



A Better Way to Print

Vol. 3, Issue 3



American Society of Business Publication Editors



August 2005

# Houston Trade Business News

## Upcoming ASBPE Events

### August

The Houston chapter of the ASBPE is hosting a panel discussion Tuesday, Aug. 23 about maintaining a healthy relationship between editors and freelancers.

The meeting will begin at 7 p.m. with networking and refreshments at 6:30 p.m. at the Museum of Printing History, 1324 W. Clay. Admission is \$15 for members; \$20 for nonmembers and \$5 for students (with current ID).

### October

The Houston chapter of the ASBPE is hosting a discussion Tuesday Oct. 26 about the state of the b2b industry.

The final meeting of 2005 will begin at 7 p.m. with networking and refreshments at 6:30 p.m. at the Museum of Printing History, 1324 W. Clay. Admission is \$15 for members; \$20 for nonmembers and \$5 for students (with current ID).

## EDITORS+FREELANCERS=SYMBIOTIC RELATIONSHIP

Editors and freelancers may not always see eye to eye, but the August ASBPE meeting will shed some light on ways to make the relationship pleasant and professional.

By Mark Hiebert, Board Member, Houston Chapter, Houston Apartment Association

From the editor's perspective, the freelance author or editor can be anything from the greatest gift in the universe to a cause for post traumatic stress disorder. Likewise, freelancers' experience working with editors can be anything from a rewarding confirmation of professional expertise to an ordeal akin to tooth extraction.

Like first dates, we all hope for the best, and this meeting looks at how to get past the pleasantries and into the substance of what publications editors and freelancers can do for one

another.

On Aug. 23, panelists will address the question of how to work with freelancers and will entertain questions from the audience. Participants include marketing expert Janet Anderson, freelance journalist Cynthia Greenwood and publications editors Jeff Share and Leslie Haines.



Anderson

The 7 p.m. panel discussion will

be held at the Museum of Printing History, 1324 W. Clay. Networking will begin at 6:30 p.m. Admission to the meeting is \$15 for ASBPE members, \$20 for non-members, or \$5 for students (with current ID).

Beverages and light hors d'oeuvres will be served.

### About the panelists

Anderson is a marketing expert, who has placed many writers in full- and part-time positions in Houston. She has been president of her own marketing firm, The Anderson

(see Freelancers on page 2)

## MERGING TITLES NEED NOT BE REVOLTING

Consultant and technical director for *E&P* magazine, Dick Ghiselin addresses the Houston ASBPE chapter about the three keys to success for business publications.

By Matthew Veazey, Secretary, Houston Chapter, NACE International

In 1773, a group of disgruntled Bostonians threw tea off of three British ships. Their famous revolt – the “Boston Tea Party” – was one of the events leading to the American Revolution.

Some 226 years later, a group of risk-taking Houstonians offered target audiences tea to draw attention to their new magazine. Although the latter group's handling of tea did not make history, they did produce a “blend” that advertisers and readers have found most satisfying. “The three keys to success for business



photo by Mark Hiebert

Hart's *E&P* magazine launch was prefaced by marketing pieces such as the teapot with teabags sporting names of the merging magazines.

publications are marketing, marketing and marketing,” proclaimed Dick

Ghiselin at the April 26 meeting of the ASBPE Houston chapter.

Formerly the group publisher and now a consultant with Hart Energy Publishing L.P., Ghiselin in 1999 helped create *Hart's E&P* magazine, which is the merged product of *Petroleum Engineer International*, *Hart's Oil & Gas World* and *Euroil*.

Before publishing the first issue of *E&P* on Oct., 1, 1999, Ghiselin and his team continually deluged readers and advertisers with marketing

(see Magazines on page 2)

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(Freelancers from page 1)

Agency, for 15 years.

Greenwood has worked as a freelance journalist in Houston since 1990. She has written for such publications as *The New York Times*, *The Dallas Morning News*, the *San Francisco Chronicle* and the *Houston Chronicle*. She serves as editor-at-large for *CorrDefense*, a quarterly online newsletter, and as the assistant editor of *Corrosion Journal* and *Materials Performance*.



Greenwood

Share has been a journalist for more than 30 years. After an 11-year career at *The Houston Post*, he joined Oildom Publishing Co. as editor of *Pipeline & Gas Journal*,



Share

the world's oldest continuously published energy trade journal.

Haines is the editor-in-chief of *Oil and Gas Investor*, the award-winning monthly magazine that brings together oil and gas management and the financial communities. The magazine celebrates its 25th anniversary next year. Haines has been with the magazine since 1985.

#### About ASBPE

Founded in 1964, the American Society of Business Publication Editors (ASBPE) is the professional association for full-time and freelance editors and writers employed in the business, trade and specialty press. The Houston Chapter of ASBPE was established in 2002. For more information about ASBPE and to view past Houston chapter newsletters and future events, visit [www.asbpe.org](http://www.asbpe.org) \*



Haines

(Magazines from page 1)

pieces. Ghiselin recalled how Hart announced the magazine's rollout in the three original publications. The company presented its target audiences with teaser ads and media kits beckoning them to be on the lookout for a "hot new blend." The memorable promotional pieces, which prominently depicted a teapot and teabags bearing the names of the three titles, included coupons for a free pound of tea or coffee.

Although the promotion helped *E&P* attract a strong corps of subscribers and advertisers, Ghiselin said that determination, insight and vision have helped sustain the magazine's success. From the beginning, the morphed publication reportedly has reflected the company's desire to tap under-served market segments, consolidate resources and improve efficiency, and prevent a situation where the three original magazines would cannibalize each other by pursuing the same advertisers.

In 1999, when the oil and gas industry was in a downturn, the notion of replacing three profitable



Theresa Ward, ASBPE Houston chapter vice president (left), and member MJ Selle review some of *E&P*'s marketing material.

existing publications with a single new magazine was not considered a smart move, Ghiselin said. "We

proposed the unthinkable," he said, adding that the company positioned *E&P* as a catalyst to stimulate a moribund market. The magazine, Ghiselin said, is now consid-



Joe Fisher and ASBPE member Donna Marcotte (front row), and Houston chapter secretary Matthew Veazey and Leslie Haines listen to the story of *E&P*'s launch. (photos by Mark Hiebert)

ered the leading global upstream publication in terms of qualified subscribers and advertising pages. *E&P* has maintained a subscriber base between 42,000 and 44,000 for nearly six years, he explained.

Lest one presume *E&P*'s success stems primarily from a talented crew of sales representatives, Ghiselin pointed out that the magazine's editors enjoy a balanced, symbiotic relationship with their colleagues in the advertising department.

"Editors create a product, and a product is what you're selling," he said. "The salespeople have to feed on a good product, and the editors create that product." He explained that the editors add value to their articles — rather than merely report facts — and make the magazine's content interesting. Moreover, they look for a range of topics to increase the likelihood the articles will interest a spectrum of readers. Ghiselin illustrated how *E&P* built market share in terms of advertising revenue and editorial content.

(see Magazines on page 8)

## LEGALLY HONORED

John Gibeaut's *ABA Journal* stories rate American Society of Business Publication Editors' Stephen Barr Award.

By Roy Harris, *ASBPE National President, CFO magazine*

Judging contestants for the Stephen Barr Award, which honors individual feature writing excellence, is among the great joys for an American Society of Business Publication Editors (ASBPE) judge.

For one thing, there are no losers. Stephen Barr Award contenders are all Gold award winners from feature categories. The judges are simply looking for the pick of a very fine litter, and any articles they "reject" still win the top ASBPE prize in their individual category.

For another, it honors the memory of a business-to-business journalist extraordinaire who is no longer with us: perennial Azbee-award-winner Stephen Barr. The *CFO* magazine contributing editor died in 2002, at 43.

Selecting John Gibeaut, for two articles he wrote in the *ABA Journal* as its senior writer, was a special joy. Former *Inc.* magazine editor George Gendron; Boston University Professor Lou Ureneck, head of the its business and economics



John Gibeaut of *ABA Journal* received the second annual Stephen Barr Award during the ASBPE annual convention in Cleveland. (Photos by Monique A. Barbee)

journalism program; and I all picked the two excellent features by Gibeaut that were part of the *ABA Journal's* Government Coverage Gold-award entry.

One of his articles, "Open Sentences," vividly detailed the negative impact of mandatory minimum sentences, focusing on a 20-year sentence given to a crack-addicted housewife who had been

convicted of arranging petty cocaine deals with an undercover agent to finance her own habit.

Juxtaposed against her tale was that of the Michigan ex-governor who had signed the mandatory drug sentences into law, then later campaigned for their repeal.

Gibeaut's second article, "The Good Fight Gets Harder," detailed in human terms the harm done to prosecutors' offices around the country when state budgets are cut.

A 1981 graduate of Ohio State University, in journalism and French, Gibeaut also holds a J.D. degree with honors from Florida State University College of Law.

Gibeaut appeared quite surprised when his name was called as the final award winner at the Rock and Roll Hall of Fame and Museum—after even the *Magazines of the Year* were honored.

The Stephen Barr Award, in only its second year, is the only Azbee award that comes with a \$500 prize.\*

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## Houston Trade Business News

Upcoming  
ASBPE Events

October

The Houston chapter of the ASBPE is having a panel discussion Tuesday, Oct. 26 about the state of the industry in trade media. Christine Hall, who works in media and marketing for the *Houston Business Journal*, as well as representing for its special sections, will be one of the panel members speaking on this topic. The meeting will begin

### MEETING TO FOCUS ON TECHNICAL WRITING

Whether investigating a new treatment for cancer or designing a new highway to ease traffic congestion, scientists, engineers and other experts do many of the things that improve our quality of life.

By Matthew T. Wainey, Board Member, Houston Chapter

Many of these professionals are also adept at putting their ideas into words. Others, however, rely on editors to help their communications more clearly. If you're regularly called upon to bring clarity to documents authored by experts, make plans to attend the Aug. 24 meeting of the American Society of Business Publication Editors' (ASBPE) Houston chapter.

The topic of the 6:30 p.m. meeting, which will be held at the Museum of History (1101

W. Cleburne), is "Technical Editing—Turning Experts into Writers." The speakers will be two seasoned technical editors: 21st Century Energy Advisors/Providers John Kennedy and Quality Publishing Inc. Chief Operating Officer Keith D. Meyer. Kennedy will offer attendees a perspective on technical editing



Kennedy

shaped by his years working as a production engineer for a major oil company and serving in various editorial capacities with *O&G Gas Journal*. In the course of *21st Century Energy Advisors*, Kennedy drew upon his decades of experience to provide oil, gas and energy service companies with energy market analysis, competitive studies, and communication planning and services.

"It all comes down to communicating ideas from the experts to the intended audience," Kennedy said of

(see Richard Wainey on page 7)

## LAUNCHING IRAQI BUSINESS PUBLICATIONS

Iraqi Ministry of Trade Abdul Hadi K. Abid addresses challenges of trade publications after the war.

By Monique A. Barbee, President, Houston Chapter, Hart Energy Publishing

The war in Iraq has brought about a number of changes, politically, economically and journalistically.

"The situation now talking about positive developments, we have a strong development, at least I think with security," said Iraqi Minister of Trade Abdul Hadi K. Abid. "We have a representative government. Now also the winners brought the losers into a constitutional committee. People who did not participate in the past now want to get involved with the political process. Now our government brought back elements of Iraq's special forces of the regulated army. They were very successful in dealing with insurgency. I think the battle in Iraq is now being waged, I think this is the last stage and any more attempts on terrorism will be unsuccessful."



(photo by Mark Hockett)

Iraqi Ministry of Trade  
Abdul Hadi K. Abid  
(photo by Matthew Veazey)

More than 200 newspapers surfaced after the removal of former Iraqi dictator Saddam Hussein in 2003.

"Everybody issued a newspaper," Abid said. "Trade magazines were nonexistent. We had a new director in the country. We went for free economy, and we went for thinking about privatization," which were foreign thoughts for the Iraqi population.

In an attempt to help start a new way of communication among the Iraqi population, Abid with backing from the ex minister of trade and current minister of finance issued a new trade magazine first published a year ago.



A new business trade magazine was first published in Iraq last August.

(photos by Monique A. Barbee)

"The trade magazine, from its contents, express the objective we wanted. Laws, changes in regulations as regard to investment, economy, trade news, economy forum. In that forum, there is no censorship whatsoever, whether they are against, with new trend. Whatever you want to write you can, provided it is of a certain level. This is the only thing they've got."

When asked about the editorial policy for the trade publication, Abid said "it is open to businessmen, government ... even the Department of Commerce asked me if they can write. It's open," Abid said.

At the end of the day, he has final say about what is published, "mainly."

(see Iraqi Trade Pubs on page 8)

## Q: Why Advertise Here?

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# RE-ENERGIZING A MAGAZINE FOR MAGAZINES

*Folio*: publisher and editor details successful magazine relaunch at ASBPE National Editorial Conference in Cleveland.

By Warren S. Hersch, President, New York Chapter, National Underwriter Life & Health

A magazine that claims to be a font of wisdom for the publishing community should be doing phenomenally well, or so one would think. *Folio*., a 35-year-old monthly about magazine management, had lost its focus in recent years, prompting advertisers and readers to bolt. To bring them back, the publication needed a new editorial team and a new mission.

The magazine now has both – and is enjoying renewed growth. Tony Silber, who engineered a buyout of the magazine, described this success story, and his continuing plans for the publication, at the 2005 national editorial conference of the American Society of Business Publication Editors, held in Cleveland on June 21 and 22.

“Our mission is to serve actionable editorial content to top management – the strategic decision-makers – of the magazine industry,” Silber said. “Flipping through [*Folio*’s] pages, you should be able to connect our stories to your business function very directly, whether you’re an editor, production person, CEO or circulation manager.”

The *Folio*: relaunch is a result of the June 2003 acquisition by Silber’s company, Norwalk, Conn.-based Red 7 Media, of two Primedia properties, *Folio*: and *Circulation Management*, both of which Silber previously directed as editor and publisher. Silber’s formula for success: to merge the widely-known *Folio*: brand with the style, con-

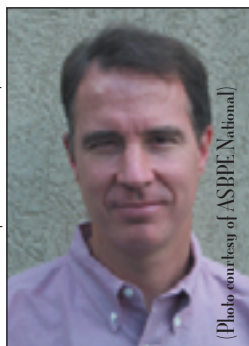
tent and go-to-market strategy of his own competitor publication about magazine management, *MIO*.

*Folio*: is now complemented by a host of formerly *MIO* products and services. Among these, said Silber, are

*Folio*: *MIO Alert*, a weekly e-newsletter that delivers breaking news and special reports to 5,000 publishing executives. There is also a Web site ([www.foliomag.com](http://www.foliomag.com)), which features prior issues of *Folio*., plus a SuperBook of industry sources, case studies, how-to articles, white papers, reports and resume postings.

*Folio*: also sponsors two educational conferences, *Folio*: Show and *Folio*: Summit, plus editorial and design awards (known respectively as the Eddies and Ozzies). Subscribers additionally can leverage the magazine’s lead generation, consulting and creative services. And they can create a custom “micro-Web site” at [foliomag.com](http://foliomag.com) to focus on their market niche.

How is the new *Folio*: fairing? Silber said the publication is generating “enormous” interest from the editorial communities. Circulation,



Silber

(Photo courtesy of ASBPE National)

which now stands at about 8,900, will be capped at about 10,000 subscribers following the magazine’s shift from paid to controlled circulation with the June issue.

Advertising dollars, he added, are on the rise. The publication generates from 18 to 20 full-page display ads per month. These figures are up from the seven to 10 display ads at the time of the merger. Silber attributed the gain primarily to *Folio*.’s rejuvenated content, while also citing a more favorable advertising climate and “the fact that *MIO* is no longer around as a competitor.”

To be sure, the going was rough as the start. Silber said he jettisoned *Folio*.’s old staff, which necessitated hiring a new team of editors while putting out a magazine with *Folio*: Managing Editor Matt Kinsman, who previously served as a senior editor at *MIO*.

“The four months between September and December of last year were really hairy,” Silber said. “But the people we brought in are really good. They understand the magazine’s mission. It would have been more difficult to get the existing staff to radically shift its thinking.”

Additional changes are in store for *Folio*: Silber said he intends, near-term, to enhance the Web site’s design to permit easier navigation. And he plans to extend the site’s archiving capability, while also beefing up links to other magazine-related content.\*

## GETTING ALONG: SALES AND EDITORIAL UNITE

Houston’s ASBPE chapter hosted a panel discussion earlier this year in which an advertiser, editor and sales representative told of the importance for the three groups to understand and respect one another.



Nearly 30 people braved the heavy storms to attend the February meeting about sales and editorial working together, and the consequences when miscommunication occurs. The third photo from left shows panelists Brian Nessen, Sherri Scott and Rhonda Duey. (Photos by Mark Hiebert)

# NATIONAL CONFERENCE ATTENDEES LEARN ABOUT LOGIC, RHETORIC

The 2005 ASBPE National Editorial Conference featured a crash course in critical thinking.

By Matthew Veazey, Secretary, Houston Chapter, NACE International

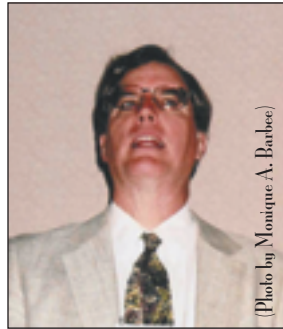
Pointing out he was condensing material from a 15-week college course into an hour-long presentation, Kent State University Associate Professor of Philosophy Frank X. Ryan said the goal of critical thinking is simple: working well with arguments. He explained an argument uses language to present one or more statements, which are called reasons or premises. These statements lend support to another statement known as a conclusion.

Unlike the proverbial ivory tower, where discussions about abstract concepts abound, the office of a trade magazine typically serves as the venue for more straightforward discourse. Nevertheless, business publication editors do work with arguments. Ryan noted some examples in trade publications include editorial essays, reports on the views and opinions of others, and evaluations of the strengths and weaknesses of such reports. He explained that a good argument meets the following four key criteria:

- Premises and conclusion are true.
- First premise is already accepted by the audience.
- Argument is clear and unambiguous.
- Movement

from the premise to the conclusion, or inferential link, is strong.

Ryan pointed out that building a good argument relies on how clearly an argument is made and whether strong inferential links are built. He said that presenting clear arguments requires an editor to avoid three things: excessive verbiage and jargon, vagueness and words ambiguous in meaning or attribution. He also noted that one builds strong inferential links by presenting



Ryan

premises solid enough to support the conclusion and identifying and ruling out other possible explanations.

Midway into his presentation, Ryan shifted the focus of his discussion from logic to rhetoric.

Unlike logic, which is the study of good and bad forms of reasoning, rhetoric is the art of persuasion, he said. When one uses rhetoric to mask a weak premise whose relevance to the conclusion is questionable, he or she commits an informal fallacy. Such fallacies can be emotional, logical or ethical in nature. “[S]ince deception, obfuscation and irrelevance can effectively conceal weak arguments, they are often advocated by rhetoricians over the objections of logicians,” Ryan said. “Without entering into the ethics of this dispute, it is worth keeping in mind that although some fallacies are products of poor or careless reasoning, others are calculated deceptions. Once learned, you can detect fallacies in your own reasoning and look out for them in the arguments of others.”\*

## Good and Bad Arguments

Editors deal with numerous arguments on a daily basis. Kent State University Associate Professor of Philosophy Frank X. Ryan, said a good argument rests on how clearly one makes his or her arguments and whether he or she builds strong inferential links. The following citations, which Ryan presented and critiqued during his lecture, serve as examples of good and bad arguments.

### Citation 1

*Between the end of February and the end of March, total containerboard inventories (at mills and box plants combined) fell 3.1% to 2.65 million tons. However, when you compare this current inventory level to where it stood at the end of*

*March 2004, it is up 12.4%, the AF&PA reports. In other words, board mill downtime to date hasn't been sufficient to match current demand, which is soft because of poor business conditions throughout the United States.*

### Critique

This is a good, sound argument because it anticipates other possible explanations.

### Citation 2

*Our goal is to constantly move the integration of sustainability considerations into earlier, more strategic decision points in the product and into our manufacturing process design systems. Traditionally, this process has created significant packaging waste and has added costly, non-value*

*added steps to the logistics chain.*

### Critique

Because this citation is full of jargon, it is not considered strong.

### Citation 3

*So what actually is team selling? It is “the effective analysis and deployment of the correct resource to the appropriate counterpart on the prospect’s team or decision making at the precise moment it is needed.” It’s that simple!*

### Critique

Aside from being too verbose, this argument fails to define what it says it will define: team selling.\*

(Source: Frank X. Ryan, Kent State University)

## Common Informal Fallacies

Some abuses of language, particularly those involving the relevance of the premise to the conclusion, are significant enough to merit special attention. These informal fallacies include:

- *Hasty generalization or anecdotal reasoning*—draws a conclusion on the basis of insufficient evidence or a single occurrence.
- *Slanted or loaded language*—uses positive or negative language, rather than evidence, to sup-

port or reject a conclusion.

- *Ad homonym*—attacks the character or beliefs of \uating the evidence of the argument.
- *Weasel words*—strengthens an inference from premise to conclusion by employing words such as “may” or “can” that weaken the force of the conclusion.
- *Slippery slope*—insinuates, without evidence, a relatively innocent anticipated outcome will lead to more extreme and unacceptable consequences.
- *Ad ignorantium*—falsely reasons that a lack of

evidence against a conclusion is evidence for it or that a lack of evidence for a conclusion is evidence against it.

- *Stereotyping*—infers characteristics or capabilities on the basis of race, gender or ethnicity.
- *Inconsistent or irrelevant reasoning*—advances premises not relevant to the stated conclusion or work against it.\*

(Source: Frank X. Ryan, Kent State University)

## Name That Fallacy!

In his American Society of Business Publication Editors conference lecture, "Back It Up! A Guide to Effective Critical Thinking," Frank X. Ryan, associate professor of philosophy at Kent State University, challenged attendees to identify which informal fallacies appear in the following citations. Referring to the descriptions of fallacies listed in the bottom sidebar on the opposite side, can you determine which fallacies appear in these passages? The correct answers appear below.

### Example 1

Between October 2003 and September last year, there were about 40 Occupational Safety and Health Administration investigations resulting in a quarter of a million dollars in fines. These were financial hits, but imagine one of these lockout/tagout incidents occurring at your plant. Imagine someone dying as a result. Imagine going to prison.

### Example 2

Online auction houses appear to be gaining in popularity with customers who go online to solicit offers on everything from computers to consulting services. One finance manager, who declined to be named, told newspapers that his company purchased 50,000 desktop computers in a virtual reverse auction.

### Example 3

Look at the dynamic of men and women. Women shop, men are rhinos and hippos. We blaze through a shopping area and we're gone in 60 seconds. A woman shops. She identifies with a brand. She looks at Kraft Foods and says, "I'm going to buy Kraft macaroni and cheese because I am in love with Kraft." If another company's brand were in a display, that might move her eye, and that might influence the buy.

### Example 4

We've never had to report water use before, and we're all wondering what the state is going to do with the information. There's fear among growers that there will be a water allotment some day.

### Example 5

Just when you think there is absolutely nothing more to say about the topic of financial scandals, something new happens. By the time you read this, \_\_\_\_\_ and \_\_\_\_\_ will have slithered off the front pages, but now here comes \_\_\_\_\_, claiming he, like \_\_\_\_\_, knew nothing about the little disturbances at \_\_\_\_\_.\*

(Source: Frank X. Ryan, Kent State University)

Answers: Example 1: slippery slope; Example 2: hasty generalization; Example 3: stereotyping and inconsistent reasoning; Example 4: ad ignorantiam and slippery slope; Example 5: slanted language



American Society of  
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(Magazines from page 2)

### Strategies for winning editorial market

- Editorial breadth, depth, and quality earn and sustain readership.
- Editorial content should add value, not just report facts available elsewhere.
- Well-presented opinion, analysis and insight turn stories into valuable information that earns readers.
- Timing is everything. Understand your publication's role and time the content accordingly. For instance, a monthly magazine is not the proper resource for breaking news.
- Augment editorial excellence with

supplements that give more information than a single feature. The supplements are not advertorials.

### Strategies for winning advertising market

- Advertisers must see a clear path to their target markets.
- Demographics must be comprehensive and supportable.
- Advertisers want options. Publications must provide them. For instance, a publication needs to accommodate requests for special ad positions that help the advertiser differentiate itself.
- Prove your value by doing research. For example, Hart hired companies to rate *E&P's* advertisers and content.\*



Don Ranly received ASBPE's Lifetime Achievement award during the national convention in Cleveland in June.

"First, I challenge you to uphold and protect this wonderful language of ours. Perhaps we can forgive television and newspapers for the general decay of language, but let's not let our guard down. Editing is perhaps a lost art – except, we hope, in magazines."

For a more detailed account of Ranly's acceptance speech, please read the upcoming issue of ASBPE's national newsletter. (Photos by Monique A. Barbee)

(Iraqi Trade Pubs from page 4)

"The main thing is that it should be informative and well-balanced, nothing else. Some weak articles, I have my assistants work with the writer ... depending on circumstances, the possibilities of developing this, I have," Abid said. "I also

intend, in the long run, to make it a public/private enterprise or a completely private enterprise if the government sacks me out of my job."

For more information about the emergence of trade publications in Iraq, please see the latest issue of the national newsletter.\*



ASBPE national president Roy Harris (far right) moderates a discussion between Douglas Clifton, editor of the *Cleveland Plain Dealer* and former chairman of the American Society of Newspaper Editors' Freedom of Information committee, and Ted Gest, coordinator of Council of National Journalism Organizations and president of Criminal Justice Journalists.

### ADVERTISEMENT ASBPE Book Now Available



Are you looking for editorial management tips? Get your copy of *Best Practices of the Business Press* at the next Houston chapter meeting. The book is uniquely targeted toward editors of business, trade and association publications, making it a must-have for professionals in the industry.

Abbie Lundberg of *CIO Magazine*, says this about the ASBPE book:

*"These are the lessons a journalist learns over the course of a career; it's great to have them brought together in one work."*

A limited number of books are available for purchase through the Houston chapter -- contact President Monique A. Barbee at [mbarbee@hartenergy.com](mailto:mbarbee@hartenergy.com) to reserve your copy. The 170-page book is published by Kendall Hunt Publishing and sells for \$35.

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