

# eChaser

## MEETINGS

Next at [IABC Fort Worth](#) ...  
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Next at [Greater Fort Worth PRSA](#) ...  
Social Media and the Law

**Shannon Zmud Teicher**, partner at Jackson Walker L.L.P., will cover two key areas for any business using social media in marketing:

• *Copyright*. The use of photos and videos is essential in today's visual world of social media. To know what to watch out for and when to seek advice, attendees will learn whether an image is covered by copyright, whether permission is required for use (and if so, how to obtain it), and how copyright works with various social network platforms.

• *Privacy*. This is a hot-button issue for the Federal Trade Commission and legislatures nationwide. Teicher will detail new laws and industry guidelines to help determine what consumer information is collected, how it is used, and whether a company has adequate policies and disclosures in place.

**Time & date:** 11:30 a.m.-1 p.m. Tuesday, May 12 (one day early this month)  
**Place:** Colonial Country Club, 3735 Country Club Circle, Fort Worth ([map](#))  
**Cost:** chapter members \$25, national members \$30, nonmembers \$35, students \$20; walk-ups add \$5  
**RSVP by May 8**

Next at [Fort Worth SPJ](#) ...  
Journalists' Faux Pas: Brian Williams, Britt McHenry & Other Ethical Dilemmas

Star-Telegram managing editor **Lee Williams** and award-winning journalist/former Fox 4 News supervising producer **Matt Martucci** lead the discussion.

**Time & date:** mingle 6:15 p.m., eat 6:45, then the program Wednesday, May 6  
**Place:** Joe T. Garcia's Mexican Restaurant, 2201 N. Commerce St., Fort Worth ([map](#))  
**Cost (includes dinner):** cash or check \$17 for members of any professional communicators organization, \$25 nonmembers, \$10 students, credit card add \$1, free if you join SPJ right then and there  
**Menu:** Joe T.'s family-style enchilada dinner; cash bar  
**RSVP by May 4:** [pirtlemk@yahoo.com](mailto:pirtlemk@yahoo.com)

## STRAIGHT STUFF

UT Tyler's new Emerging Fields in Public Relations degree should interest people in communication jobs, including journalism and public relations. A graduate of the program will earn a master's in communication while studying real-world applications of new media, specifically in the PR area. The majority of the program is online, and the accelerated pace allows completion in 16 months. More [here](#) or from coordinator **Deronda Baughman** at [dbaughman@uttyler.edu](mailto:dbaughman@uttyler.edu).

All professional writers get rejected now and again. **Blake Kimzey**, a graduate of the MFA Programs in Writing at UC Irvine and recipient of an Emerging Writer Grant from the Elizabeth George Foundation, will tell what it's like to be tested but never defeated in "Writing Out of the Wilderness: How to Survive Rejection and Forge a Path to Publication" at the next Writers' Guild of Texas meeting, 7 p.m. Monday, May 18, at the Richardson Public Library. Kimzey's work has been broadcast on NPR, performed on stage in Los Angeles, and published widely in Australia, England, France and the United States. His chapbook of short tales, "Families Among Us," a 2014 indie bestseller, won the 2013 Black River Chapbook Competition and was published by Black Lawrence Press in September 2014. He has taught creative writing at UC Irvine and UT Dallas. He recently completed his first novel. More on the Writers' Guild of Texas at [writersguildoftexas.org](http://writersguildoftexas.org).

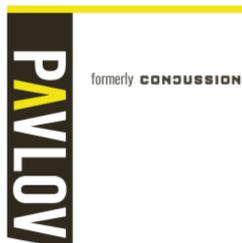
**IABC local update:** Celebrate with headliner **Katherine Wagner**, CEO of the Dallas Business Council for the Arts, and alongside the works of **Picasso**, **Rodin** and others at the [Dallas Quill Awards Gala](#) on Thursday, May 14, at the Nasher Sculpture Center.

**PRSA local update:** The Texas Health Resources communications team will explore a topic right off the front page, "Ebola: Multi-Disciplinary Communications During an Unexpected High-Impact Event," at the PRSA Dallas monthly luncheon Thursday, May 14, at the Communities Foundation of Texas, 5500 Caruth Haven Lane. Early registration is encouraged, as the program should be very well attended. [Info](#).

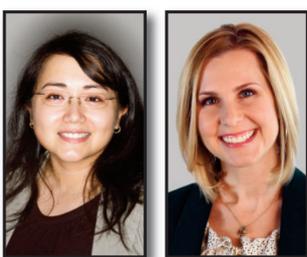
**PRSA local update II:** Standing reminders. Subscribe to the GFW PRSA blog and receive an e-mail when news, articles and upcoming events are posted. Visit <http://fortworthprsa.org>, put your e-mail in the "Subscribe to our Blog" box and click subscribe. ... A job listing can be created, edited and removed directly on the [DFW Communicators Job Bank](#) site, and page view counts show the level of interest. And job seekers can push alerts for specific keywords to their personal e-mails. The job bank lists full-time, part-time and internship positions in PR, media affairs, advertising/sales, event planning, graphic design, marketing, and corporate and employee communications throughout North Texas. Employers who are members of the participating organizations may post a job for \$75; the cost for nonmembers is \$100, for nonprofits \$50. Each posting runs a month. Greater Fort Worth PRSA receives a portion of the proceeds when a member marks his or her membership status on the submission form. More from **Jerrod Resweber**, GFW PRSA job bank chair, at [jresweber@yahoo.com](mailto:jresweber@yahoo.com).

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The Gallery



Cindy Vasquez, far left, has joined the city of Fort Worth as communications specialist. She serves as a spokeswoman and manages social media. • Balcom Agency has promoted Lesley Dupre to account manager and PR specialist. Her responsibilities include day-to-day direction for such clients as Cash America International and Tony Lama Boots, and she will continue to manage projects for the Neeley Executive MBA Program at TCU. A graduate of San Diego State University, she serves as secretary for Greater Fort Worth PRSA.



Splendor to remember



12th annual  
**First Amendment Awards and Scholarship Dinner**

[ALL THE DETAILS](#) [PHOTOS](#)



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

One for the Ages

Whether on the Stage or at the Altar, Jerry Lee Lewis Has Always Been Larger than Wife

The public has long been fascinated by star-crossed couples. Romeo and Juliet. Heathcliff and Catherine. Time Warner and AOL. But few romances ever stirred up as much trouble as the one that was revealed May 22, 1958, when young rock and roll shooting star **Jerry Lee Lewis** arrived at Heathrow Airport in London.

Riding the success of two smash records, "The Killer" was set to play 27 concerts in England, one of the biggest overseas tours ever by an American. With him that day was a girl who looked like she was skipping school. A reporter innocently asked who she was, and she just as innocently answered: "I'm his wife."

The 22-year-old Lewis' new wife was **Myra Gale Brown**, who was all of 13. It was a great scoop for the press, and just the first of many. In the coming days, reporters dug up enough bad news to put a PR team at DEFCON Level 1.

One problem was that Lewis initially lied about Myra's age, claiming she was 15. Another problem was that she was his third wife; still another was that Lewis had married her before the divorce to his second wife was finalized. Oh, and Myra was Lewis' second cousin. To top it off, the newlyweds were living with her mom and dad. On the positive, this made it much easier for Myra's parents to enforce her curfew.

The public was outraged, and the media had a field day (and vice versa). "Fans aghast at child bride," one headline announced, and UK papers called for a boycott and even deportment. The posh hotel where they were lodging encouraged the couple to seek alternate arrangements. After three performances, future concerts were called off, prompting the press to offer such consoling messages as, "Baby snatcher forced to cancel rest of tour." Within a week, Mr. and Mrs. Lewis quietly returned to the States, hopefully in time for Myra to turn in her textbooks and clean out her desk.

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But the backlash was just as bad at home. Lewis and Myra were mystified, and in their defense, the marriage was neither illegal nor overly uncommon. Trying to make amends, Lewis remarried Myra and printed an open letter in Billboard. These steps had little effect, leaving him to tell one reporter, "I plumb married the girl, didn't I?" The next few years were difficult. DJs blacklisted Lewis, and TV impresario **Dick Clark** shunned him. He was relegated to playing bars and small clubs but was not welcome at large venues (or after-school programs). The 1960s were almost as tough, as he recorded extensively but struggled to replicate his earlier success. He did manage a few hits, including covers of "What'd I Say?," "In the Mood" and "Sweet Little Sixteen." Could this get any more awkward?

But then, conflict always seemed to enmesh Lewis. Raised a devout Christian, he is a cousin to televangelist **Jimmy Swaggart** and briefly attended a Bible school in Waxahachie, only to be expelled after playing a boogie-woogie version of "My God is Real." He initially refused to record "Great Balls of Fire," and periodically he expressed concern that his music was sinful, a reverence that apparently did not extend to marriage. And when his manager advised him against taking Myra to England, Lewis ignored him.

By 1968 Lewis was about at the end of his rope. But if there's any place to haul your shattered dreams, it is a honky-tonk. Beginning that year, he released a number of singles that made the country charts. In 1971 he regained the pop charts, and in 1973 he was invited to play the Grand Ole Opry. One of his last big hits was 1977's "Middle Aged Crazy," which includes the sentimental lines: *He's got a young thing beside him / That just melts in his hand / He's middle aged crazy / Trying to prove he still can.*

They don't write 'em like that anymore — probably because the vice squad wouldn't allow it.

You will be glad, or dismayed, to know that in some respects, things worked out well for The Killer. A wealthy man, he ranks as one of Billboard's top 500 country artists of all time, and in 2007 he received the Rock and Roll Hall of Fame's American Music Masters Award. Along with the new success, however, came new drama — and new spouses. Lewis and Myra Gale divorced in 1970 after 13 years together, and the hopeless romantic went on to marry four more times. He keeps the IRS busy, two of his children have died tragically, and two wives died mysteriously. Then there was that silly time he invaded **Elvis'** mansion grounds in the dead of night brandishing a pistol, and The King had him arrested. Ever the prankster, that Jerry Lee.

Now 79, Lewis lives in Mississippi with is seventh wife, who was previously married to one of his cousins. It appears that, in addition to redefining rock and roll, Lewis also redefined the concept of "family man."

In short, Jerry Lee is just one of those guys who always had a whole lot of shakin' goin' on, and if reading about him leaves you worn out, imagine how he must feel. But for all the heartburn and headache Lewis has caused, his life and career offer something PR pros might keep in mind: The only thing worse than having a client who really needs your help is having one who doesn't need you at all.

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**Freedom of Information Foundation of Texas update:** Inquiries by a grand jury and an outside consultant have wrapped up. Calls for resignation have been ignored, and impeachment efforts have stalled. But the controversy over requests for information from UT System regent **Wallace Hall** continues to boil. [Details](#). ... [Open government bills moving forward, getting hearings at Texas Capitol.](#)

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PEOPLE & PLACES

You need a GPS to keep track of author/writing teacher **Carmen Goldthwaite** these days. On June 24 at the Western Writers of America Convention in Lubbock, she will join some dyed-in-the-wool ranch women to discuss the role of the woman rancher in pioneering regions of the West.

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GET A JOB

The Milwaukee Journal Sentinel has a copy desk summer internship up for grabs. Assistant managing editor **Ron Smith** wrties: "If you know of any students who might be worthy of a look, please send them my way." ... The Victoria Advocate, a 27,000-circulation daily in South Texas about 30 miles from the Gulf of Mexico, seeks a copy editor/page designer. This is budgeted as an entry-level position. Send résumé, work samples and cover letter to editor **Chris Cobler** at [ccobler@vicad.com](mailto:ccobler@vicad.com). ... The Cleburne Times-Review, 25 miles south of Fort Worth, seeks a general assignments/county reporter. E- cover letter, résumé, references and work samples to ME **Dale Gosser** at [dgosser@trcle.com](mailto:dgosser@trcle.com). ... The Dallas Morning News seeks an energetic, dynamic reporter to lead its Capitol bureau in Austin. [Info](#).

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NEW AND RETURNING MEMBERS

SPJ ... **Carol Pauli**, Texas A&M University School of Law

PRSA ... **Ron Bland**, RB Creative LLC ... **Ray McCulloch II** ... **William Moore**, Grapevine Chamber of Commerce ... **Koula Budler**, Warren Douglas Advertising ... **Breanna LaMarca**

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PRESIDENT'S COLUMN

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

A key feature that attracts many of us to a career in strategic communications is the fast pace and near-daily evolution of the tools we use and the environment in which we operate. There's never a dull moment and always something new to learn!

Much discussion in regard to change revolves around new media — how do all the social channels available to us take their place in our toolbox as we share meaningful corporate stories and build positive relationships? Our members consistently express an interest in learning how to ethically and strategically use these tools.

At this month's luncheon (a day earlier than usual), we will explore two areas of legal interest when it comes to social media: privacy and copyright. As leaders in our field, we have a tremendous opportunity to learn more about how the law shapes appropriate use, and then to carry that message to our organizations. I hope to see you there.

OVER & OUT

[John Dycus](#), Fort Worth SPJ

Three Texas champions of precise, illuminating, often courageous journalism died this month and last, and we are at once empowered by their presence in our lives and sorely diminished by their passing. **Jim Jones** was thorough, soft-spoken, a craftsman not only as a writer but as a fact gatherer. Belo icon **Bert Shipp** had a wit and charm that I experienced twice, first at a function years ago at the Belo Mansion, then again last year on the phone as we discussed his possible attending Fort Worth SPJ's awards banquet, where his son **Brett** would be honored. **Carmen Mitchell** directed student publications at UNT at the peak of her career (and mine). She taught hard-nosed basics, and she was fiercely protective of her students. They were good, but in any given year, The Shorthorn was better. I was a lot younger. Sunrise, sunset. Quickly flow the days.

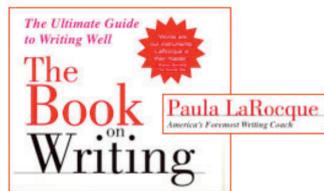
Caught my eye. [Obama quietly approves arctic drilling](#). ... [Single-family solar energy beats S&P in 46 out of 50 American cities](#). ... [Audi just created diesel fuel from air and water](#). ... [Behold, the magical SolarPuff lantern](#). ... [Brilliant WarkaWater towers collect drinking water from thin air in Ethiopia](#). ... [Old toilets recycled into new 'green' cement](#). ... [Bacteria-filled pills could become newest treatment for a host of diseases](#). ... [Sweat-analyzing skin patch could replace blood sampling](#). ... [Silicon Valley high-tech gadgetry makes sewage water drinkable](#). ... [Local Motors 3D-prints incredible full-scale car in just 44 hours](#). ... [Philips' new LED bulb costs just \\$5](#).

Closing words: "The books that everybody admires are those that nobody reads." — novelist **Anatole France**

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- the industry / tools of the trade
- [11 Rules of Writing, Grammar and Punctuation](#)
  - [JournalismTraining.org](#) [writers.com](#)
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- organizations
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send additions for the list to: [john@xdycus.com](mailto:john@xdycus.com)