MEETINGS
Next at IABC Fort Worth
Keep in touch — website, Twitter, Facebook, LinkedIn.
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Next at Greater Fort Worth PRSA
Not Sleeping, Just Resting
There’s no meeting this month. Activities resume with all due vigor in August.
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Next at Fort Worth SPJ
Summer Splash Social!
Experience Edythe 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

STRAIGHT STUFF
Impressively credentialed Jim Tyler Anderson will discuss “Adapting Your Narrative for Stage and Screen” at the next Writers’ Guild of Texas meeting, 7 p.m. Monday, July 20, at the Richardson Public Library. Anderson is the Region VI chair for new plays and playwriting for the Kennedy Center American College Theater Festival. He teaches playwriting and other theatre courses at Texas A&M University-Commerce. He regional award-winning plays include “Dump Monkeys,” “Idol Hill,” “One Soldier Wounded,” “Motherland,” “Ruby Rose Rides Again,” and “Sanitary Landfill.” His plays have been produced regionally by companies including the Fort Worth Opera, Fort Worth Summer Theatre, “Deep Memory” and “Rusty Rose Riders,” and his one-act “Sunday Lunch!” was a semi-finalist in the Kennedy Center American College Theatre Festival. His full-length “Woven in Dust” was a KCACTF regional selection. Anderson is co-founder and director of the Texas A&M System Advanced Collaborative Theatre Project, which in its 15 years has produced more than 250 student-written plays. More on the Writers’ Guild of Texas at writersguildoftexas.org.

IABC local update: Brad Cope, marketing director at the Irving-based health care cost-containment company HMS, will discuss “Storyelling: Why Storytelling Isn’t Enough for Effective Communication” at the IABC Dallas luncheon Tuesday, July 14, at The Clubs of Prestonwood. Info.

PRSA local update: Entry deadline for the 2015 Worthy Awards is Sept. 4, with early online (discounted) entry accepted beginning July 14. Greater Fort Worth PRSA members must be part of Greater Fort Worth PRSA or nonmember professionals who live or work in the area served by the chapter. Students have a separate competition. More here.

PRSA local update II: An offer too good to miss. Greater Fort Worth PRSA sponsorships provide a great way to promote a practitioner or her company. If you have a favorite printer, photographer, videographer or other communications vendor, he can get in on the action, too. In addition to advertising in the iChaser, sponsorships are available for a luncheon or after-hours event in exchange for logo recognition, podium time and an invitation to distribute materials to targeted prospects. To make an even bigger splash, consider a Worthy Awards sponsorship. Info here and here.

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more eChaser on p. 2
In a 6-3 opinion with profound reach on the state's open court each previously ruled that GHP must open its books. Details. The Texas attorney general, a trial court and an appellate development group, argued that it isn’t a governmental body for the GHP spends the city’s money. GHP, the region’s major economic Freedom of Information Foundation of Texas update: A state district judge more eChaser on p. 3

THIS MONTH IN PR/MARKETING HISTORY BY JEFF RODRIGUEZ Remembering a Time When Politicians Solved Their Differences Like Real Men — With Pistols

July 11, 1804, when Vice President Treasury

You can see where this is going. It is a religious duty to oppose his career,” and prayers were answered, with Burr finishing fourth. (History lesson: Back then, the candidate receiving the most votes, akin to having...Burr sought the vice presidency again in 1800, hoping to serve under Hamilton’s father-in-law. In 1790, as a member of the Democratic-Republican Party, he was elected to the U.S. Senate; his opponent was Hamilton’s father-in-law.

Over the next four years, Hamilton conducted one of the most effective so many hits that he had become a burr under Jefferson’s saddle. Rejected after enduring roughly 14 years of backstabbing (front-stabbing, as he had been born into relative wealth, the son of a college president. He also distinguished himself in the war, and afterward he studied law and eventually served as New York’s attorney general. In 1790, as a member of the Democratic-Republican Party, he was elected to the U.S. Senate; his opponent was Hamilton’s father-in-law.

Now the story transitions to the political equivalent of “Mean Girls.” Before the election, a prominent local citizen wrote a letter to the Albany newspaper, saying Hamilton had told him that Burr was dangerous and untrustworthy; Hamilton had said even worse things about Burr, the writer asked. Hamilton wrote back, saying, in effect, “I can’t disavow what I might have said unless you are sure what I said. If so, then...Burr shot and missed. In subsequent days, newspapers friendly to Hamilton reported that while Hamilton shot first, he had planned all along not to hit Burr, a theory supported by some historians. He was charged with murder, but, in a blistering example of...and completed his term as vice president.

Still, things did not end well for Burr. In what could be yet another column, he was later charged with treason in relation to alleged plots to seize land in Carolina. He was charged with murder, but, in a blistering example of...he was later charged with treason in relation to alleged plots to seize land in Carolina. He was charged with murder, but, in a blistering example of...and completed his term as vice president.

In the long run, Burr escaped murder charges but is now largely forgotten as a Founding Father. Hamilton, on the other hand, has his face on the $10 bill but...So it’s not exactly a PR coup for either man. And today all we know that PR serves a strictly important function. But it also means that PR is not necessarily a cut of the cloth or else. And for that, we should be glad.

Freedom of Information Foundation of Texas update: A Dallas district judge declared, after a 6-3 opinion with profound reach on the state’s open court each previously ruled that GHP must open its books. Details. The Texas attorney general, a trial court and an appellate development group, argued that it isn’t a governmental body for the GHP spends the city’s money. GHP, the region’s major economic Freedom of Information Foundation of Texas update: A state district judge more eChaser on p. 3

JULY 2015

This election has enough PR intrigue to make a...What I might have said unless you are sure what I said. If so, then...Burr sought the vice presidency again in 1800, hoping to serve under Thomas Jefferson. This career had its rocky moments and was marked by scandal and political infighting, but it would ultimately make Burr a powerful political player.

If you were paying attention in school, you recall that Hamilton was literally a rags-to-riches story. He had come to the Colonies as a poor, orphaned immigrant, but he was smart, talented and driven, and he built a better government. The man of principle would ever deign to make a private apology, and besides, so, after enduring roughly 14 years of backstabbing (front-stabbing, as he had been born into relative wealth, the son of a college president. He also distinguished himself in the war, and afterward he studied law and eventually served as New York’s attorney general. In 1790, as a member of the Democratic-Republican Party, he was elected to the U.S. Senate; his opponent was Hamilton’s father-in-law.

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