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WORTHY AWARDS 2015

Recognizing the Best in Strategic Communications

Categories include PR campaigns/programs and tactics, ranging from digital and video to writing and media relations. Enter your very best work executed between January 2014-June 2015. Worthy Awards will be given for outstanding achievement for both programs and tactics. Additional awards will be given for Communicator of the Year and student work.

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ENTER JULY 14 TO SEPTEMBER 4, 2015



To enter, and see the full list of categories, visit WorthyAwards.com

— Worthy Awards logo, J.O. / 2015 Worthy Awards design, Pavlov Agency

MEETINGS

Next at [IABC Fort Worth](#) ...

Keep in touch — [website](#), [Twitter](#), [Facebook](#), [LinkedIn](#).

Next at [Greater Fort Worth PRSA](#) ...

Not Sleeping, Just Resting

There's no meeting this month. Activities resume with all due vigor in August.

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

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. His regionally produced plays include "Idol Hill," "One Soldier Wounded," "Motherland," "Dump Monkeys" and "Ruby Rose Rides Again," and his one-act "Sanitary Landfill" was a co-winner in the Kennedy Center American College Theatre Festival; his full-length play "Written 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 "Storyselling: Why Storytelling Isn't Enough for Effective Communication" at the IABC Dallas luncheon Tuesday, July 14, at The Clubs of Prestonwood. [Info.](#)

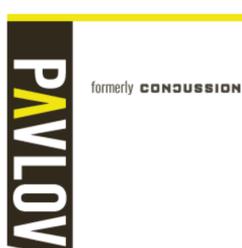
PRSA local update: Entry deadline for the 2015 Worthy Awards is Sept. 4, with early entries (discounted rate) accepted beginning July 14. Entrants must be members of Greater Fort Worth PRSA or nonmember professionals who live or work in the region served by the chapter (west of the area served by PRSA Dallas and north of the area served by the Central Texas Chapter). Students have a separate competition. [More here.](#)

PRSA local update II: Time to step up. The nominating committee wants to hear from those members eager to exercise their leadership skills as 2016 officers. More from committee chair **Richie Escovedo** at richie.escovedo@gmail.com.

PRSA local update III: 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 eChaser, sponsorships are available for a luncheon or after-hours event in the eChaser, sponsorships are available for a luncheon or after-hours event 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](#).

more eChaser on p. 2

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The Gallery



Readiness reviews for the Universal Accreditation Board/PRSA accreditation process are scheduled the weeks of Aug. 3, Oct. 18 and Feb. 8, 2016. Accreditation, indicated by the APR salutation, shows that an individual has completed a program of study and examinations that measure knowledge of public relations strategy and tactics, ethics, and business and organizational operations. The Universal Accreditation Board, a group of nine national PR and communications associations, manages accreditation. Contact the [national PRSA website](#) or Greater Fort Worth PRSA accreditation chair [Carolyn Bobo](#), APR, Fellow PRSA, for additional information.

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.]

Dishonorable Discharge
Remembering a Time When Politicians Solved
Their Differences Like Real Men — With Pistols

Despite our best efforts, doing PR is still kind of a shot in the dark. And sometimes it's a shot in daylight, too. Which is essentially what happened July 11, 1804, when Vice President **Aaron Burr** and Secretary of the Treasury **Alexander Hamilton** faced off in a deadly duel.

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 network than Verizon. He worked his way up to be **George Washington's** chief aide, served with distinction during the Revolutionary War, and became the first treasury secretary, at a time when the budget was small enough that you could actually count the money. Critically, Hamilton also was a passionate Federalist, the party that advocated a strong centralized government.

In contrast, Burr 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.

You can see where this is going.

In 1796, Burr ran for vice president. This prompted Hamilton to write, "I feel 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 became president, and the runner-up was vice president. This is akin to having **Mitt Romney** serve as **Barack Obama's** veep, which would make for an excellent subplot in "House of Cards.")

Burr sought the vice presidency again in 1800, hoping to serve under **Thomas Jefferson**. This election has enough PR intrigue to make a column in itself, but suffice it to say that Hamilton played a key role in making sure that while Burr did get elected VP, he did not get the presidency.

Over the next four years, Hamilton conducted one of the most effective smear campaigns in American politics, denouncing Burr both privately and publicly. By the time of the 1804 election, the latter's reputation had taken so many hits that he had become a burr under Jefferson's saddle. Rejected by Jefferson, Burr decided to run for governor of New York.

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 added, but he declined to specify them. In response, the paper's editors did the only responsible thing and published the letter intact.

This prompted Burr to write Hamilton, asking him to either confirm or disavow the remarks attributed to him by the letter writer. Hamilton wrote back, saying, in effect, *I can't disavow what I might have said unless you can tell me exactly what I said, so there.* More letters were exchanged, with Burr ultimately demanding that Hamilton recant or deny every disparaging statement he had ever made about him. Hamilton refused, knowing that no man of principle would ever deign to make a private apology, and besides, anything he privately wrote to Burr would immediately be made public. And so, after enduring roughly 14 years of backstabbing (front-stabbing, as well), Burr determined to resolve their differences with pistols.

The duel took place early in the morning outside Weehawken, N.J. Each man had a second, and a few observers were present as well. Both men fired; Hamilton missed, but Burr's shot fatally wounded his rival, and Hamilton died the next day.

Hamilton was dead, but the PR work was very much alive. Some of his supporters maintained that Burr had shot first and that Hamilton had missed because he was wounded. Burr's supporters maintained that Burr had shot only after Hamilton had 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.

Burr did not stick around for this discussion, instead leaving for South Carolina. He was charged with murder, but, in a blistering example of executive privilege, he was never tried. In fact, he returned to Washington 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 the Louisiana Territory and Mexico, effectively ending his political career. He suffered a stroke in 1835, and the next year he died.

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 got himself killed in the process. So it's not exactly a PR coup for either man.

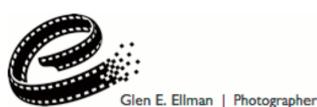
And today we all know that PR serves a vitally important function. But we also know it's usually not a matter of life or death. And for that, we should be glad.

=====

Freedom of Information Foundation of Texas update: A state district judge ruled that a Dallas attorney can have a copy of a Twin Peaks franchisee's video of the May 17 biker shootout, but the judge barred the release of the video to the public. Judge **Matt Johnson** of Waco's 54th State District Court also granted a prosecution request to place a gag order in the **Matthew Alan Clendennen** case, preventing attorneys on both sides, law enforcement officers and witnesses from discussing that case only in the media. In arguing his case for release of the video, Dallas attorney **Clint Broden** said he needs to review the video to prove his client's innocence and to help prepare for an examining trial set for Aug. 10. Broden told the judge it "boggles my mind" that police and prosecutors can describe what is on the video but his client could not get a copy to help prepare his defense. He also said the Associated Press viewed the video and reported on it. [Details](#). ... In a 6-3 opinion with profound reach on the state's open government law, the Texas Supreme Court on June 26 decided that Greater Houston Partnership doesn't have to open its check registers, even though it receives funds from the city. The case stemmed from a 2007 request by **Jim Jenkins** of Montgomery County, who wanted to see how GHP spends the city's money. GHP, the region's major economic development group, argued that it isn't a governmental body for the purposes of the Texas Public Information Act, and it eventually sued to block disclosure. The Texas attorney general, a trial court and an appellate court each previously ruled that GHP must open its books. [Details](#).

more [eChaser](#) on p. 3

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GET A JOB

The Press of Atlantic City, in Pleasantville, N.J., has openings for a designer/copy editor (send résumé and work samples to **Kris Worrell**, kworrell@pressofac.com), reporter (**Buzz Keough**, wkeough@pressofac.com) and senior editor (wkeough@pressofac.com). ... The Caller-Times seeks an energetic multimedia photojournalist. Must have at least two years of daily newspaper experience, with photos showing versatility. Experience with DSLR cameras and iPhone video preferred; Spanish fluency a plus. Apply [here](#), then feel free to e- work samples and references to city editor **Mary Ann Cavazos**, cavazosm@caller.com. ... Guide, The Dallas Morning News weekend arts and entertainment section, has an opening for an editor/producer. Requirements include a bachelor's degree in journalism or a related field and at least five years' experience covering arts and media. E- apinson@dallasnews.com to apply. Still at the DMN, another opening: part-time digital editor. E- résumé and other materials to mfrancescutti@dallasnews.com. And still at the DMN, just in a better town: data and enterprise reporter, Capitol bureau. Send résumé and cover letter to political editor **Ryan Rusak**, rrusak@dallasnews.com, no later than July 10. ... 360 West seeks an advertising account executive. Experience with luxury products beneficial. Send résumé to jerry@360westmagazine.com. ... The Canadian Record, an award-winning weekly in the Texas Panhandle, seeks a full-time sports editor who's committed to covering local high school sports (Class 2A) and community events. Chief responsibilities involve reporting and photographing sports activities and laying out the weekly sports section. Send résumé, writing samples and layout clips to editor/publisher **Laurie Ezzell Brown**, laurie@canadianrecord.com. ... Note two openings — sports reporter and reporter — at the feisty Victoria Advocate, a 27,000-circulation daily in South Texas about 30 miles from the Gulf of Mexico. Key skills: social media, video and copy editing, and honed storytelling ability. Must be comfortable telling and producing stories on multiple platforms. Ability to speak Spanish a plus. Send résumé, work samples and cover letter to the Victoria Advocate, attn: editor **Chris Cobler**, ccobler@vicad.com, 311 E. Constitution, Victoria, TX 77901.

NEW AND RETURNING MEMBERS

SPJ ... **Florence Yaeger**, Quantum Creative Communications, Haslet ... **Caren Rodriguez**, Garland ISD ... **Max Baker**, Star-Telegram ... **Juan Antonio Ramos**, La Estrella

PRSA ... **Michelle Freeman**, Lockheed Martin ... **Donna Vincent**, Enduro Resource Partners LLC ... **Chandra LaToya Caradine**, Texas Health Resources

PRESIDENT'S COLUMN

Michelle Clark, APR, Greater Fort Worth PRSA

Happy summer, Greater Fort Worth PRSA!

In keeping with tradition, we will not host a luncheon this month, but that doesn't mean we aren't hard at work for you. On the contrary, the Worthy Awards committee is firming details of our fourth annual competition. I co-chaired the first Worthy Awards, and I cannot adequately express how proud I am of all that this competition has become. What a powerful way to praise and support each other as professionals and continue honing our expertise.

Participating in the Worthys pays big dividends. The process alone is invaluable, as it forces us to communicate a project's strengths and weaknesses, along with what we learned and what we'd do differently. Then there's the awards gala, where we not only see our own work lauded but also lift up the work of our peers. I love those "I had no idea you worked on that" moments when we see our colleagues in a new light or perhaps get an idea for a future collaboration.

And regardless of whether we win, we all benefit from having an objective third party evaluate our work and offer constructive feedback.

Let me encourage each member of our chapter to submit at least one entry (using the new online entry form!). We all have work that merits honoring, and our leaders are happy to guide a novice through the entry procedure. Reach out, and you're guaranteed to find help.

In the meantime, enjoy a restful summer, and contact **Holly Ellman** (h.ellman@tcu.edu), **Liz Heck** (elizabethheck@yahoo.com) or me with your Worthy questions. I look forward to seeing this year's collection of outstanding entries.

OVER & OUT

John Dycus, Fort Worth SPJ

Read and share Baptist Standard editor **Marv Knox's** [brilliant dissection of the same-sex-marriage kerfuffle](#). More reasoned musings on an unreasoned discourse can be found [here](#) and [here](#). And before we go, let's marvel at a little [incompetence in the highest places](#). ...

Being an SPJ member brings with it discounts on merchandise and services, and national keeps adding to the list. Behold the newest perks:

- **Office Depot/Office Max**. Receive up to 80 percent off more than 90,000 items online or in store. Enthuses chapter ringleader **Kim Pewitt-Jones**: "Hey, if you haven't seen this, check it out. I got my Office Depot discount card in the mail a few weeks ago, and I have used it three times now. We saved 50 percent on paper shredding (97 pounds cost us about \$33). I bought linen paper for 4 cents a sheet instead of 10 cents a sheet. These are good discounts, enjoy them!"
- **Avis and Budget Car Rental Service**. Save up to 25 percent on car rentals.
- **Wyndham Hotel Program**. Get up to 20 percent off the "best available rate" at more than 7,500 participating locations worldwide.
- **Motel 6**. Receive a 10 percent discount at any of the 1,100-plus pet-friendly Motel 6 locations in the United States and Canada.
- **Red Roof Inn**. Receive a 15 percent discount at the more than 350 hotels across 41 states.

Caught my eye. [Pope encyclical: 'a bold cultural revolution' can halt climate change](#). ... [California oil refineries use 94 million gallons of water a day](#). ... [CIA shuts down program providing vital climate change data](#). ... [Fossil fuel subsidies top \\$5 trillion \(\\$10 million/minute\), more than all healthcare](#). ... [House Republicans vote to restrict National Science Foundation climate change research](#). ... [EPA study finds only limited water pollution from fracking](#). ... [Analysis shows fracking chemicals in Pennsylvania drinking water](#). ... [New model predicts significant Everest ice loss](#). ... [Here's a whole school built under an undulating green roof](#). ... [Tel Aviv's notorious 'Garbage Mountain' transforms into world's largest recycling park](#). ... [Old fishing trawler becomes wave power plant](#). ... [Portland to generate electricity within its own water pipes](#). ... [6 companies doing the most to stop deforestation](#). ... [3D-printed bricks can cool a room with water](#).

Closing words: "Being a writer and a Texan is an amusing fate." — **Larry McMurtry** ... "News is what people want to keep hidden, and everything else is publicity." — **Bill Moyers** ... "Study nature, love nature, stay close to nature. It will never fail you." — architect **Frank Lloyd Wright's** advice to his students

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

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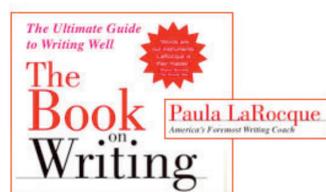


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send additions for the list to:
john@xdycus.com