

# eChaser

## MEETINGS

Next at [IABC Fort Worth ...](#)  
Keep in touch — [website](#), [Twitter](#), [Facebook](#), [LinkedIn](#).

Next at [Greater Fort Worth PRSA ...](#)  
Creating a Fully Engaged Workforce

Southwest Airlines' chief communicator, **Katie Coldwell**, will discuss how to energize a company's ultimate resource — its people — to generate powerful brand reputation and customer satisfaction.

Southwest is known for a certain rollicking (and successful) corporate culture. Expect a glimpse into how the company uses a variety of communication tools to effect positive change in its workers and the bottom line, including:

- Exciting ideas to tap your employees' full potential, and on a minimal budget.
- Opportunities to communicate to your entire employee group, whether it's a mobile workforce or one with daily computer access.
- How vision and purpose can transcend words on paper to become life itself through storytelling.

Coldwell has LUVed her job at Southwest for more than 15 years. As director of communication and outreach, she creates Southwest's corporate voice, educating employees and fostering a reputation as a winning global company. She also works with the editorial communication team on message and channel strategy for all internal, external and online communications for employees and customers.

A graduate of Abilene Christian University, she started in Southwest's revenue management and pricing department, then transferred to communications four years later. She loves to travel and has visited six continents and 36 countries.

Greater Fort Worth PRSA thanks Curry Printing for sponsoring this month's luncheon.

**Time & date:** 11:30 a.m.-1 p.m. Wednesday, Aug. 12  
**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 Aug. 7**

Next at [Fort Worth SPJ ...](#)  
Summer Splash Social!

Experience **Eddie Gallagher's** incredible beef brisket, grilling pork tenderloin with **Buddy Jones**, lots of side dishes, adult beverages and world-class conviviality. Bring your swimsuit and a towel if you want to swim.

**When:** Saturday, Aug. 1, 6-9 p.m.  
**Where:** Yankee Cowboy Ranchette (**Dave and Karen Lieber's** home), 1412 Penny Lane, Keller ([map](#))  
**Cost:** \$10 or a side dish to share (let **Kay Pirtle** know what you're bringing)  
**RSVP by July 29:** [pirtlemk@yahoo.com](mailto:pirtlemk@yahoo.com)

## STRAIGHT STUFF

At the next Writers' Guild of Texas meeting — 7 p.m. Monday, Aug. 17, Richardson Public Library — former WGT president **Virginia Lee Boylan** will discuss the eight mistakes she has learned that every writer makes. Boylan became a published author at age 13 when she wrote a weekly 4-H column in the Highline Times. At 16 she began a column for the local purebred dog club in the internationally circulated breed magazine Kee Topics. She went on to contribute articles for purebred dog publications and in addition has written biblical stories and been a features and copy editor, ghostwriter and editor. Her first fiction piece was an excerpt printed in Scribe's Showcase, an anthology of the Superstition Mountain Scribes in Mesa, Ariz. More on the Writers' Guild of Texas at [writersguildoftexas.org](http://writersguildoftexas.org).

**IABC local update:** JCPenney internal communications senior manager **Adrienne Ciletti**, ABC, will explore "Creating Communications Ambassadors Among Your Organization's Leaders" at the IABC Dallas luncheon Tuesday, Aug. 11, at The Clubs of Prestonwood. [Info.](#)

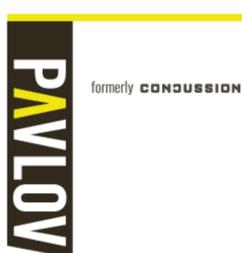
**PRSA local update:** Communicators, mark two dates on your calendar: Sept. 4 — deadline for submitting entries to the fourth annual Worthy Awards, the most prestigious awards program in the Fort Worth area recognizing outstanding strategic communications programs and tactics ([info here](#)); and Nov. 5 — the awards gala at the Fort Worth Club.

**PRSA local update II:** **Karissa Condoianis**, PR director for the State Fair of Texas, will share a glimpse into the fair's storied history, behind-the-scenes details of its new communications strategy, and a look at this year's edition at the PRSA Dallas monthly luncheon Thursday, Aug. 13, at Seasons 52 at NorthPark Center. [Info.](#)

**PRSA local update III:** 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). ... Stay on top of emerging trends and industry news, extend your network while increasing your knowledge, and keep learning and stay competitive. Any practitioner with at least two years in the field is eligible for membership in the world's leading organization for PR professionals. Those with fewer than two years experience or who recently graduated from college and were active in PRSSA may join as an associate member. More from chapter president **Michelle Clark** at [m.clark@tcu.edu](mailto:m.clark@tcu.edu).

[more eChaser on p. 2](#)

Each logo in the ad rail links to the sponsor's website!



The Gallery



Worthys one and all



Seen at the Worthy Awards kickoff July 23 at the Landmark Bar & Kitchen, all from left: top: Holly Ellman; Andra Bennett House, APR; Liz Heck; and Claire Bloxom Armstrong below: Gigi Westerman, APR, Fellow PRSA; and Sandra Brodnicki; Margaret Ritsch, APR; Bill Lawrence, APR, Fellow PRSA; and Cindy Vasquez

bottom: Brenna Jefferies, Erika Aguirre, William Moore; Rita L.B. Parson, Lisa Albert — photos by Amiso George, APR, Fellow PRSA



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

[This column reflects the author's views and is not intended to represent Greater Fort Worth PRSA.]

Fighting Words

Sticks and Stones May Break Your Bones, but Speeches Can Launch a War

As every PR professional knows, a big gulf often spans the truth and what leaders say is the truth. One such gulf, and impressive it was, occurred late in the evening of Aug. 4, 1964, when President **Lyndon Johnson** went on national television to announce that he was compelled to request a major escalation of military activities against North Vietnam.

Johnson said North Vietnam storm troopers had attacked a Navy warship, the USS *Maddox*, on Aug. 2 and again Aug. 4. In the process, they also had taken Han Solo hostage.

“Aggression by terror against the peaceful villagers of South Vietnam has now been joined by open aggression on the high seas against the United States of America,” LBJ told the thousands of Americans who largely owned only one TV set. He called the attack an “outrage,” adding that he was prepared “to take all necessary measures in support of freedom and in defense of peace in Southeast Asia.”

Media watchdogs hearing the president’s speech came away with tales wagging. “American Planes Hit North Vietnam after Second Attack on Our Destroyers; Move Taken to Halt New Aggression,” announced a Washington Post headline. The New York Times said Johnson “went to the American people last night with the somber facts,” while the Los Angeles Times told readers to “face the fact that the Communists, by their attack on American vessels in international waters, have themselves escalated the hostilities.”

Johnson’s words were compelling and delivered at a critical time. Problem was, they were largely inaccurate.

True, the *Maddox* had taken fire Aug. 2. But the second attack never occurred – a fact that was known, or at least strongly suspected, by both Johnson and his defense secretary, **Robert McNamara**. Johnson’s speech left out this detail and several others.

For one, the *Maddox* was not exactly on a luxury cruise in open waters; the ship was gathering intelligence relatively close to the North Vietnamese coast. Johnson also didn’t mention that the U.S. had been covertly supporting military action against North Vietnam, including attacks on two North Vietnamese islands in the gulf just two days earlier.

But who has time for details when artillery shells are raining from the skies? On Aug. 7, Congress adopted a resolution granting Johnson the authority to conduct military operations in Southeast Asia. Only two senators opposed, and it passed the House unanimously — this from a governing body that can’t agree on where to go for lunch.

Conveniently, the resolution allowed Johnson to take action without having to declare war. It was, if you will, war lite (although with crushing consequences).

Over time, the Gulf of Tonkin incident, Johnson’s speech and the media response would be thoroughly dissected. McNamara would admit receiving information from the *Maddox*’s captain making clear that the second attack did not happen. And as early as 1965, Johnson privately said, “For all I know, our Navy was shooting at whales out there.”

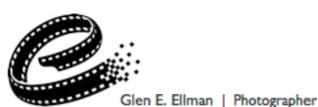
But that is now, and this was then. By 1965, 180,000 American troops were in Vietnam, including **Oliver Stone**. By the time the war ended, some 58,000 Americans had died, and Stone had a heck of an idea for a movie script.

How different things could have been. What if our leaders had told the full story, and not just what they wanted to share? What if Congress and the media had not been so willing to believe them? And what if the 61 percent of voters who supported LBJ in the 1964 election had been a little more skeptical about his insistence that he was only acting in retaliation and had no intentions of going to war?

We can never know the answer to these questions. Still, as PR pros, it might not hurt to consider how easily our leaders could distort a few facts and lead the nation to war, and if it could ever happen again. Or if it already has.

more [eChaser](#) on p. 3

Each logo in the ad rail links to the sponsor’s website!



**Freedom of Information Foundation of Texas update:** In the ongoing fight over records between University of Texas System leaders, UT Austin students have sided with Chancellor **Bill McRaven**. UT regent **Wallace Hall, Jr.** sued McRaven in June, saying he should be allowed to see federally protected student information that UT Austin gave a private investigator. In a letter sent to the chancellor and regents, the presidents of student government, the Senate of College Councils and the Graduate Student Assembly — in total representing 50,000 students, the letter says — thanked McRaven for standing up for students. [Details](#). ... Backed by a legal opinion from Attorney General **Ken Paxton**, Texas A&M University is refusing to divulge information about dozens of animals used in lab testing. At least 40 people have requested daily care logs and health records of cats and dogs used in research. But a recent attorney general's opinion maintains veterinarian-patient privilege and allows the university to withhold the records, presenting a unique roadblock and a "terrible precedent" that other Texas universities might follow, animal rights activists said. [Details](#). ... Dozens of highly influential Texans — including lawmakers, millionaire donors and university regents — helped underqualified students get into the University of Texas at Austin, often by writing to UT officials, records show. The letters surfaced through an outside investigation into the admission process. The investigation, known as the Kroll Report, highlighted 73 students from 2009 to 2014 who entered one of the state's premier campuses despite relatively low high school grade averages (less than 2.9 on the 4.0 scale) and SAT scores of less than 1100. Such marks would usually have precluded their admission. [Details](#). ...

GET A JOB

The Temple Daily Telegram seeks a city editor, copy editor, lifestyle editor, a bureau/reporter and a reporter for the city beat. Bachelor's degree in journalism or communications and experience at a daily newspaper preferred. E- cover letter, résumé and clips to [jprickett@tdtnews.com](mailto:jprickett@tdtnews.com). ... The Waco Tribune-Herald seeks a **full-time reporter**. ... Note [varied openings](#) at [seattlepi.com](http://seattlepi.com). ... The YMCA of Metropolitan Fort Worth seeks a **digital communications manager**. ... The Waxahachie Daily Light needs you to cover [sports](#). ... All manner of openings at [American Public Media](#). ... The Uplift Education communications team is hiring. Uplift bills itself as the largest network of free high-quality college preparatory public charter schools in North Texas. The central office is in the Dallas Design District, and its Metroplex campuses have nearly 14,000 students. The position should appeal to a recent college graduate with video experience; it entails 70 percent video work and the rest social media, web, writing and photography. A video reel is required for the interview but internships and/or coursework are acceptable. Bilingual preferred but not required. E- résumé to [sortega@uplifteducation.org](mailto:sortega@uplifteducation.org).

NEW AND RETURNING MEMBERS

PRSA ... **Jill Anderson**

PRESIDENT'S COLUMN

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

As the final days of summer wind down, I'm reminded that as public relations professionals we play a key role in establishing and communicating the corporate culture of our organizations. In fact, it has been argued that public relations is the most influential business unit when it comes to developing the kind of culture that resonates with employees, customers, donors and shareholders.

A company's communication greatly influences its corporate culture, which then feeds its brand reputation. In particular, employees who are the "face" of a business are influenced by what they see and hear throughout the organization — and not just in a formal way. They are the individuals who project an image and convey a perception of the company.

It sounds simple, but more and more research shows that consistently communicating about culture and the behaviors that nurture it reaps tremendous benefits. Creating an informed and engaged workforce is crucial to maintaining the kind of advantage that keeps top companies leaders in their field.

We are so fortunate in the Fort Worth-Dallas market to neighbor with Southwest Airlines, one of the most powerful corporate cultures in the nation. Our chapter is delighted this month to welcome **Katie Coldwell**, Southwest's director of communication and outreach, as she shares insights on how corporate communication protects and grows Southwest's famous brand.

Thank you, Curry Printing, for sponsoring this month's luncheon.

In addition, I'm thrilled to remind our members that the submission window for the Worthy Awards is open; visit [worthyawards.com](http://worthyawards.com) for more information. Deadline for early submission is Aug. 7, with the final deadline Sept. 4. Don't be shy — select a sample of your best work and enter it. If you don't know where to start or have questions, reach me at [m.clark@tcu.edu](mailto:m.clark@tcu.edu). I'm happy to help.

Thanks to all of you for everything you do to make our chapter such a success. I look forward to seeing you soon!

-----

OVER & OUT

[John Dycus](#), Fort Worth SPJ

[This](#) hits the bull's-eye dead center. ...

You have 20 minutes to get smarter? Of course you do. A new round of free [On Demand training videos](#) is ready for SPJ members. Watch them at your own pace (log-in required). New topics added to the ever-expanding library this year: improved investigative reporting techniques, and how to sharpen image and photo verification skills. In an increasingly digital and social age, both topics are most relevant. See the new and all past videos on SPJ's eCampus page. Tease the idea with a short [YouTube promo](#).

Caught my eye. [Could this solar technology bring water abundance to thirsty California?](#) ... [Renewable energy costs to drop 40 percent in next two years](#). ... [Saltwater powers NanoFlowCell's 1,075-horsepower Quant F electric car](#). ... [Israeli solar power plant to generate electricity around the clock](#). ... [European climate at mercy of retreating sea ice](#). ... [Austin now home to the world's cheapest solar power](#). ... [How one app fed almost 600,000 homeless people](#). ... ['Nemo's Garden' grows terrestrial crops underwater](#). ... [Students invent door handle that kills germs on contact](#). ... [GE's new dome-shaped wind turbine generates more electricity](#). ... [This mind-reading device can turn your thoughts into text](#). ... [Will Pembient's 3D-printed rhino horn save the species from extinction?](#)

Closing words: "I may not be a first-rate composer, but I am a first-class second-rate composer." — **Richard Strauss**, born in Munich in 1864 ... "A dame that knows the ropes isn't likely to get tied up." — **Mae West**, who also said, "Between two evils, I like to pick the one I haven't tried before." and, "I used to be Snow White, but I drifted." and, "There are no good girls gone wrong, just bad girls found out." and, "I generally avoid temptation unless I can't resist it."

[back to p. 1](#)  
[back to p. 2](#)

Each logo in the ad rail links to the sponsor's website!

[the LaRocque Family catalog ...](#)




RESOURCES

- news/views
- [AP headlines](#) [Journalist Express](#)
- [The Washington Post](#) [Denver Post](#)
- [The New York Times](#) [Chicago Tribune](#)
- [San Francisco Chronicle](#) [USA Today](#)
- [Los Angeles Times](#) [Financial Times](#) [Time](#)
- [The Wall Street Journal](#) [BBC](#) [The Nation](#)
- [The Christian Science Monitor](#) [Newsweek](#)
- [The Sydney Morning Herald](#) [Bloomberg](#)
- [International Herald Tribune](#) [Cato Institute](#)
- [U.S. News & World Report](#) [ABC News](#)
- [CBS News](#) [CBS 11](#) [WFAA-TV](#) [CNN](#)
- [NBC 5](#) [ABC News: The Note](#) [Daily Kos](#)
- [Star-Telegram](#) [The Dallas Morning News](#)
- [Fort Worth Weekly](#) [Fort Worth, Texas](#)
- [Fort Worth Business Press](#) [Texas Monthly](#)
- [Dallas Observer](#) [The Hill](#) [Drudge Report](#)
- [The Texas Observer](#) [The Village Voice](#)
- [FrontBurner \(D Magazine\)](#) [Salon](#)
- [Burnt Orange Report](#) [The New Republic](#)
- [The American Conservative](#)
- [Center for American Progress](#)
- [The Texas Tribune](#)
- the industry / tools of the trade
- [11 Rules of Writing, Grammar and Punctuation](#)
- [JournalismTraining.org](#) [writers.com](#)
- [wilbers.com](#) [Ethics AdviceLine for Journalists](#)
- [THE SLOT: A Spot for Copy Editors](#)
- [Center for Public Integrity](#) [Editor & Publisher](#)
- [Investigative Reporters and Editors](#)
- [Coalition of Journalists for Open Government](#)
- [National Institute for](#)
- [Computer-Assisted Reporting](#)
- [Reporters Committee for Freedom of the Press](#)
- [Poynter Online](#) [Pew Research Center](#)
- [Columbia Journalism Review](#)
- [Texas Legislature](#) [FOI Foundation of Texas](#)
- [Merriam-Webster](#) [Encyclopedia Britannica](#)
- [NewsLink](#) [Wikipedia](#)
- organizations
- [Asian American Journalists Association](#)
- [DFW Network of Hispanic Communicators](#)
- [National Lesbian & Gay Journalists Association](#)
- [Native American Journalists Association](#)
- [Society of Environmental Journalists](#)
- antidote
- [The Onion](#)
- send additions for the list to:  
[john@xdycus.com](mailto:john@xdycus.com)