

MEETINGS

Next at IABC Fort Worth ...

No meeting this month, but there's always social media — [website](#), [Twitter](#), [Facebook](#), [LinkedIn](#).

Next at Greater Fort Worth PRSA ...

No regular meeting in March, but how 'bout an irregular meeting? That'll do!



PR After Dark HEAD SHOT HAPPY HOUR

March 19, 5-7 p.m.
Habanero's Grill and Cantina
140 E. Exchange St., Suite 301 | Fort Worth, TX

When's the last time you had a professional head shot taken for yourself? Not a selfie. Not a Christmas card photo, but an actual head shot. This is your chance! Join us for our Head Shot Happy Hour and you will get three professional head shots* taken by Fort Worth photographer Brian Hutson. Price also includes heavy appetizers. Great drink specials will be available all night. As an added bonus, Stockyards Station will have one of their longhorns available for you to take pictures with, so make sure to bring your camera for a true Fort Worth experience.

\$15 | PRSA Members & Students

\$20 | Non-Members

*Each attendee will receive three un-edited digital photographs.

RSVP by March 17 @ [fortworthprsa.org](#) | Questions? kristen.escovedo@gmail.com



Next at Fort Worth SPJ ...

Details are being finalized for the March meeting — a night at the theatre — and then it's the [12th annual First Amendment Awards and Scholarship Dinner](#), Friday, April 17, at Cacharel in Arlington. Watch for details.

Meanwhile, for anyone craving immediate meeting action, note (above) that the PRSAers are cruising the Stockyards on March 19, seeking mischief.

Would they withhold camaraderie from a journalist and deny him the buttered tortilla? Not likely.



Seen at the SPJ Student Careers Conference in February, from left: Brett Shipp, Oghenetega Okparavero, Rebecca Aguilar, Todd Unger, Stella Chavez. More pictures on p. 2.

STRAIGHT STUFF

Fort Worth ISD students had a big hand in recording fairy tales as part of the Bass Performance Hall's "Once Upon a Tale" storytelling project. Students from Southwest High School and Daggett Montessori prepared scripts in English and Spanish for the Three Little Pigs, the Little Red Hen, Borreguita and the Coyote, and the Tortoise and the Hare. NBC 5 news anchor **Deborah Ferguson** (English version) and Telemundo 39's **Nancy Leal** (Spanish version) were enlisted to do the voice-over work. But when they suggested that students from Southwest's media program provide the animal voices, well, the rest was the best story of all. Watch the video [here](#). The recorded fairy tales will be distributed on DVD to all FWISD first-graders in preparation for the "Once Upon a Tale" program March 23-26 at Bass Performance Hall. ...

The Fort Worth Chamber of Commerce has released its comprehensive, hyper-local 2015 Greater Fort Worth Media Directory, a 60-page guide to print media in Tarrant, Johnson, Parker and Hood counties, area television and radio contacts, wire services, national bureaus, online news outlets and local blogs. Listings include e-mail addresses, fax numbers, circulation figures and distribution areas. The directory comes in .pdf and Excel formats and costs \$30 for Fort Worth Chamber members, \$50 nonmembers. Call 817-338-3332 or fill out an [order form](#). ...

Native Texan novelist, essayist, scholar and literary critic **Clay Reynolds**, director of creative writing at UT Dallas, will discuss "The Writing is Done; What Next?" at the next Writers' Guild of Texas meeting, 7 p.m. Monday, March 16, at the Richardson Public Library. Dr. Reynolds is the author of more than 1,000 publications ranging from scholarly studies to short fiction and poems, essays, critical reviews and 20 published volumes. More on the Writers' Guild of Texas at [writersguildoftexas.org](#).

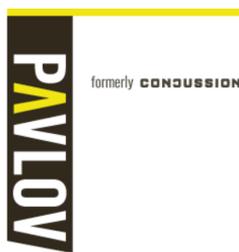
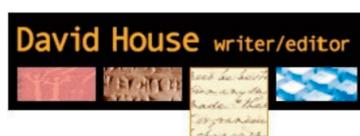
IABC local update: **Shari Chernack** of Ketchum Change will examine "Being Liquid: Communicating in a State of Constant Change" at the IABC Dallas meeting Tuesday, March 10, at The Clubs of Prestonwood (new location). [Info](#).

PRSA local update: The PRSA College of Fellows invites qualified members to apply for election to the college. Qualifications include 20 years of experience in public relations, PRSA accreditation, and meeting standards regarding contributions to the chapter, community and profession. The college offers free and confidential assistance through its Goodfellows mentor program. The next application deadline is 4 p.m. May 7. More [here](#) or from Greater Fort Worth PRSA Fellows **Doug Newsom**, **Carolyn Bobo**, **Mary Dulle**, **Bill Lawrence**, **Amiso George** or **Gigi Westerman**.

PRSA local update II: PRSA Dallas Pro-Am Day, March 27 — "Emerge, Elevate, Engage" — will connect students with public relations professionals from a nonprofit, agency or corporate field through a shadowing opportunity followed by a luncheon. [Info here](#).

more eChaser on p. 2

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The Gallery



Student Careers Conference | Fort Worth SPJ
Quite the robust information exchange

BY THE NUMBERS media pros 35 students 100+ good feelings too many to count



— Kay Pirtle photos



THIS MONTH IN PR/MARKETING HISTORY BY JEFF RODRIGUEZ
An irreverent look at the people and events that keep us up at night

No Comment at This Time

How a President Redefined PR by Holding a Press Conference Without Knowing It

As PR pros fully understand, a lot of work goes into preparing a politician for a press conference. And one of the first steps is to make sure the politician realizes there's going to be a press conference.

Elementary, you say? It was not to **Woodrow Wilson**. That's pretty much what happened March 15, 1913, when he became the first president to hold a press conference, sort of.

The new president had been in office less than two weeks, and his administration included a man named **Joseph Tumulty**. During Wilson's tour as governor of New York, Tumulty had been his personal secretary, a job that included being press secretary — again, sort of.

Wilson was not fond of the press. Wanting his boss to get a good start with the Washington media, Tumulty proposed inviting a few reporters over for a meet-and-greet. By all accounts, Wilson was receptive to the idea.

But when the president walked into his White House office, more than 120 journalists awaited him — quite a few more, in his mind, than a few. "I did not realize there were so many of you," he said astutely. Then he uttered the words that would change the history of presidential PR: "Your numbers force me to make a speech to you en masse instead of chatting with each of you, as I had hoped to do."

He proceeded to make some broad remarks for which he was wholly unprepared. Today, they would provide excellent fodder for the evening talk show hosts.

Fortunately, the press was kind to the new president. "Wilson Wins Newspapermen," The New York Times exclaimed, while The Washington Post disclosed, "Wilson, in friendly chat, says he likes reporters." You can imagine Joseph Tumulty saying, "See, sir? Just what I planned!"

So the conferences became a regular feature, with Wilson sometimes meeting the press twice a week, a level of access that would be unthinkable now. There was only one catch: All of the president's comments were off the record, and reporters were allowed to use them only with permission from the White House. My, how things have changed.

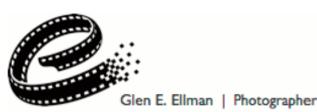
Not surprisingly, it was not always smooth sailing for the two sides. As the country edged closer to war in 1915, the president temporarily halted the meetings, and in his second term, the conferences tapered significantly. Just a few months after he took office, an irate Wilson threatened to cancel them completely after one of the newspapers printed some of his "off the record" remarks. My, but things never change.

Wilson left office in 1921, but the formal press conferences remained and, over time, would evolve: **FDR** made the first televised appearance, **Eisenhower** held the first televised news conference, **Kennedy** made them into a form of entertainment, and **Nixon** held the first prime-time televised conference. Today the press conference is as much a part of the presidency as, well, "Saturday Night Live." (**Tina Fey** and **Amy Poehler** did their first **Sarah Palin/Hillary Clinton** parody news conference in September 2008.)

But it all started in 1913 with Woodrow Wilson, a roomful of reporters and a simple misunderstanding — proving once again that in PR, good planning is always critical. Except when it's not.

more *eChaser* on p. 3

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Freedom of Information Foundation of Texas update: A bill from a powerful state senator aims to make police departments at private universities subject to the same public records law that applies to other law enforcement agencies. The measure from state Sen. **John Whitmire**, a Houston Democrat who chairs the Senate Criminal Justice Committee, would specify that campus police departments are governmental bodies even at a private institution. The Texas Public Information Act now shields private university police departments from releasing certain records that other taxpayer-funded agencies would have to make public. [Details](#). ... Citizens requesting government records would have improved access to public information stored in private electronic accounts under newly filed legislation by Rep. **Todd Hunter**, R-Corpus Christi. House Bill 1764 amends the Texas Public Information Act to specify that a government officer or employee in possession of public records must hand that information over to the governmental body upon request. The Legislature approved a measure in 2013 clarifying that public business, even if it's conducted on private electronic devices or in private e-mail accounts, is public record. That placed into law what the Texas Attorney General's Office had been ruling for several years. [Details](#). ... A bill filed Feb. 4 by Rep. **Mike Schofield**, R-Katy, would allow a governmental body to decide if it will comply with open records requests filed by non-Texas residents. Current law stipulates that public information in Texas must be made available to all members of the public, without regard to residency. FOIFT executive director **Kelley Shannon** called the legislation problematic and said it would bring "a major negative change" to the Texas Public Information Act. "There are many people in the country who are interested in what's going on in Texas besides Texas residents," she said. [Details](#). ... Every legislative session features attempts to shut off government information to the public. But positive open government bills emerge as well. [Here are four](#).

PEOPLE & PLACES

Author/writing teacher **Carmen Goldthwaite** is out and about this spring, spinning the tales (true ones) of remarkable Texas women. • March 15, Austin, Jourdan-Bachman Pioneer Farms. She's the kick-off speaker for "Sunday Socials" in a setting that includes a Tonkawa village, a German immigrant cabin, a Texian homestead and a cotton planter's farm. • April 11, 2 p.m., Arlington, Daughters of the Texas Republic at the Fielder Museum. Texans declared their independence from Mexico on March 2, 1836, and sealed the deal by winning the Battle of San Jacinto the next month, April 21 (now San Jacinto Day), and capturing Gen. **Santa Anna**. This led to negotiations for Texas to become fully independent from Mexico. • April 29, 11:30 a.m.-2:30 p.m., Woman's Club of Fort Worth's Texas Library's closing luncheon. ...

The Balcom Agency won 45 ADDYs — the most of any organization — at the 2015 American Advertising Federation-Fort Worth awards gala in February. The showing included 17 Gold ADDYs and three Special Judges Awards — also the most honors in those categories earned by any of the 30 winning organizations. [More here](#). ...

PRSAer **Nancy Farrar**, the Farrar in Farrar Public Relations. is now doing professional food photography, shooting for restaurants, chefs, magazines and bloggers. View (drool over) her work at htnancyfarrar.smugmug.com.

GET A JOB

The Texas Tribune [seeks a developer](#) to help "refine and perfect our story-building process." ... FiveThirtyEight has [all kinds of openings](#) — words, visuals, internships. ... TCU's Brite Divinity School seeks a senior major gift officer. [Info](#). ... The Los Angeles Times is looking for an accomplished writer to explore energy and environment in the West. The position is funded with a grant from the Society of Environmental Journalists' Fund for Environmental Journalism and will most likely be based in Denver. Contact **Kim Murphy**, assistant managing editor for foreign and national news, at kim.murphy@latimes.com. ... The Vindicator in Youngstown, Ohio, has openings for one-year news reporting interns. E- resumé, eight clips and e-mail addresses of three professional references to editor **Todd Franko** at tfranko@vindy.com.

NEW AND RETURNING MEMBERS

SPJ ... **Scott Friedman**, KXAS-TV / NBC5

PRSA ... **Casey Oliver** ... **Nicole Recker** ... **Andrew Wilson**, APR ... **Rebecca Adamietz-Deo**, Alzheimer's Association - NCTC ... **Jessica Brown**, Tuxedo Distributors, LLC ... **Kimberlyn Dyer**, Child Study Center ... **Danielle Epting**, Lockheed Martin ... **John Kent**, Lockheed Martin Missiles and Fire Control ... **Christina Rangel-Bautista**, TCU ... **Cara Wainwright**, Trend Micro ... **Erica Zazo** ... **Shannon Bryan**, Moxie Chick PR ... **Ann Davis**, Texas Wesleyan University ... **Nicholas Olivier** ... **Melissa Shorey**, Shorey Public Relations ... **Allie Reed**, Lockheed Martin

PRESIDENT'S COLUMN

[Michelle Clark](#), Greater Fort Worth PRSA

As our thoughts turn toward spring, blooming gardens and warmer temperatures, the end of the first quarter marks an ideal time to focus on our own personal and professional rejuvenation. GFW PRSA has already accomplished significant strategy work this year and made progress toward meeting our 2015 goals. Now let's have some fun!

One of the chapter's guiding principles, as stated in the bylaws, is to create a vibrant, diverse and welcoming community. We do a great job of uplifting our members professionally, but it's equally important that we support each other socially. Doing so makes us stronger individually and corporately, and it may even make us healthier. Recent studies have shown that participants with diverse social networks are less likely to get sick than those with fewer social connections.

With this in mind, we're taking a break from the regular program this month to host our first Head Shot Happy Hour, a presentation from the creative minds (**Kristen Escovedo**) behind PR After Dark. This is a great opportunity to spend time together in a casual setting, plus we'll all walk away with three digital photos for use in professional portfolios, LinkedIn profiles, business proposals, etc.

We've invited our friends from AAF-Fort Worth and the Fort Worth Social Media Club, so feel free to grab a few colleagues and head over to the Stockyards on Thursday, March 19, for what surely will be a fun-filled evening! See the snazzy graphic on p. 1 for details.

OVER & OUT

[John Dycus](#), Fort Worth SPJ

From The Texas Tribune, more [Republican justice](#): The Texas Supreme Court has dramatically expanded the rights of insurance companies to duck lawsuits from injured workers, even when they are accused of intentionally misrepresenting policies or using the criminal justice system to maliciously punish the worker. ...

Apply by March 19 to be one of 12 collegiate multimedia journalists staffing The EIJ News, the chronicle of the SPJ national convention Sept. 18-20 in Orlando, Fla. Interns will cover EIJ15 using a variety of digital approaches (video, social, audio, photos, written stories) that will be published online. [Info here](#).

Caught my eye. [No rain in San Francisco for first January in 165 years](#). ... [Keystone XL to emit 1.37 billion tons of greenhouse gases, EPA finds](#). ... [Documents released by Greenpeace discredit chief climate change denier](#). ... [Billionaire governor taxed the rich and increased minimum wage; now his state's economy leads the country](#). ... [U.S. Geological Survey: Fracking waste primary cause of rise in earthquakes](#).

Closing words: "The number one secret of being a successful writer is this: Marry an English major." — American history professor **Stephen Ambrose** ... "Strategy is buying a bottle of fine wine when you take a lady out for dinner. Tactics is getting her to drink it." — writer **Frank Muir** ... "Lead us not into temptation. Just tell us where it is; we'll find it." — comedian **Sam Levenson**

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