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Persons with disabilities call 845-1515 to inform us of your special needs. We request notification three working days prior to the event to enable us to assist you.

# Conference leads business communicators through 'Frontierland' despite Rather's absence

□ The presentations will cover topics such as public relations, writing, editing, ethics and broadcasting.

By Michelle Lyons  
THE BATTALION

CBS television news anchor Dan Rather, who was originally scheduled to speak at the International Association of Business Communicators' U.S. District 5 conference in College Station, will possibly address the audience via satellite.

Rather was assigned to cover Hurricane Opal, which is approaching the Eastern Gulf Coast. Those who purchased tickets for Rather's speech can receive a full refund or exchange them for Saturday's event.

Nancy Sawtelle, conference program chairwoman, said in a news release that Rather regretted missing the conference, and the IABC apologizes for the inconvenience.

"Mr. Rather made valiant efforts to be here, but was asked by network executives to travel to Florida for what apparently is a major storm," Sawtelle said in the release.

The conference, Oct. 5-7 at the College Station Hilton Hotel, will feature business communicators from around the country.

Sawtelle said the aspects of communication include many duties.

"A business communicator is anyone who performs a communications duty — public relations, writers, editors, broadcasters," Sawtelle said. "It's anyone who is involved in any aspect of communication on behalf of an organization."

Conference-goers will have the opportunity to participate in a contest called "What is a business communicator, anyway?" in which participants will receive prizes for the best definition.

The theme, "Frontierland — Trails to Discovery," reflects the changing technological nature of communications, Sawtelle said.

"It's a time for communicators to network with one another to discuss some of the new frontiers of technology that will be affecting

communication in the future," she said.

Ann Cole, conference chairwoman, said the conference is a good chance for communicators in U.S. District 5 to get together.

"It's a professional development conference for IABC members from our district," Cole said. "There are seven states in our district, including Arizona, New Mexico, Colorado, Texas, Oklahoma, Kansas and Missouri."

Gretchen Krueger, conference publicity chairwoman, said the conference is open to all who are interested.

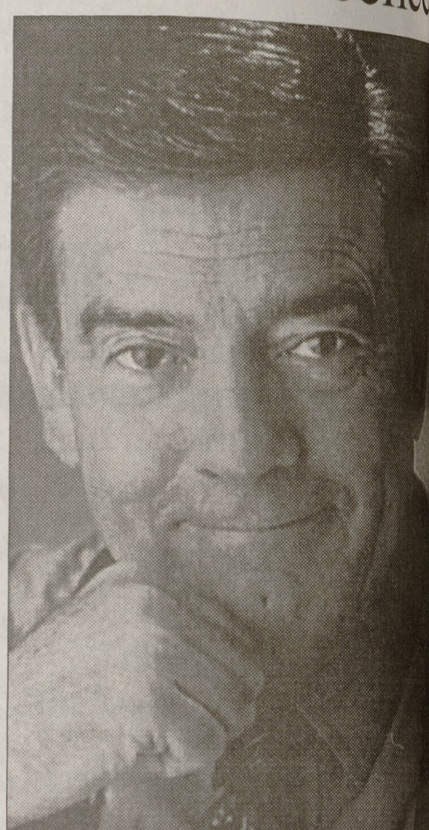
"The conference is open to anyone interested in communication in the 21st century," Krueger said. "We hope to give them helpful tips on how to use new technology."

Rather's speech may be shown via satellite and is entitled "The Frontiers of Broadcast Communication."

Participants can exchange their Rather tickets to attend the presentation by New Mexico State University futurist Lowell B. Catlett.

**"It's time for communicators to network with one another to discuss some of the new frontiers of technology."**

— Nancy Sawtelle  
IABC conference chairwoman



Dan Rather, CBS television news anchor, will address the IABC conference via satellite. Rather was originally scheduled to speak at the conference, but was assigned to cover Hurricane Opal.

more than 24-hours old, while a newsletter can cover items that have occurred over a period of months.

One of the most important things to focus on when covering "old" items in a newsletter is the next step of the event, he said, which is called the second-day approach.

"It's an old newspaper technique," he said. "You also apply it to newsletters."

Registration for the conference is still open. In addition, there are special registration rates for students. Students can call 693-3867 for more information.

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### Don't Worry

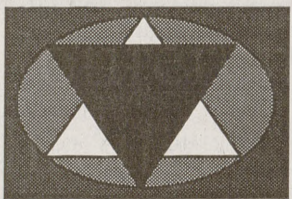
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Invites the faculty, staff and students to the Women's Health Month seminar series.

**Gender Differences in Health and Disease**  
Kathryn Peek  
Clinical Anatomist  
University of Houston Medical School  
Friday, 6 October 1995  
Time: 1:30 p.m. Room 413 Heep Building

**Domestic Abuse and Violence Against Women**  
Mitzi Vorachek  
Director of Community Education  
Friday, 20 October 1995  
Time: 1:00 p.m. Room 105 Halbouty

**Women's Health Issues**  
Sally Miller  
Nurse Practitioner  
Scott and White Clinic, College Station  
Monday, 23 October 1995  
Time: 3:30 p.m. Room 413 Heep Building

**What Every Woman Should Know About Breast Cancer**  
Susan Golden  
Biology Department, TAMU  
Monday, 30 October 1995  
Time: 5:00 p.m. Room 2121 Chemistry Building

Everyone is welcome. Refreshments will be served

**THE BATTALION**

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