

## LEGENDS IN THE MAKING

Monthly program meetings are held at the Women's Club on the second Tuesday of the month.

### Upcoming Meetings:

March 7

March 14

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April 4

April 11

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Celebrity Luncheon

April 21

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MARCH 2006

## Announcements

Announcements are the first order this month because there's lots going on!

### Job Postings:

Ramar Communications - Regional Sales Manager to handle out-of-market advertising for all TV properties. Send resumes to: Traci Thorne, HR Officer, PO Box 3757, Lbb 79452 or drop it by 9800 Univer-sity Ave.

Covenant Health System—Marketing Specialist-entry level, includes hospital tours, health fairs & other event planning, advertising

account management, market research, marketing ROI measurement & detailed reporting, some photography, & more. Go by Covenant HR to fill out an application.

National Kidney Foundation—call Nicole at 799-7753.

First United Bank—Marketing Director

Lubbock A-J—Health & Public Affairs position

### Member News:

Melissa Bybee was selected

to participate on the Lubbock A-J editorial board.

Denise & Chad Garlington are expecting a baby girl June 2nd.

Sharen Hart has retired from TTU and has moved. Her new contact info. 5216 Mesa del Oso Rd, NE Albuquerque, NM 87111 (505) 323-5646

If you have an announcement you would like to share, contact Melissa Pierce at 781-8536 or [melissalynnpierce@hotmail.com](mailto:melissalynnpierce@hotmail.com).

## Al's Morning Meeting

Ever wish you could get inside the minds of journalists to watch how they think?

Puzzled about what journalists consider news because it bears no resemblance to what you think is newsworthy?

Start reading Al's Morning Meeting, the online column filled with story ideas that journalists can localize. It's written by Al Tompkins of

The Poynter Institute, the school for journalists in St. Petersburg, Florida. It includes not only his own ideas, but items about great stories reported elsewhere that could be localized by other media.

Al posts several ideas each week. Here's a sample of recent items:

--The Detroit News found more than 100 dead people "voted" in the last election.

--Police are upset about a video game that allows players to shoot officers.

--For parents who want to spy on their kids, Wired.com gives parents a "cheat sheet" on how to see what their kids are posting on their MySpace.com pages.

<http://www.poynter.org/column.asp?id=2>

Joan Stewart, Publicity Hound

# From the President, Beth Pratt

Spring is here (almost) and that brings the Celebrity Luncheon as well as new officer elections.

We also will vote for our-communicator of the year, which is awarded at the luncheon. I will have ballots at the March business and program meetings. We have so many capable, outstanding members that this is always a difficult decision for me.

According to membership records from national, the

Lubbock Chapter has 39 members, with another nine who have yet to renew. We also have 22 marked inactive. Some of those on the list have moved away.

The inactive list is compiled from returned mail, inactivity/non-renewal or member request. Two members on the inactive list (which means dues are 90 days in arrears) are still active in our group. I am assuming they had not received notification on dues for some

reason.

Be sure and check your membership status because members who do not renew within 60 days past their expiration date will be required to reapply and pay the national \$50 application fee.

I like paying my membership online with credit card for convenience, but you also may mail it. For more information, you may e-mail to [info@womcom.org](mailto:info@womcom.org) or call (703) 370-7436.

Each month we will highlight a member. Please get your bio to Melissa Pierce so we can get to know all of the members!

## Member Highlight

### Getting to know Shelly Gonzales

OCCUPATION: Features editor at The Avalanche-Journal

FAMILY HISTORY: husband, Vince Gonzales and 7-month-old son, Albert James

EDUCATION HISTORY: BA from University of North Texas

CAREER HISTORY: Worked as intern and then lifestyles editor at McKinney Courier-Gazette while in college. Came to A-J in 2000 as copy editor for features department. Became features editor May 2004.

WHO OR WHAT INSPIRED ME TO GET INTO (AREA OF COMMUNICATION): My mom. She was an English major and very strict about the way her daughters spoke and wrote. We grew up in a very small town, where most people spoke as if they'd never been to school. To keep us from falling into that mind-set, she threatened to fine us \$1 every time we spoke with incorrect grammar!

SPECIAL INTERESTS, PASSIONS, HOBBIES: Running, reading, Big Brothers Big Sisters, family time.

#### FAVORITES:

BOOK: A Prayer for Owen Meany

MOVIE: Shawshank Redemption

CELEBRITY: George Strait

QUOTE: Housework can't kill you – but why take a chance?

VACATION OR TRIP: Visiting my best friend in Honolulu. I ran on at least one beach every day, ate fresh fish and relaxed. Seeing her was so exciting. We surfed, outrigger canoed, hiked Diamondhead and went tango dancing. And we played catch-up on all the girl talk we'd been missing.

# The Secret of Oprah's Success, by Carmine Gallo

To strike a chord with their audiences, executives must learn how to make an emotional connection. No one does that better than the talk-show queen.

Like most of you, I couldn't help avoiding news coverage of Oprah Winfrey's mea culpa over the fabrications -- okay, lies -- in James Frey's book *A Million Little Pieces*. After his distortions were exposed, Oprah apologized for supporting Frey. It served to remind me why millions of people love Oprah and what the rest of us can learn from her in our own personal or professional communications.

Oprah is someone I consider to be an authentic communicator, in the sense that the dictionary defines authenticity: worthy of trust. It's a refreshing change from the culture of finger-pointing we seem to find ourselves in these days. In a Roper poll conducted last August, more than 70% of respondents felt that wrongdoing was widespread in Corporate America. Trust is at a premium. Your customers, colleagues, investors, and employees crave it.

In my career as a communications coach, I work with many executives who are sincere, genuine, caring, and concerned. They are authentic human beings, but as communicators, they sometimes don't quite understand how to make a strong emotional connection with their audiences. I ask them to pay attention to the following traits of authentic communicators.

**ADMIT MISTAKES.** So few people are willing to fess up to mistakes that Oprah makes headlines by simply admitting she was wrong. But it's exactly why so many of Oprah's viewers feel a strong emotional connection to her.

Last year, I worked with an executive at a high-tech startup in Silicon Valley funded by one of the world's wealthiest individuals. The executive had to deliver some bad news. By going in the direction he originally endorsed, a crucial product had not worked properly, meaning its launch would have to be delayed.

After discussing how best to handle the presentation, we decided to have the executive start the presentation by admitting to his mistake, or misjudgment, instead of pointing the finger at his team of engineers or vendors. Only after he fessed up would he spend the next 20 minutes explaining what he had learned and how it would help the product become even better.

Understandably, I couldn't attend the actual presentation. But I did hear that the wealthy investor "felt good" about the executive, the team, and their ability to correct the problem. The executive kept his job and the company has since enjoyed considerable success, including a glowing profile in *The Wall Street Journal*. If you make a mistake, own up to it.

**LOWER THE SHIELD.** Oprah is confident about herself and is not reluctant to lower her shield from time to time, telling stories that give people a glimpse into her pain, joy, and what's truly in her heart. I'm not recommending that you share your innermost secrets, but I am suggesting that personal stories go a long way toward reinforcing trust with your listeners.

For example, another woman who enjoys an authentic relationship with her audience -- readers and viewers -- is personal finance guru Suze Orman. She gave me a lot of time for my book, *10 Simple Secrets*, and was one of my favorite interview subjects during my career as a business journalist.

There is a good reason why Orman stands out among America's 650,000 financial planners: She connects on a personal level. People trust her. In conversations she shares stories about herself and the financial struggles her family experienced.

Orman often tells the story about the time she was 13 and watched her father dive back into a burning chicken shack to retrieve a cash register. In that moment Orman learned how much money, or the lack of it, could become more important than life itself for those who don't know how to manage it. Her mission is to help people manage their money while placing it into the proper perspective. By lowering the shield every once in a while and sharing something personal, you will develop a connection with your listeners and establish a stronger bond of trust.

**SHOW UNBRIDLED PASSION.** Oprah has an unbridled passion for books. When she launched her enormously popular book club she was quoted as saying, "Books were my pass to personal freedom. I learned to read at age three, and soon discovered there was a whole world to conquer that went beyond our farm in Mississippi." Authentic communicators are passionate about their service, product, company, or cause and they're not afraid to show it.

All too often business professionals forget that their customers or employees want to feel good about the company and individuals with whom they do business. I spent some time with Starbucks (SBUX) founder Howard Schultz during the research for my first book. His passion is contagious, but interestingly, while he enjoys coffee, he is truly passionate about creating a workplace that treats employees with dignity and respect. He often says that Starbucks' success has much to do with the company's relationship with its employees.

Identify what you are truly passionate about and share that passion with your listeners. More often than not, you will find that your passion is not necessarily in the product itself but in the benefit the product or service offers your customers and employees.

**2005-2006 AWC Chapter Board**

**President:** Beth Pratt

**President-Elect:** Melissa Pierce

**VP of Programs:** Nancy Neill

**VP of Fund-Raising:** Melissa Bybee

**VP of Membership:** Erica Irlbeck

**VP of Student Affairs:** Aleesa Ross

**VP of Publicity:** Valerie Hlavaty

**Secretary:** Karen Brehm

**Treasurer:** Brenda Williams

**E-mails, RSVP:** Michelle Stephens

**Historian:** Faye Kennedy

**Past President/Bylaws:** Denise

Garlington



## AWC Student Chapter Update

The Texas Tech University student chapter is in full swing this semester. With almost 65 members from all communication disciplines, we continue to meet monthly to gain valuable professional advice to prepare for our future careers.

On Feb. 21, an Evening with the Pros was hosted by our organization and Aleesa Ross of the Mass Communications Career Center. I'd like to send my deepest appreciation to the professionals who volunteered their time to share insight about their profession in an intimate setting with students. Our guests included Suleika Acosta, Vickie Bennett, Karen Brehm, Mary Ann Edwards, Melissa Frazier, Shelly Gonzales, Diane Harlan, Erica Irlbeck, Nicole Pesecky and Kelley Pitts. These outstanding women serve as vibrant role models to our members and show that women are capable of achieving success in the professional world.

Cindy Wallace, San Antonio Professional Chapter and National Board of Directors member, shared at the 2005 Professional Conference the success stories from her past Evening with the Pros events, which sparked an interest in me to begin the tradition in Lubbock.

We look forward to hosting an Evening with the Pros next year and inviting all of you to consider joining us to create an evening that is truly meaningful and worthwhile. Guns Up!

Thank you,  
Alexis Acosta, President  
AWC Student Chapter, Texas Tech University