of the U.S., including Hawaii. Our discussion was spirited, rich and fun, prompting Shel to say, “Attending this meeting has been worth all the dues I’ve ever paid to IABC!” We covered a tremendous amount of territory, but here are some of the headlines:

Technology, technology, technology. Our discussion went beyond the obvious point that technological advancement will have a profound effect on the work of communicators in the future. We touched on a number of intriguing areas such as organizational policing of technology use, monitoring of message content, digital “immigrants” vs. digital “natives,” multi-tasking and fragmented

focus and technology manners — Is it polite (or counter-productive) to check your BlackBerry while you’re in a meeting?

Ethics—The tough questions. Is it okay to promote a false story or hide the truth in the interest of, say, national security? We discussed the credibility that alternative information sources gain when official sources compromise the truth.

A truly global perspective. We talked about what it means to be a global citizen. In the future, we may craft new “languages” that aren’t specific to any one country but facilitate a global consciousness.

The role of the communicator — Going beyond a seat at the table. In the organization of the future we won’t have time for silos. The pace of change will dictate internal speed. The organizations that win will be those that get past their internal structure and develop innovative ideas and collaborative strategies. This presents a grand opportunity for communicators to serve as facilitators of creativity and change at the highest levels in the organization.

Leah Reynolds is owner of Leah Reynolds Associates, Inc., a change management and communications consulting firm specializing in issues surrounding the changing workplace.



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IABC/DETROIT TEAMS UP FOR THE FIGHT AGAINST MULTIPLE SCLEROSIS



By Francis Lieder

IABC/Detroit members will be teaming up with the Michigan Chapter of the National Multiple Sclerosis Society in May 2004 to help find a cure for the disease. Multiple sclerosis is a chronic, often disabling disease of the central nervous system. It is the number one disabling disease of young adults. Symptoms may be mild such as numbness in the limbs or severe paralysis or loss of vision.

Janine Krasicky, IABC PR co-chair, started a team for the MS Walk five years ago as a tribute to an aunt who had just discovered she had the disease. She recently approached the IABC board to see if it would consider a community relations activity.

"Since there was really nothing else I could do to help stop the disease, I found the walk a great way to do something to make a difference and to make my aunt feel good," said Janine Krasicky, founder, J9 Media Solutions. This year, the IABC team, aka the Multiple Mob, is being headed by **Francis Lieder**, who has returned to the Detroit area after a 7-year hitch as director of corporate communications for a utility.

IABC members **Ted Coutilish**, **Leah Reynolds**, Janine Krasicky and newcomer Lieder are meeting with Wayne State University student members on March 25 to see if one of the students would be interested in leading an IABC team. The group will also discuss how student members can become involved in IABC. Look for updates on the IABC

team via email and in the Galley after the meeting with WSU students.

Lieder has registered for the MS Walk in Grosse Pointe, Michigan on **May 2** with the team name The IABC/ Detroit Multiple Mob (#MIGWMULU01). IABC members are encouraged to join the team. If you prefer to make a donation, contact Lieder at (586)977-6938 or francisliederhm@wowway.com.

The MS Society uses its TeamMS program to encourage area organizations to form teams to participate in the MS Walk, MS 150 Bike Tour or the MS Longest Day of Golf. There are no costs to forming a team and it is a great way to volunteer for a good cause. If you are interested in forming a team for your organization, visit www.nmssmi.org for more details on the TeamMS programs and to register.

Teams for the MS Walk and MS 150 Bike Tour include four or more members. For the MS Longest Day of Golf, a team includes three or more foursomes participating in the event. Once you have the people to form a team, designate a team captain, choose a team name, and begin the fight to end the devastating effects of multiple sclerosis by collecting pledges for the 2004 event season.

Team captains will receive a kit that includes tips for recruiting team members, ideas on how to raise money, facts about the events and the National MS Society and sample letters.



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WHAT YOU MISSED IN FEBRUARY

By Jane Berger

Jim Fisher, director of corporate communications, for Visteon Corporation, a Dearborn-based supplier that provides consumer-driven technology solutions to automotive manufacturers, presented “Crisis Management From the Inside Out” at IABC/Detroit’s February lunch program. Jim shared with the audience deep insight into and applicable recommendations for the development of a strong internal and crisis communications program. His experience in this area is significant, having also been employed by Federal-Mogul – currently in the throes of Chapter 11 bankruptcy – during their time of greatest crisis communication response needs.

Jim began with a high-level overview of guidelines for effectively communicating with employees in turbulent times. He then leveraged his inside knowledge of the Federal-Mogul crisis to share insight into specific internal communication approaches that were employed during that time in the company’s history.

The foundation of an effective crisis communications program, according to Jim, is comprised of foresight and recognition of your organization’s vulnerabilities; strong relationships with influential individuals both inside and outside of the organization; robust processes that cover every aspect of how you communicate with employees; and a top-notch, battle-tested communications team with multiple and powerful skill sets.

When it comes to identifying the tone you want your internal communications to take, Jim encouraged the audience to focus on the fundamentals: honesty, openness and responsiveness. He stressed, among other recommendations, that a company’s leadership must take ownership of the messaging being circulated, and treat employees with the utmost respect. Corporate leaders can do this by addressing controversial issues as soon as they surface, and communicating employee-focused messaging as much as possible when interacting with the media.

Jim’s experience in managing Federal-Mogul’s response to its financial crisis equipped him with strong opinions about how to treat employees during times of internal uncertainty. It’s imperative that leaders set realistic expectations, keep employees updated with the facts and only speak to what they know to be fact, he said. On the other hand, he encouraged attendees to avoid making promises they can’t deliver and delivering “one size fits all” messages. His experience at Federal-Mogul convinced him that it is key to respond quickly, assertively and honestly, even if caught off guard.

Jim’s presentation was relevant to a broad communications audience, because virtually every organization experiences a crisis at one time or another. His insight into how an organization in turmoil should communicate with employees during and after a crisis showed attendees that any message – whether great or small – sent in a volatile environment, is a “key message.”

WELCOME NEW MEMBERS

IABC/Detroit welcomes the following new members:

Student Members:

Brooke Dunwell
Wayne State University

Mirela Dzioba
Wayne State University

Lashon Blackwell
Wayne State University

Javier Serrano
Wayne State University

Kimberly Simmons
Wayne State University

Andrew Truss
Wayne State University

Holly Tortomasi
Wayne State University

Tomeka Hinton Clark
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Meaghan McClure
University of Michigan,
Dearborn

Professional Members:

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tcoutilish@dmac.wayne.edu

IABC DETROIT

IABC PROVIDES HOLIDAY CHEER TO LOCAL HAVEN

By Jamie Hendrix

"The House that Love Built" was shown a little love this holiday season. Recently the International Association of Business Communicators (IABC/Detroit) president, **Cindy Orlandi**, APR, and IABC board member, **Margo E. Williams** passed out toys and stuffed animals to the residents of The Ronald McDonald House of Detroit that were donated by IABC/Detroit board members.

Ronald McDonald House of Detroit (RMH) provides support services to parents of hospitalized children. Many times when parents bring their children for health care at area hospitals, they either sleep on benches in the hospital or chairs in the room. The house provides rooms for them to stay overnight.

Adjacent to the Children's Hospital of Michigan, Ronald McDonald House of Detroit opened November 1979. The 16,000 square foot building has 25 bedrooms, 17 bathrooms, four television rooms, an exercise room, a quiet area, indoor and outdoor playrooms, phone booths, a dining room and kitchen. More than 1,000 families are helped each year by having the Ronald McDonald House available.

Accommodations for up to four family members are available for \$10 a night. The average stay is four nights. Parents who choose to stay with their children at the hospital instead of at the house are able to shower or relax at the house.

As with most non-profit organizations, volunteers are the lifeblood of Ronald McDonald House. Volunteers greet and register families, cook meals, decorate the house, assist with clean-up days and are even ready to listen.

If individuals and businesses are unable to contribute their time, financial assistance is always needed. Eighty-five percent of funding for the house is from donations from the community. McDonald's corporation consistently provides fifteen percent of the operating costs.

On an international level, Ronald McDonald House is a part of Ronald McDonald House Charities. They provide more than a home-away-from-home for the families of ill children. Scholarships, child abuse prevention, suicide prevention and refugee assistance are some of the other resources available.

2003-2004 BOARD MEMBERS

Members interested in volunteering with IABC/Detroit are encouraged to contact any board member.

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