

edit

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A publication of IABC/Phoenix, five-time winner of the International Chapter Of The Year award

Spring 2005

The Incredible Shrinking Sound Bite

Saying what you can quick!

By Cary Pfeffer

Founder of ClearComm Consulting and Anchor of Daybreak Sunday

In more than 25 years as a reporter, I went from the 30-second sound bite, to the 15-second sound bite to the 11-second to the 7-second and, well, you get the idea. These days if you can say it in 4.5 seconds, you stand a chance!

The advertising world has understood this message for years. There's a reason Nike's slogan is "**Just Do It**" and not "Realize Your Dreams, Follow Your Heart, Do Your Best and You'll be a Winner!" The second version just doesn't fit neatly on a billboard as you're buzzing by at 65 mph (in a 45 zone!).

This is a message that reaches well beyond the media world. Think of the lawyer giving closing arguments to a jury. The people who sit in that jury box didn't just land from outer space ... most of them spend their life getting messages in bite size pieces, 5-second sound bites and quick slogans. If the lawyer plans to go on and on for hours with his or her closing arguments, they will be talking to a lot of blank faces. A good teacher also understands this lesson: Hit the high points or you will bore them with the small details.

But does that mean we all have to speak in monosyllables and four word sentences? No, but think about this.

If you are in front of a single client, a live audience or the media, most of the time people want to know what time it is, **not** how the watch was built!

And if that's true in general communication, it's **HUGELY** true when you deal with the media. While it's a great idea to provide background and context to reporters, **always** have your main points in neat, compelling, bite sized sentences:

For the Spring 2005 issue of *edit*, we are paying tribute to IABC/Phoenix's upcoming Copper Quills event on April 28, where veteran Valley journalist and KNXV TV 15 Daybreak Sunday anchor Cary Pfeffer is our guest MC.

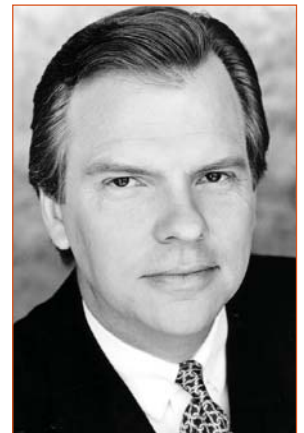
The theme of this issue is **Communication Challenges and the Valley Communicators Who Overcame Them** with article contributions from the nominees for the inaugural Copper Sun Award: **America West Airlines, APS, Avnet, and Cox Communications.**

The winner of the Copper Sun Award, which recognizes the Valley's top campaign, event, or story of the year, will be announced at the Copper Quills event.

- "This is about safety."
- "Our first concern is for our patients."
- "We want our students to be successful."
- "Quality is our focus everyday."
- "Our job is to look at the details."

All of these are simple and painfully obvious, but think of this. How do you read a newspaper or watch a newscast? Are you in a quiet room, sitting at attention, focused on each story and every detail? Heck no! And neither is almost anyone else. When you are speaking to the media you have to reach through the reporter to a vast distracted, disconnected and sometimes completely uninformed audience.

Combine that fact with the ever-increasing pressure for brevity and speed **inside** newsrooms across this country. Everyday news editors and producers are being told, "Make it shorter, quicker, faster ... people don't have time for all the details!" That means even if you have a great quote or sound bite, if it lasts longer than 4.5 seconds or five to six words, chances are it will never see the light of day in a newspaper or newscast.



Cary Pfeffer is the founder of ClearComm Consulting, www.clear-comm.net, a Scottsdale, AZ communications consulting firm that works with clients to make the most of their media and live audience communication. E-mail him at cary@clear-comm.net.

A Message From Our Chapter's President

"To those of you who have volunteered this year or in the past, my heartfelt thanks on behalf of every member of this great chapter."



Johna Burke
IABC/Phoenix President

There's an old saying that goes something like this: "If you want something done ask a busy person."

The truth is that everyone I know is busy these days! That goes double for all the terrific people who have volunteered their time to help make IABC/Phoenix the preeminent professional organization for communications and public relations professionals in the Valley of the Sun. (Not to mention the most honored chapter in the history of IABC!)

To those of you who have volunteered this year or in the past, my heartfelt thanks on behalf of every member of this great chapter. To those of you who haven't volunteered, a question: "What are you waiting for?"

As a member of the Phoenix Board for the last three years, I've had a chance to meet people and make IABC friends from every part of the world. Their reasons for joining IABC are as individual as they are. But, almost to a person, they would say that you get the most value from an IABC membership by getting involved. Here's a big surprise: I agree.

Now, back to that busy "thing" I mentioned. Everyone I know is busy. IABC members are busier than most. But instead of thinking about volunteering as "one more thing," consider it a break from what you do on the job every day and a chance to try something different.

Whether it's working on the newsletter or website, planning a special event, greeting people at a luncheon, or working on our annual service project for All-Star Kids Tutoring – the contribution of every volunteer helps to strengthen this organization. It's a great way to meet new friends and

colleagues and stay in touch with those you already know. And it's a great way to gain new experiences and build your resume.

No matter how busy you are, volunteering is a great investment. It doesn't take much time. And (shameless plug for our newsletter sponsor warning) with the new digital video recorder technology, you don't even have to miss an episode of your favorite reality show!

Thank you for all of your support throughout this past year. It has been an honor and a pleasure to serve as the President of this amazingly talented association.

edit^e



Contributing to *edit*

Would you like to contribute to *edit* or have a topic you think would be relevant to IABC/Phoenix members? Please write or e-mail the editors.

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edit^e is published
four times a year by
IABC/Phoenix.



edit is sponsored by Cox
Communications, Inc.



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Partial complimentary
printing and mailing provided by
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America West Employees Get On Board

How the hometown airline convinced employees to join a movement

By Robert Colbert

Employee Communications Manager, America West Airlines

How do you convince more than 13,000 people to join a movement? It's easy. Tell them all to "Get on board!"

That's the call to action behind the newest brand campaign of America West Airlines, the nation's second largest low-cost carrier. How can an external marketing campaign impact a company's culture you ask? Simple. We took the idea to our employees first.

At America West, we're dedicated to building a winning airline by taking care of our customers. Pardon the pun, but our company won't fly without the efforts of our employees. That's why Marketing and Corporate Communications teamed up to unveil the Get on board™ campaign to America West employees before we launched the campaign to consumers.

Late last year, we introduced the campaign to employees during our bi-annual town hall meetings at various work sites. We also outlined the different ways employees could get on board, starting with an employee photo contest. Photos from the contest were used in marketing collateral for the campaign.

A company-wide announcement and a Get on board™ giveaway served notice to employees that the campaign was taking off. The giveaway included:

- ⇒ **VHS tape** - the 10-minute video explains what the campaign is all about. It details the campaign message, reveals how we will advertise and shows previews of our television commercials
- ⇒ **"I'm on board" clothing items** - every employee in the company received an item featuring the Get on board™ logo
- ⇒ **Bumper stickers** - both an adhesive and static Get on board™ sticker
- ⇒ **An "I'm on board" ID lanyard**

Employees also have access to campaign materials, including photos and commercials via the employee Web site.

Whew! Is that all? Not quite. America West also initiated Get on board™ days and Get on board™ rewards as part of the campaign. Every Friday through May 15 is a Get on board™ day. Employees are encouraged to wear their gear as a sign that America West employees are on board. Managers across our nationwide network are on the lookout for Get on board™ bumper stickers. If a manager spots a bumper sticker, the employee's name is sent to Marketing and entered into a prize drawing. Winners' names are posted in general work areas. If the employee contacts Marketing within five days they receive a prize. Employees can also win by sharing stories about employees who got on board.

So the next time you hop on a plane, make sure you're on board with America West Airlines, where we're building a winning airline by ensuring our customers and employees are on board.



The 2005 Copper Quill Awards Are Here

Mark your calendar now for the IABC/Phoenix 2005 Copper Quill Awards banquet on **Thursday, April 28th**, starting at 6 p.m. at the Arizona Historical Society in Papago Park, 1300 N. College Avenue, Tempe, 85281.



This year's event plans to be an exciting one with veteran Valley journalist and KNXV TV 15 Daybreak Sunday anchor Cary Pfeffer hosting. A fixture on the Valley news scene, Pfeffer has covered some of the most fascinating stories of the last three decades. From presidential elections and wildfires to the Los Angeles riots and the O.J. Simpson case, Pfeffer has been on the frontlines to deliver the facts. A seasoned communicator, Pfeffer understands the value of effective communications. **For more information on Pfeffer, please see the front page of this issue.**

Awarded by IABC/Phoenix, the Copper Quill Awards are among the most prestigious awards given to communication professionals and the year's most impressive marketing and communications efforts. More than 70 nominees in 21 different categories could be awarded a prestigious Award of Merit, or the Association's highest honor, an Award of Excellence. Also awarded will be the first Copper Sun Award, which will recognize the Valley's top campaign, event or story of the year. **For more details on the Copper Quill Awards banquet, please see page 5.**

APS Departments Join Forces In A Time Of Need

Westwing transformer fire resulted in the inability to meet customer summer energy requirements

By Kevin E. Snow, ABC
Communications Consultant, APS

A July 4, 2004, catastrophic fire at a major electrical substation depleted APS of its load-serving capability and left the nation's fifth-largest city on the brink of blackouts for 35 days during the peak of summer. Without immediate consumer behavioral change, blackouts were a certainty, potentially crippling businesses, curtailing manufacturing, and leaving millions without lights and air-conditioning.



With the notification of the transformer fire at its Westwing Substation, APS activated its command center at the company's largest service center about 12 miles north of corporate headquarters and assembled its response team.

Both the employee communications and media relations departments sent a team member to the command center. It soon became evident both teams would need additional staff and the support of the entire communications department to manage crisis communications while still conducting normal business activities.

The crisis lasted longer than any in recent memory, 35 days, through the hottest part of the summer. A 400,000 pound replacement transformer was found 1,800 miles away. It took 20 days to move the transformer by land and sea from near Tacoma, Wash., to its new location in the Phoenix desert and another week to install.

During the crisis, the communications team worked to support the company goals through:

- ⇒ **Behavioral modification** by changing customer habits and reducing customer electrical demand during the peak daily power periods of 3 to 6 p.m. using voluntary conservation.
- ⇒ **Managing the company's reputation** by maintaining a high level of customer satisfaction.
- ⇒ **Avoiding rolling outages.**

During this period:

- ⇒ The media relations team responded to more than 5,000 media inquiries and conducted more than 700 media interviews.
- ⇒ Company officers were updated twice daily. These reports also were used to keep community leaders, emergency response managers and major customers up to date.
- ⇒ Articles appeared daily in the electronic employee newsletter.
- ⇒ The Internet Web site staff developed a real-time energy meter, which was posted on the aps.com home page. Customers were asked to take conservation measures when the meter hit yellow and to reduce as much electrical use as possible if the meter hit red. The local ABC-TV news affiliate added the energy meter to its Web site.
- ⇒ The local major newspaper began carrying a daily energy use chart and promoted the energy meter.
- ⇒ The Internet team sent the energy conservation message to all of the customers on its e-newsletter subscription list, more than 166,000 names.
- ⇒ The call center automatic telephone calling system was reprogrammed and contacted 316,000 residential customers with the energy conservation message.
- ⇒ Customers reduced load daily by 200-300 MW during peak hours (equal to the entire needs of as many as 300,000 households), enough to avoid rolling outages.
- ⇒ Industrial customers modified work schedules to avoid peak power periods while hotels and resorts took blocks of rooms out of inventory, turning off air conditioning and lights in those areas.
- ⇒ About 37 percent of customer calls complained about the energy wasteful behavior of local businesses. Customers also called local radio talk shows to force businesses to conserve.
- ⇒ Customer satisfaction numbers remained the same after the crisis and the company's stock price did not decrease during or after the crisis.
- ⇒ The only additional administrative costs were incurred after the crisis when full-page thank you ads were run by APS in the local newspaper to reinforce the company's gratitude for local support.

WORTH ATTENDING

2005 Copper Quill Awards

This year, plan to attend the **IABC/Phoenix 2005 Copper Quill Awards** banquet Thursday, April 28, starting at 6 p.m. at the Arizona Historical Society in Papago Park, 1300 N. College Avenue, Tempe, 85281.

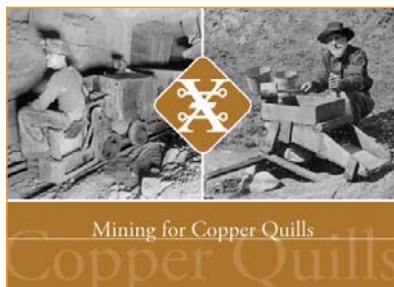
Enjoy a hosted happy hour from 6 p.m. to 7 p.m. under the stars on the Historical Society's front patio before joining your colleagues for dinner catered by Citron Catering. The event will also include amazing silent auction items from local vendors and from sponsors Phelps Dodge and Cox Communications.

Enjoy a fun event while meeting local professionals who have dug in the dirt of their communications fields to extract the best quality results-driven work in communication this year.

Ticket Prices:

- \$50 per IABC member (online)
- \$55 per IABC member (at the door)
- \$60 per Non-IABC member (online or at the door)
- \$490 per table of 10 people

RSVP today at www.iabcphoenix.com to reserve your seat - or a table for all your company's winners.



Professional Development Grants Available For The IABC International Conference



IABC/Phoenix is offering **professional development grants** for chapter members wishing to attend the IABC International conference June 26-29 in Washington, D.C. at the Hilton Washington. For more information about the conference and to see what types of programming will be available, visit the IABC/Phoenix website at www.iabcphoenix.com.

To apply for a grant, you must be a current IABC member. The grant application deadline is NOON, April 25, 2005 and the grant recipients will be notified by May 2, 2005. To receive an application; please contact Laura Capello at capellomarketing@cox.net or at 480-512-2124.

IABC/Phoenix offers professional development grants to its members who need resources to attend IABC seminars and events. Consideration for grants will be given to members who have contributed to IABC/Phoenix events, programs and/or services.

Leadership Academy

The 2005 IABC/Phoenix **Leadership Academy** has a new look and format and will be coming soon. This year's academy will be a half-day information-packed sharing session with several well-known leaders in our community. They will offer tips and information about honing leadership skills, both professional and personally, and provide you with tools to measure your growth.

Leadership Academy is a members-only benefit. Look for more information coming your way soon. For questions please contact Coleen Niemann at cniemann@iasishealthcare.com or 480-827-7740.



Watch For IABC/Phoenix's New Look & Mission Statement

IABC/Phoenix, five-time winner of the International Chapter of the Year award, is proud to announce a new mission statement:

The Phoenix chapter of the International Association of Business Communicators is the Valley of the Sun's most comprehensive resource for communications professionals. Named the world's best chapter for the fifth time in 2004, IABC Phoenix is part of a global not-for-profit network designed to provide industry practitioners with a full menu of resources - from networking and professional development to sharing best practices and recognizing award-winning work. With more than 100 chapters in 60 countries and more than 13,500 members, IABC is the leading resource for public relations and communications professionals who are dedicated to improving personal and organizational effectiveness through strategic communications management.

Look for this new mission statement, along with a new IABC/Phoenix logo and color scheme, in all of our chapter's communication materials soon.

Seeking 'Best Practices' Stories For Upcoming IABC Book

Are your great PR stories getting overlooked?

Co-authors Linda Mastaglio, ABC, and Steve Freeman, both of Region 5's Dallas chapter, invite PR pros in an international search to submit their case studies or overlooked award entries for possible inclusion in an IABC-published manual on rethinking excellent PR, due out in 2006. The book is stakeholder-focused. Follow-up interviews required.

Send nominations to stevefree@sbcglobal.net or call 214-348-2496.

Kamins Establishes Avnet As An Industry Leader

Ed Kamins, CIO, is one of the company's strongest marketing communications advocates

By Jessica Dippold

Assistant Account Executive, BRODEUR

In July 2003, Ed Kamins was named chief information officer (CIO) of Avnet, Inc., an \$11 billion global technology distribution company headquartered in Arizona. Kamins had previously been president of one of Avnet's operating groups. Kamins faced a considerable challenge when he became CIO, from both a business and a communications perspective. Due to recent corporate restructuring and industry downturns, Kamins needed to create a cohesive, business-focused IT team that delivered increased returns on IT investments for Avnet. As a part of his overall strategy, Kamins created an external communications program that was designed to both motivate employees and gain recognition from the IT community for Avnet's best-in-class use of technology.

One of Kamins' external communications goals for 2004 was to improve Avnet's ranking in IT industry awards, specifically in the *InformationWeek* 500 and *InfoWorld* 100 listings. The previous year, Avnet was ranked #334 in the *InformationWeek* 500 (239 places behind its main business competitor), and the company had not been included in the *InfoWorld* 100 during 2003. Kamins worked closely with his internal IT team to surface unique stories about the results the team achieved during the year, and then developed a strategy to communicate with the media about the company's use of technology as a business asset.

As a result of working with Avnet's public relations firm, Brodeur, Kamins met frequently with editors of top-tier IT publications to determine their editorial focus and provide information about Avnet's use of IT. He also was personally involved in the development of award entries for target publications. The results from the external communications program include:

- ⇒ Avnet ranked #3 on the *InformationWeek* 500, representing an improvement of 331 places over the previous year, and positioning the company 92 places ahead of its closest business competitor.
- ⇒ *InformationWeek* honored Avnet as the #1 IT innovator within its industry (distribution).
- ⇒ *InformationWeek* recognized Avnet as a "Top Performer" in business optimization.
- ⇒ Avnet was one of seven companies named to the *InfoWorld* 100 "Winners Circle" and ranked #4 overall on the list. Avnet had not been included on the list in 2003.
- ⇒ Avnet was the main focus of two cover stories (*InformationWeek* and *Optimize*).
- ⇒ Kamins' wrote a feature story about managing business change that was published as a cover story in *Optimize*.
- ⇒ Avnet's key messages for the program were included in 88 percent of the coverage.
- ⇒ The communications program was recognized for its outstanding achievement by IABC and awarded a 2004 Silver Quill Award of Merit.

As a result of his communications efforts, Kamins has improved morale within Avnet's IT team and demonstrated the value that IT delivers to Avnet's employees, partners and shareholders.



IABC Members-Only Discounts On Services & Products

Have you taken advantage of the special discounts on numerous services and products available to you as a current IABC member?

IABC has made arrangements with internationally known vendors like Market Wire, Avis, Kinko's, IBM, DHL, and more to provide you with this benefit as part of your membership at no additional cost.

This Members-Only feature is available at:
<http://www.iabc.com/members/memDiscounts.htm>

IABC INTERNATIONAL ASSOCIATION
OF BUSINESS COMMUNICATORS

Building A Communications Function From Scratch

Having strong internal communications was crucial in Cox's ability to serve customers and win the competitive war

By Joe Ricciardi

Employee Communications Director, Cox Communications

When I was asked to write an article about obstacles and challenges I had to overcome as communications professional, many came immediately to mind. Probably the biggest obstacle, however, came six years ago when I joined Cox Communications.

When I was hired by Cox as a communications specialist (part of the media relations team), the only internal communications the company did at the time were email "news flashes" that would alert employees in advance when Cox was to be in the news. On some days we would send several of these news flashes, contributing to our already growing email clutter and our messages were starting to get ignored. We did not have a newsletter, an intranet or any other means of reaching our diverse workforce spread across 20 Phoenix-area facilities.

I saw Cox as a company growing fast. We had just introduced our digital, data and phone products and they were taking off. We were adding employees to keep up with our growing customer and product base. A third of our workforce did not have access to electronic tools like email because they were out in the field assisting customers and building our network. Our industry was becoming more competitive as we ventured into new areas. Having strong internal communications – communication that was consistent and reached every employee – was crucial in our ability to serve our customers and win the competitive war. I had to do something and quick.

I immediately put together a plan to create a centralized communications function and develop new tools to communicate to employees. It would include a monthly employee newsletter that focused on the bigger picture stories – and it would be mailed to employee homes so no matter where you worked, you'd get the news; a centralized intranet where employees could access important company news, information and documents; and an internal TV channel available in every office so again, regardless of your job, you could see the news. Of course to do all of this, I had to ask for help also.

I was fortunate that our management team saw the value in putting more structure around communications and providing new mediums that all employees could access. I was given the green light to develop a communications team and we launched our "info tools" within a year of my start date. The response was incredible, as employees absolutely loved the new wealth of information available at their fingertips.

We also began shifting the culture and teaching employees they had a source – their own communication consultants - to help with their communication needs. Our team soon became the place to go if you had to send or receive information.

Since the creation of our team and the launch of our tools, we have added other important communication elements over the years to strengthen our efforts:

- ⇒ **Slices with Steve** - our general manager Steve Rizley meets with front line employees over pizza and finds out what's on their mind.
- ⇒ **Wheel of Fortune** - this branded campaign educates employees on our company goals and provides monthly updates on our progress. There's not an employee in Cox Arizona that isn't aware of our annual goals, how we are progressing, and most importantly how their individual job fits into the bigger picture.
- ⇒ **Linx** – our new digital employee television channel that can be viewed at home or work
- ⇒ **e-Connexion** – a weekly e-newsletter with links back to our intranet.

We continue to hone our tools, focus on content that is strategically tied to the company goals, and look for new ways to improve communications at Cox. Clearly, that large obstacle I faced just six years ago is a distant memory.



New Gold Quill Book: Best Practices in Communication Planning

How are the world's top communicators solving today's communication issues and staying ahead?

We all know how important it is to stay up to date on the latest best practices and trends. Therefore, if there's one book that should be added to your bookshelf in 2005, it's the latest edition of "Best Practices in Communication Planning and Implementation." It's the 19th in a series of Gold Quill award-winning case studies

Filled with more than 100 plans and programs that had large and small budgets; tight deadlines, and flexible timing; great creativity; innovative thinking; extraordinary planning, ideas, strategies and tactics; and stellar results-it is a book that should be a part of every communicator's professional library.

\$199 members / \$249 nonmembers:
<http://www.iabc.com/knowledge>



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Editor's Note: We hope you have enjoyed the newsletter themes we introduced last year. 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 **Communication Challenges and the Valley Communicators Who Overcame Them.**

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 editors at holly.dean@cox.com or joseph.ricciardi@cox.com by 05/27/05.

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. Thank you for helping us earn the title again in 2004!

4th Quarter Winner

Rachel Pearson

Director of IABC Network Night



Rachel did exceptional work as the director of Network Night. Not only did she come in on budget and on time but also created a cost-effective event that resulted in a profit for the association. In addition to being personable and great to work with, Rachel is organized, detailed and innovative. Director of Network Night is just the latest volunteer position Rachel has taken on with great success. A great people-person and results oriented with attention to detail and strong follow through - what more can you ask of a volunteer? She is more than deserving of this honor.

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 website 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_iabc.asp