



Byword

IABC/Tucson

Dedicated to promoting professionalism in communications

Beating the peak, pooling around and getting the green arrow

by Martha Retallick

Don't embark on your next public information campaign without seeing this program!

On Wednesday, June 5, City of Tucson community relations director **Judith Brown** will share with us the secrets of three of her successful public information campaigns.

She'll show us how she identifies target audiences and maximizes contacts to get the word out—whether it's for the optimal times for lawn watering, the benefits of carpooling, and why it's safer to wait for the green left turn arrow.

Judith urges you to bring your questions—the more the merrier—since there will be ample time for Q&A.

Vote on June 5

No, it's not another budget override or gubernatorial run-off. It's IABC/Tucson's election of officers. The proposed slate for 1991-92 is enclosed. Come to the June 5 meeting and cast your vote. One important position is still open—vice president. Come on, doesn't anyone want to become the Dan Quayle of Tucson? For free management training, call **Tim Brown**, 744-1783.

Judith Brown
City of Tucson
Community Relations

June 5
Hotel Park Tucson
5:30 p.m.

IABC Members \$15
Non-Members \$18

To make reservations, call
Viki Matthews, 573-8049 by
5 p.m. Monday, June 3.

NO-SHOWS WILL BE BILLED.

Media relations tip

How do you get your company's name on CNN and KUAT and in *USA Today*, *Good Housekeeping*, *Mademoiselle*, the *Tucson Citizen*, the *Arizona Daily Star*, and all of the buses in Tucson and Phoenix in one month? Have a good story to tell and the media will beat a path to your door. Just ask **Laurie Young** of the Arizona Cancer Center.

June 1991

The who, the why, and the what

by Pamela Powers

In the past year the *Byword* has brought you the "who," the "why," and the "what" of IABC—not just the "when." Our aim has been to make the *Byword* both entertaining and informative, and from the numerous comments we have received, I think we succeeded.

The *Byword* is the primary marketing communications tool for IABC/Tucson. This year our membership has increased considerably. Most of the credit goes to Membership Co-Directors **Debbie Daun** and **Katie Riley**, but I'd like to think the *Byword* helped them sell the benefits of the IABC network.

The *Byword* also has put Tucson "on the map" internationally and regionally, as well as locally. "Giving Away" was reprinted verbatim in IABC's International Steel Sheet; tidbits from the *Byword* have appeared in the District 5 newsletter; we've been quoted in *Communication World* magazine; many of our meetings have been featured in the *Arizona Daily Star's* Billboard column; and the initial "In the Interest of Arizona" editorial generated media coverage, volunteers to help with the image campaign, speaking engagements, and prospective new members.

Martha and I are retiring now. Good luck to the 1991-92 editorial committee.

Martha goes to camp

Our Communications Co-director Martha Retallick was one of 13 people—and the only Tucsonan—who participated in the Arizona Alumni Association's April adult astronomy camp.

Intense, exhilarating, exhausting and educational, astronomy camp was total immersion in science from Friday afternoon to Sunday evening.

We learned how to find our way around the night sky. We acted out the solar system (I couldn't decide whether I wanted to be the Van Allen radiation belt or an asteroid, so I was both.) We were introduced to the different types of stars at a Saturday afternoon star party. We toured the Steward Observatory mirror lab, which will soon start "cooking" another mirror. And we did a lot of observing.

I used the Steward Observatory's 60-inch Mt. Lemmon scope to "fly" over the surface of the moon, photograph Venus and search for supernovas. Camp ended with us all at the top of Kitt Peak at sunset, searching for that rare "green flash," which one of the University of Minnesota infrared astronomers saw while we were up on Mt. Lemmon. We didn't see it, but we did watch a New Mexico researcher set up the Steward 90-inch scope for measurements of the distances between galaxies.

The next camp will be this fall, and it looks like it will be a theme camp, as it begins on Halloween. I'll probably go again; once was definitely not enough!