

edit

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Winter 2006

Never Fear: Speechwriting Won't Kill You

Use these rules to write better speeches and make ghostwriting less scary

By Bill Hiniker

President, MessagePoint Communications

They say most people are less afraid of dying than speaking in public. That caused Jerry Seinfeld to observe that the person delivering the eulogy may be the only one at a funeral who envies the corpse.

For many communicators, that sense of dread extends to speechwriting assignments. But don't panic. Whether you're putting together a few comments for yourself or writing a keynote for the CEO, use these rules to write better speeches and make ghostwriting less scary.

Always ... remember that speeches are about ideas, not just words. Know what you're trying to communicate before you write. Focus on one to three messages. That's all the audience will remember anyway.

Bill Hiniker is president of MessagePoint Communications, a communications consulting and writing practice. He's been putting words in people's mouths for three decades. Reach him at messagepoint@cox.net.



Never ... forget the audience.

Understand their interests, needs and expectations. Cast messages from the perspective of the receiver, not the sender. Why should the listener care about what you have to say?

Always ... make it personal. They won't care until they know you do. Tell stories. Use examples from your life. Share experiences. Use humor when it makes sense; laughter creates a powerful bond.

Never ... talk too long. Have a strong beginning and a strong ending, and keep them close together. No one says, "I wish she had spoken longer." Shoot for 15-20 minutes – tops. The Gettysburg Address was three minutes long.

Always ... think like a lawyer. State your proposition and make your case. Use facts and examples to prove your point.

Never ... let your visuals overshadow you. If you must use slides, keep them simple. Don't let slides be a crutch and never read from them.

Always ... use statistics sparingly. Numbers are powerful, but too many can numb your audience. Choose just a few that will be memorable or surprising. Use comparisons to help your audience relate. "That's deeper than the Grand Canyon."

Never ... overuse quotes. A few are OK, as long as they're relevant. As Emerson said, "I hate quotations ... tell me what you think."

Always ... write out loud. Writing for the ear is different than writing for the eye. Keep things simple. Avoid long, complex sentences. Read your words aloud – even if it annoys your cube mate.

Need ideas for a speech you're writing?
Visit an online speech bank for help.

Need tips on public speaking?
Get advice from Toastmasters and the Advanced Public Speaking Institute.

See Page 7 for helpful public speaking and speechwriting tips.

A Message From Our Chapter's President

“As a professional communicator, it’s important to tackle your public speaking fears and hone your presentation development skills.”



Jenny Brooks
IABC Phoenix President

Public speaking is yours to master

Upon accepting the position of executive vice president for the IABC Phoenix Chapter — which ultimately meant that I would take on the role of president — I had a few harsh realizations. One of them being I was going to have to engage in real public speaking in front of real crowds of people. (As for the other realizations — that’s another column for another time.)

For years I’ve attended IABC Phoenix monthly luncheons, awards banquets, networking events, etc., and at all of these events, I’ve watched and listened to the president-of-the-time address the crowd. Some of them were funny, some were all business and some were a mixture of both. But the one thing they all had in common was they spoke without fear. There were no silent mics or deer-in-the-headlight looks, no incessant stammering and as a result, no tomatoes were thrown and no one was booed away from the podium.

It didn’t occur to me until recently that maybe they were all faking it! Maybe they weren’t all cool, calm and collected. In fact, they probably were coming from a morning full of meetings and heading to one right after lunch, worrying about the work they weren’t getting done; it’s possible some of them were on deadline while standing up there, acting all nonchalant, like the sky wasn’t falling in their professional worlds that day. But you’d never know because they were professional communicators practicing their public speaking and presentations.



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This issue of *edit* is going to be a valuable resource for you. Whether you are writing a speech for yourself or your CEO, developing a presentation to request extra budget dollars or selling your company’s value to a potential client, public speaking and presenting is just as important as any other element in your communications tool box.


A lot goes in to a good presentation — researching the topic and the audience, outlining what you will discuss, putting together the visual part of your presentation and then practice, practice and more practice.

The point is that as a professional communicator, it’s important to tackle your public speaking fears and hone your presentation development skills. If you can offer these as part of your professional skill set, you will be an even more valuable member of your team and company.

At the very least, fake it.



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<p>Printing</p> <p>Print Time 4820 N. 8th Place Phoenix, AZ Phone: (602) 252-3900 Fax: (602) 252-1122 pt4@printtime.com www.printtime.com</p>	<div style="text-align: center;">  </div> <p>is published four times a year by IABC Phoenix.</p>



Free Trip to Las Vegas

IABC Phoenix member shares her judging experience with the Las Vegas chapter

By Marilyn Pincus

Author/Ghostwriter/Consultant-to-Management, Marilyn Pincus, Inc



Marilyn Pincus also gives her fellow IABC Phoenix members public speaking tips from her new book *BOOST YOUR PRESENTATION IQ - Proven Techniques for Winning Presentations and Speeches* on page 6.

You're expecting a scam? There isn't one. I got a free trip to Las Vegas compliments of IABC Las Vegas in December 2005. I arrived ready to help judge a contest. Flight and lodging costs were covered (AKA ... free)!

Five judges were expected to work on approximately 95 submissions to the 25th Annual Bronze Quill Awards. As luck would have it, only four of us arrived and we worked most of Saturday and Sunday to do the job. Kathy Blaha, president elect of IABC Las Vegas, was my initial contact person and Kathleen Callahan, director of communications for Ameristar Casinos, was on location with the judges each day. We worked at her company's corporate offices on Howard Hughes Parkway. Callahan served as chauffeur, too. She met us at the Flamingo Hotel each morning and returned us there each evening. When lunch time came, Callahan took orders and arranged for delivery. We felt pampered!

Still, with only four judges, one who left early on Sunday, and 95 contest submissions, we toiled from early morn until late in the day. Did that leave time for me to check out some of what Las Vegas is famous for? You know it did! The casinos were especially dazzling since they were decorated for the Christmas season and my beautiful room on the twenty-second floor at the Flamingo made it possible for me to peer down on several of the most famous ones.

You can't help but learn something about Quill contests from an experience like this and the judges agreed ... results measurement is a major factor in assessing success. When participants gave us thin feedback on measurement ... we had to give them thin scores.

If you answer the call for a FREE TRIP TO LAS VEGAS, you're likely to feel like a winner! If you submit your work for competition in an IABC Quill contest ... measure and quantify. Be very specific. Comments such as: "Too early to tell," won't do it.

The Gold Quill Work Plan: What the judges go on

Editor's Note: Although entries for the Gold Quills are now closed (the winners will be announced in April 2006), we still thought it was a good time to share again with IABC Phoenix members the importance of a strong work plan when putting together any award entry. As Marilyn Pincus discusses in her article above, your work plan can make or break your award entry. It's never too early to start preparing your award entry for the next go around! To help IABC Phoenix members, below are excerpts from a recent Gold Quill article from Les Potter, ABC, IABC Fellow.

The work plan is the strategic road map of any entry to the Gold Quill Awards. It justifies the need for the entry, tells judges how the entry came about, who the intended audiences are, how it was implemented and how its success was measured.

As a veteran of many Gold Quill Blue Ribbon panels, at which final selections are made, I can say that my colleagues and I always read the work plan first, before we even look at the rest of the entry. The work plan makes or breaks an entry and separates "just another pretty entry" from a relevant communication strategy and tactic. Following are some thoughts on making your work plan the best it can be:

The need/opportunity. You must provide a concise justification for why the entry was created. The entry must illustrate how professional expertise helped to solve a problem or exploit an opportunity.

Intended audience. You should cite demographic data; whether the intended audience is undecided about the problem, opportunity or issue; and anything else that paints a clear picture of who you are trying to reach.

Goals and objectives. Goals are broad brush, big picture targets. Objectives are best described as SMART—specific, measurable, attainable, relevant and time-sensitive. Objectives help make goals a reality. Take plenty of time to formulate goals and objectives.

Time constraints, budget and other resources. It is a myth that only big-budget entries win Gold Quills. What is important is that your work plan shows competent expenditures.

Measurement. Your measurement can be simple, but it must be comprehensive and professional and it must tie to the accomplishment of your stated goals and objectives. Then, working backward, it must solve your problem and/or exploit your opportunity.

Copper Quill Awards 2006: The Desert in Bloom

Don't miss IABC Phoenix's Copper Quill Awards, where we celebrate communicators and communications that transform the workplace.

The Copper Quill Awards Banquet takes place on **Thursday, May 4**, starting at 5:30 p.m. and will be held at The Boojum Tree at 16026 N. 36th Street in Phoenix.

For more details, please www.iabcphoenix.com.



IABC Regionalization

An overview of the new IABC chapter structure

By Terri Randall
Chapter Services Director, IABC-SC



Greetings from Columbia, South Carolina! I'm Terri Randall, and I happily serve as your Chapter Services Director for IABC's Southern Region.

"Wait," you say. "A Chapter *what*? For IABC's *what*? And why are you in South Carolina if you're serving my chapter?"

Let me back up just a bit. This is a fairly new concept, and perhaps you're not fully aware of the organizational changes that have occurred within IABC's U.S. structure just six months ago. That's really my purpose – to make sure you know about the changes and, more importantly, ensure that you realize the increased value to your chapter as a result.

You'll recall that your chapter was part of District 5 in the former IABC structure. My chapter in South Carolina was part of District 2. Essentially, our districts merged to become the Southern Region, comprised of 23 chapters in 14 states. Our region is 2,300 members strong! The other regions are the Heritage Region (MidAtlantic to Northeast U.S.) and the Pacific Plains Region (Midwest to West Coast).

This simpler structure of three regions, versus seven districts, enables all IABC chapters to benefit from a broader sharing of best practices, and greater support to chapter leaders via enhanced professional development and networking opportunities.

I can tell you as a former D2 chapter, we are excited about the opportunity to participate in former D5's regional conference and Silver Quill – two solid, well-known programs across IABC. And that's just the idea behind the merger of our districts and the establishment of regions: that we may all benefit from a larger network of ideas and best practices and build even stronger programs by pulling from the best within our enlarged territory.

What does all of this mean to you as a member of your respective chapter?

Well if you pursue a leadership role in your chapter, it means greater support to you in that role, via greater access to a larger network of peers; financial support to enable participation in region-wide leadership opportunities; and accreditation support – all to promote your professional growth. Even if you don't pursue a leadership role within your chapter, as a member of the chapter, you should benefit from your leadership's access to resources that will enhance the value of your local membership.

Just be sure to enjoy all that IABC has to offer – at your local level as well as regionally and nationally. You are amongst friends – about 13,000 – who can assist your professional development in many ways. Take advantage!

And, if you're ever out my way, drop a line: tdr@sc.rr.com or (803) 665-2580. I truly look forward to serving your chapter's needs for information or idea sharing in my goal to help make your chapter, the Southern Region, and IABC as strong as they can be. Hope to meet you soon!

Advertise Today in IABC Phoenix's *edit* Newsletter



Would you like to advertise your services to fellow IABC Phoenix members? Do you have a new book or speaking opportunity you would like to promote? Reserve space now in an upcoming issue of *edit* for as low as \$25 for an 1/8 page ad or \$50 for a 1/4 page ad. IABC Phoenix members can submit a print-ready ad or simply the details of what needs to be advertised and we will create the ad for you.

For more details, please contact Holly Dean, editor at (480) 766-3178 or hdean@hdcommsolutions.com.

WORTH ATTENDING

Upcoming IABC Phoenix Luncheons

All luncheons are at the University Club of Phoenix, 39 E. Monte Vista, Phoenix
Register online today at: www.iabcphoenix.com

March 2006 Luncheon

Effectively Communicating Major Change and Sustaining the Momentum

Thursday, March 16, 11:30 a.m. to 1 p.m.

Wondering how to sustain internal communications around big change without missing a beat in dealing with customers? As America West Airlines prepared for a merger with US Airways, they created a plan for launching and sustaining a communication process to keep employees informed for the long term. Robert Colbert, currently the manager of employee communications for ON Semiconductor and previously with America West Airlines, will cover the planning process, approach and implementation methods his team used in spreading the word to employees during this transitional time. Robert has more than nine years of communications experience, including three years as a communications consultant.

April 2006 Luncheon

A Case Study: Implementing Public Relations Planning

Thursday, April 20, 11:30 a.m. to 1 p.m.

Paula Pedene, APR, public affairs officer for the Carl T. Hayden Veterans Affairs Medical Center, will present a case study on how a VA medical center created a public affairs plan using research, tactics and tools, and follow-up measurement. Learn the process of developing a research-based plan, uses of tools and tactics including one-way and two-way communications, and results garnered from such an attempt.

May 2006 Luncheon

Developing Brands that Connect to Your Customers

Thursday, May 18, 11:30 a.m. to 1 p.m.

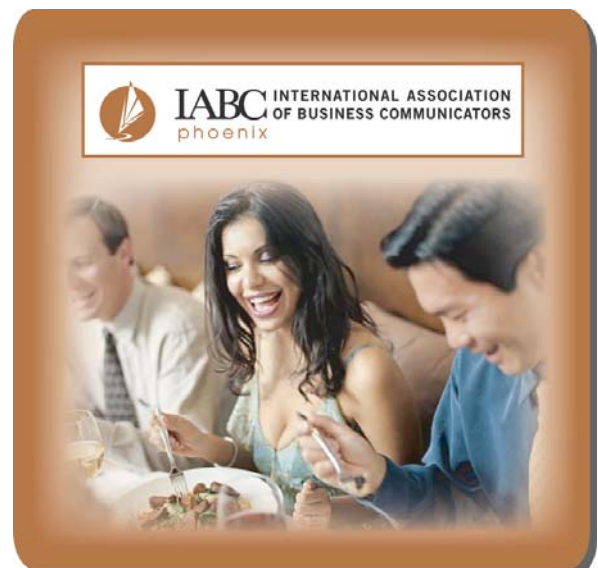
In today's world, where no one has time to check out all the options, a positive brand association can act as shorthand to help us sort through the maze and connect to certain products and services – a very real point of value at a time when it is increasingly difficult to tell one product or service from another. Learn how successful brands are a reflection of the unique and intangible characteristics and values of a company, and how successful brands take advantage of the natural way our brains work to connect with customers. Marcia Hoeck, president and CEO of Hoeck Associates, Inc., will walk you through proven processes for harnessing the power behind their own company brands. Since 1984, Marcia's company has helped regional and international organizations generate millions of dollars in revenue and save millions of dollars in costs by targeting and integrating communications.

June 2006 Luncheon

Communications Hot List: Top 10 Trends and Issues

Thursday, June 15, 11:30 a.m. to 1 p.m.

As good communicators, we know it is important to have a solid understanding of what has come before, but we also know to keep an eye on the horizon. What is lurking out there that could impact my company? What is keeping, or should be keeping, my CEO awake at night? What do I need to be thinking about as a professional communicator? How can I be of value? Based on work done by the IABC Research Foundation and his personal observations as a senior communicator, Warren Bickford will present his top 10 list of hot trends and issues that communicators should be thinking about. Warren Bickford, ABC, is vice president of Gryphon Reputation Management, based in Regina, Saskatchewan, Canada, and is chair of IABC's Executive Board.



Go Ahead...Speak Up!

Boost Your Presentation IQ – Proven Techniques for Winning Presentations and Speeches

By Marilyn Pincus

Author/Ghostwriter/Consultant-to-Management, Marilyn Pincus, Inc

As communicators we're expected to be articulate, able to address a large or small audience at any time, be direct as opposed to verbose, and always be brilliant.

How do you measure up?

Question a seasoned speaker and he or she would probably tell you it's a *work in progress*. When it comes to making presentations there's no such thing as perfect.

So, what's to be done if you're not a seasoned speaker but you plan to have a long and distinguished career in the communications business? It won't do to run for the hills or to use your creative juices to wiggle out of speaking opportunities. As a matter of fact, even if you venture onto another career path, being an accomplished speaker is a career-enhancing asset. Excuses for not cultivating your speaking skills should melt away like ice cream in August's Arizona desert.

You may routinely speak to small groups of people at your workplace without thinking of it as making a presentation. Think again. Whether you're delivering a keynote address to a large audience or giving news to your staff, you're making a presentation. The good news is you can *practice* for prime-time appearances by insisting that every presentation you make is top-notch.

Before You Open Your Mouth ...

The following 7 Quick Keys to Successful Presentations is found in the just published McGraw-Hill book, **BOOST YOUR PRESENTATION IQ – Proven Techniques for Winning Presentations and Speeches**.

- It's about time.
- It's about the audience.
- It's about the topic.
- It's about you, too.
- It's about the words.
- It's about logical flow.
- Less is best.

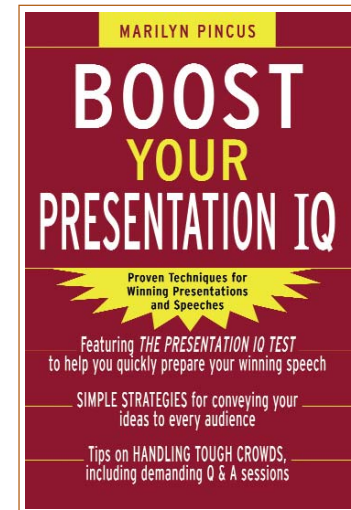
The Audience

How many times have you been part of an audience and wondered ...what does this have to do with me? You may, for example, attend an industry conference where the speaker tailors his comments for people employed by large corporations when at least half the conference attendees are small business owners. The individual may be a competent speaker but that won't prevent you from looking for the nearest exit and planning a get-away.

Who is Listening?

It's a key question to answer before you prepare your remarks. Readers of *edit* are in the habit of focusing on an audience. It comes with the territory. Still, a class of college seniors you spoke to last year isn't necessarily like the group you're going to address next month. The current audience may be made up of married working people with young children. Twenty-five to twenty-eight may be the dominate age group whereas last year the seniors were younger. Economic conditions may have changed (e.g., unemployment rates are higher/lower) and what you have to say to this audience is heavily dependent on their needs, interests, life experiences. It's up to you to find out about the audience so you don't waste their time or yours.

IABC Phoenix chapter member, Marilyn Pincus, spotlights the 7 Quick Keys and lots more in her new book. She can be reached at MPscribe@aol.com or visit her Web site at www.MarilynPincus.info.



NEED IDEAS FOR A SPEECH? BROWSE A SPEECH BANK

Others' work can inspire, and speechwriters can read, hear or see more than 5,000 speeches and sermons in the online speech bank at <http://www.americanrhetoric.com>.

One page offers the opportunity to read, and sometimes listen to, parts of the United States' top 100 speeches of the 20th century, a collection that includes such familiar orations as Martin Luther King's "I Have a Dream" and John F. Kennedy's inaugural address and such less familiar ones as Carrie Chapman Catt's "Address to the U.S. Congress" and Russell H. Conwell's "Acres of Diamonds." You can search the 100 by decades.

Another page features Rhetorical Figures in Sound, more than 200 short audio clips from well-known speeches, movies, sermons, popular songs, etc. The clips, which include epistrophe with Jack Nicholson and simile with Jerry Seinfeld, illustrate various rhetorical devices used to sway an audience.

The site offers other useful features, including numerous links.



On Stage Tips

Do you have a presentation to deliver in front of a large audience? Never fear! The **Advanced Public Speaking Institute** provides the following tips to ensure you are successful when on stage.

- ⇒ The larger the crowd, the larger and slower the gestures.
- ⇒ If you have a small crowd, or if you are videoconferencing, or on television, use smaller gestures.
- ⇒ Work to eliminate distracting or nervous gestures, but do not kill yourself to add new ones. They will take care of themselves and most of the time they look affected.
- ⇒ Let your words trigger your actions. If you are counting, hold out your fingers. If you say no, shake your head no.
- ⇒ Hold your hands open and wide apart to show sincerity and honesty.
- ⇒ Hold your hands behind your back during question-and-answer sessions (don't overdo it).
- ⇒ Avoid excessive hands in pockets, clenched fists, pointing, hands on hips, and the infamous fig leaf position where your hands are crossed in front of your groin.

Source: www.public-speaking.org

10 Tips For Successful Public Speaking

Feeling some nervousness before giving a speech is natural and healthy. It shows you care about doing well. But, too much nervousness can be detrimental. Here's how you can control your nervousness and make effective, memorable presentations:

- 1 **Know the room.** Be familiar with the place in which you will speak. Arrive early, walk around the speaking area and practice using the microphone and any visual aids.
- 2 **Know the audience.** Greet some of the audience as they arrive. It's easier to speak to a group of friends than to a group of strangers.
- 3 **Know your material.** If you're not familiar with your material or are uncomfortable with it, your nervousness will increase. Practice your speech and revise it if necessary.
- 4 **Relax.** Ease tension by doing exercises.
- 5 **Visualize yourself giving your speech.** Imagine yourself speaking, your voice loud, clear, and assured. When you visualize yourself as successful, you will be successful.
- 6 **Realize that people want you to succeed.** Audiences want you to be interesting, stimulating, informative, and entertaining. They don't want you to fail.
- 7 **Don't apologize.** If you mention your nervousness or apologize for any problems you think you have with your speech, you may be calling the audience's attention to something they hadn't noticed. Keep silent.
- 8 **Concentrate on the message -- not the medium.** Focus your attention away from your own anxieties, and outwardly toward your message and your audience. Your nervousness will dissipate.
- 9 **Turn nervousness into positive energy.** Harness your nervous energy and transform it into vitality and enthusiasm.
- 10 **Gain experience.** Experience builds confidence, which is the key to effective speaking. A Toastmasters club can provide the experience you need.

Source: <http://www.toastmasters.org/tips>

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Editor's Note: If you have any suggestions for themes of future issues of *edit*, we would like to hear from you. The theme for this quarter's issue is **speechwriting/public speaking**.

Although there is a central theme in each newsletter, we will run articles and features that we hope are of interest to the majority of our readers.

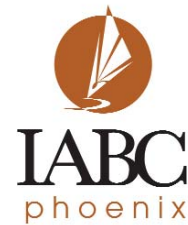
The theme of the next *edit* newsletter is still to be determined. If you have articles or feedback you would like to share, please contact the editor at hdean@hdcommsolutions.com by 4/15/06.

STAR VOLUNTEERS OF THE QUARTER

With dedicated members, we are able to offer all of our members more services, opportunities and resources to grow socially and professionally. It was only through our members' help that IABC Phoenix Chapter attained the title of World's Best Chapter in 1990, 1994, 1999, 2002, and 2004.

4th Quarter Winner

Jessica Hansen
Director of Network Night



Jessica Hansen, account executive for Brodeur, has been selected as the Volunteer of the Quarter for fourth quarter 2005. As the director of Network Night, Jessica committed herself to planning and implementing an innovative networking event. Thank you, Jessica, for your time and dedication to IABC Phoenix.

Help Us Recognize Our Star Volunteers

IABC Phoenix would not be the great chapter it is without the help of all our wonderful volunteers including board members, directors and committee members. Everything that is done through the Phoenix chapter is done completely by dedicated volunteers. We want all IABC members to have the opportunity to thank one of their fellow members for the work they have done to make our chapter so strong. We will recognize up to three star volunteers once a quarter, so please help us by nominating someone you feel deserves this honor. You can go to our Web site to download a nomination form, or contact Laura Capello, VP of Member Benefits at lcapello@bbbsaz.org.

For IABC Phoenix membership information visit: <http://www.iabcphoenix.com/join>