

eChaser

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MEETINGS

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

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

Impress for Success

Leah Frazier knows about the importance of image in the workplace, about how to tailor your look to ensure a lasting impression, and she'll share her secrets at the June meeting.

Frazier, owner of Diamond Icon Image and Styling Consultants and editor of DFW Style Daily, will identify the key components of a successful image, with emphasis on professional demeanor, communication skills and just the right hair, makeup and clothing to complement your body shape and personal style.

Born and raised in Dallas, Frazier is a multi-licensed attorney, journalist, certified personal shopper and fashion industry consultant. Her expertise has been profiled in top-tier media outlets, including Vogue, The Oxford Press, CBS News, Fox, Chase TV and Examiner.com.

Her company has been named one of the nation's top image consultants. The online DFW Style Daily brings readers the best in fashion trends through brand partnerships with Saks Fifth Avenue, Galleria Dallas, the Dallas Vintage Clothing & Jewelry Show, Belk, Mockingbird Station, Aftershock London, Lafayette 148 New York and Neiman Marcus.

Time & date: 11:30 a.m.-1 p.m. Wednesday, June 10

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 June 5

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

What Lies Beneath

(not the **Harrison Ford** movie, but still a psychological thriller)

Mother Nature has traded Texas' drought for floods — for now. But what will fix the underground threats of earthquakes, groundwater pollution and shrinking water resources? Get some answers in a half-day workshop featuring top North Texas journalists, activists and government officials.

Panelists include **Peggy Heinkel-Wolfe**, Denton Record-Chronicle; **Max Baker**, Star-Telegram; **Peter Gorman**, Fort Worth Weekly; and **Todd Unger**, WFAA-TV.

When: Saturday, June 20, 9 a.m.-2 p.m.

Where: room 258, UT Arlington Fine Arts Building Center Section, 700 W. Greek Row Drive ([map](#))

Admission: free; RSVP at [spjfwunderground.eventbrite.com](#)

Lunch: \$10 (sandwich, snack, drink); vegetarian available; order and pay by June 18 at the RSVP link

Information: [spjfw.org](#); **Kim Pewitt-Jones**, [kim56@tx.rr.com](#), 817-784-9618

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STRAIGHT STUFF

Next at the Writers' Guild of Texas: WGT June Writers' Read-In, 7 p.m.

Monday, June 15, at the Richardson Public Library. More [here](#) on how it works. Sign up with **Julie Mendel**, [julie.s.mendel@gmail.com](#). ...

IABC local update: No matter what, you can be "your own best asset." Learn how from Dallas marketing icon **Carl Youngberg**, author of "Make Yourself Matter — Becoming Your Own Best Asset," at the IABC Dallas luncheon Tuesday, June 9, at The Clubs of Prestonwood. [Info](#).

PRSA local update: Hey, communicators, the Greater Fort Worth PRSA [website](#) holds valuable information for those seeking to promote the communications profession or themselves. Check out the [DFW Communicators Job Bank](#), the premier online destination for employers with job openings throughout North Texas and potential employees seeking targeted work in PR, media affairs, advertising/sales, event planning, graphic design, marketing, and corporate and employee relations. The site connects to the [PRSA national Job Center](#). Both links are under the Services tab on the home page. • Have a project or program idea? Interested in joining a special interest group (SIG)? Again, go to the home page and click on [Board of Directors](#) for contact information on every officer, director and committee chair. • Subscribe to the chapter blog and receive an e-mail with each blog post. Posts herald upcoming events, news and articles. • Contact website chair **Emily Conklin** at [econklin@nisdtx.org](#) with questions or suggestions.

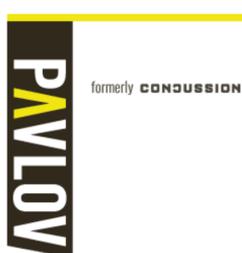
PRSA local update II: Renowned media relations trainer **Michael Smart** will lead a half-day workshop, "Pitching Boot Camp: The Secrets of the New Media Relations Superstars," at the PRSA Dallas monthly meeting Friday, June 12, at Mary Kay, Inc., on Dallas Parkway. [Info](#).

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Freedom of Information Foundation of Texas update: Gov. **Greg Abbott** has signed Senate Bill 627, making it clear that journalists can report on allegations of wrongdoing and receive protections under state law. The legislation codifies a defense for accurately reporting on third-party allegations. That defense had been part of common law in Texas for 25 years, but a recent Texas Supreme Court ruling called it into question. FOIFT, the Texas Press Association at the Texas Association of Broadcasters pushed for the legislation. ... Attorney General **Ken Paxton** issued an opinion May 12 siding with a University of Texas System regent seeking access to records from an investigation into admissions at the Austin campus. The UT System cannot bar a regent's access to records unless a state or federal law requires otherwise, Paxton said. [Details](#).

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The Gallery

The Fort Worth Business Press has named Lisa Albert, senior communications manager for Justin Brands, to its "40 Under 40" list. Albert also is the Greater Fort Worth PRSA treasurer.



Pamela Percival is the new director of community and public relations at Plaza Medical Center of Fort Worth. Previously, she directed corporate communications for Fort Worth-based FTS International. She has more than 25 years of professional experience and began her career as a journalist, working in both print and television news.



Mighty upbeat for an ethics discussion

Seen at the May 6 SPJ meeting at Joe T. Garcia's, all from left, above: Laurie James; Johnell Kelley, Robbyn Foster, Linda Pavlik; right: Ed Gallagher, Eddy Gallagher, Martin Paredes; below: Rodrigo Valverde, Audrey Werth; Lee Williams, Celeste Williams; Matt Martucci; Kim Pewitt-Jones, Britney Tabor



IMPRESS FOR SUCCESS:
THE IMPORTANCE OF IMAGE IN THE WORKPLACE

WITH LEAH FRAZIER
Owner, Diamond Icon Image & Styling Consultants

Wednesday, June 10
11:30 a.m. to 1:00 p.m.

Greater Fort Worth Chapter
PRSA

THIS MONTH IN PR/MARKETING HISTORY BY JEFF RODRIGUEZ

An irreverent look at the people and events that keep us up at night

Cry, Wolf
Our Top Story Tonight: 25 Years Ago, Network News Changed Forever

It happened at 5 p.m. June 1 with the birth of the nation's first 24-hour news network, CNN. For those PR pros who have never used a typewriter, the magnitude of the event is hard to gauge. But television news was very different back then. There were only three major networks, and the news was presented in nightly 30-minute broadcasts. The idea of a station delivering news around the clock was crazy, unthinkable — like a store opening early the day after Thanksgiving. Oh. Never mind.

CNN debuted with an introduction from the man (and money) behind it. "We won't be signing off until the world ends," **Ted Turner** declared. "We'll be on, and we will cover the end of the world, live, and that will be our last event."

Anchoring that first broadcast were **Lois Hart** and **David Walker**, a husband and wife team. Turner, already on his second marriage, should have known better than to put a married couple in front of the camera, but perhaps he had no choice, as the CNN team consisted of only about 200 employees. Besides, Hart and Walker were reputable journalists, and their first story was a solid piece on the attempted assassination of civil rights activist **Vernon Jordan**.

Despite the promising start, however, the fledgling network struggled. CNN initially lost money and, in a jab at Turner's southern roots, was derided as the "Chicken Noodle Network." But Turner kept adding staff and opening bureaus, and in 1983 he bought the Satellite News Channel, shutting down a key competitor.

CNN also had two great assets. One was **James Earl Jones**, whose "This is CNN" voice-over would become iconic (who's going to argue with Darth Vader?). The other asset was all the incredible news that was about to happen. In 1986, CNN carried the only live coverage of the space shuttle Challenger explosion; a year later, when a toddler named **Jessica McClure** fell into a well in a town called Midland, the network provided coverage that was in-depth, so to speak. And when the Sept. 11 attacks occurred, CNN broke the story.

While other network anchors were still in the morning meetings. CNN's anchors were reporting the news. Slowly, the Chicken Noodle Network was becoming the meat-and-potatoes station.

And then came 1991 and the Persian Gulf War. When the aerial assault on Baghdad began, all of the networks reported on it — but CNN was the only network to report on it *from inside Iraq*. That's what you call an exclusive, and the the news team being limited to an audio feed heightened the drama. Bolstering the coverage was the recently hired **Wolf Blitzer**, a credentialed character with clearly the greatest television name ever.

In these stories and more, stations worldwide picked up CNN's reporting, and our government leaders noted its impact. The influence of continuous news on foreign policy even prompted Pentagon officials to coin a term: "the CNN effect."

So the story should end, "And today, CNN has a statue in the News Hall of Fame and more awards than the Grammys." Except: **Tom DeLay**, then House majority leader, accused the network of being biased, calling it the Clinton News Network (in the next decade independent researchers would confirm some instances of bias). And in 1996, both Fox News and MSNBC appeared on the scene.

By the 2000s, viewership began to taper, and more recently it has plummeted. To compensate, CNN data boards now consume an entire wall or floor, flying pie charts bombard the viewer, and the lowa caucus gets illustrated with graphics that peg from The Game of Life.

When Malaysian Flight 370 disappeared, CNN created an airplane cockpit simulator and put reporter **Martin Savidge** in it. Desperate for news, the network did a story on how many hours Savidge spent covering the story, resulting in the Twitter hashtag #FreeMartinSavidge. And the guy sitting next to Savidge pretending to be the pilot got a Twitter account for his plaid shirt.

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All of this makes the network prime fodder for comedians like **Jon Stewart**, who has suggested a number of new taglines, including “the ‘Sophie’s Choice’ of news,” “We have no idea what the f*** we’re doing” and “If you’re watching this, your flight’s been canceled.” Which is not to say the other networks have been spared embarrassing moments; after all, 24 hours daily is a lot of time.

So it is a checkered story for CNN. On the one hand, it redefined how TV news is reported; with a 24-hour news cycle, PR pros have opportunities at all hours of the day and night to respond to events. For that, the network deserves our undying admiration.

On the other hand, it really is a 24-hour news cycle now, which means that PR pros have opportunities at all hours of the day and night to respond to events. And for that, CNN deserves to be set to sea. On the Titanic.

PEOPLE & PLACES

Michelle Clark, APR, has been named TCU assistant vice chancellor, communications. Previously, she was regional director for Global Prairie Marketing in Fort Worth. She has taught in the Bob Schieffer College of Communication since 2004. A graduate of Millsaps College in Jackson, Miss., Clark received her master’s degree in journalism/public relations from Baylor University. ...

Fort Worth-based marketing agency J.O. has been accepted into Goldman Sachs’ 10,000 Small Businesses program, a \$20 million initiative launched to help create jobs and economic growth in Fort Worth-Dallas. Curriculum, developed by the top-ranked entrepreneurship school Babson College, covers practical business skills, employee management, negotiation and marketing education. J.O. will receive one-on-one consulting and technical assistance through partnerships with professional firms, national organizations, community organizations and Goldman Sachs. J.O. representatives are participating in business education classes through Aug. 21 at the Bill J. Priest Institute for Economic Development at El Centro College in Dallas.

GET A JOB

The San Antonio Express-News is looking for a food and drink writer. Candidates must have relevant writing experience and love to eat and drink everything. A developed palate that can distinguish craft from commercial and cabernet from syrah is a bonus. E- cover letter, résumé and clips (including relevant multimedia samples) to features editor **Emily Spicer**, espicer@express-news.net. ... Advocate Digital Media, a digital-focused sister company to the Longview News-Journal, seeks a web producer. Send résumé, cover letter and work samples (writing, links to website and multimedia work, self-written headlines) to employment@news-journal.com. ... Community Impact Newspaper’s Plano operation seeks a graphic designer. [Info](#). ... They make games at Blizzard, and they need a PR writer to tell “who we are, what we’re working on and why, where we’re coming from and where we’re headed.” [Info](#). ... DFW.com, the Star-Telegram’s entertainment website and weekly magazine, has an opening for a detail-oriented, creative person to compile entertainment listings, including music, movies, arts, events and restaurants. Knowledge of local entertainment a definite plus. Contact **Rick Press**, rpress@star-telegram.com. Still marketing, the Star-T’s Special Features Advertising Department seeks a marketing features editor to oversee planning, development and editing of content. E- **Debbie Yarbrough**, dyarbrough@star-telegram.com.

NEW AND RETURNING MEMBERS

SPJ ... **Claire Cardona**, The Dallas Morning News
 PRSA ... **George Bowden**, Freese and Nichols ... **Megan Ledford**, American Association of Professional Landmen

PRESIDENT’S COLUMN

Michelle Clark, APR, Greater Fort Worth PRSA

Welcome to the middle of 2015! As surreal as it may seem, we’re rapidly approaching the midpoint of the year — a time when it makes sense to take stock of what we’ve accomplished and what remains for the year. Rest assured, your board members and committee chairs are doing just that — revisiting the goals we set in January and making plans for how to meet them in the next six months.

In addition, we’re examining one of the key topics our members have asked for more programming about — our personal brand. We’re delighted this month to hear from image expert **Leah Frazier**, owner of Diamond Icon Image and Styling Consultants and editor of DFW Style Daily, as she enforces the power of a professional image and how that image strengthens the brand we establish in the workplace.

I hope you can join us for our June luncheon, and I wish all of our chapter members and leaders a relaxing July as we take a summer break. We’ll pick up regular activities in August, notably with full-steam preparation for the fourth annual Worthy Awards. The awards gala will be Nov. 5, so mark your calendars. Watch for everything from entry guidelines to sponsorship opportunities. In the meantime, if you have any questions Worthy related, contact me (m.clark@tcu.edu), **Liz Heck** (elizabethheck@yahoo.com) or **Holly Ellman** (h.ellman@tcu.edu).

Get ready for what happens next. It’s going to be great!

OVER & OUT

John Dycus, Fort Worth SPJ

The Sigma Delta Chi Foundation wants to send two SPJ members to the Poynter Leadership Academy, Oct. 4-9, in St. Petersburg, Fla., with funding from the new Reginald Stuart Diversity Management Fellowship. **Stuart**, a lifelong champion for diversifying newsrooms and news coverage, is a past national SPJ president and holder of the Wells Memorial Key, one of SPJ’s highest honors. In 2006, he was named an SPJ fellow in recognition of his extraordinary contributions to the profession. [Apply](#) by July 15.

Ethics Week 2015 was April 27-May 1, and the revised Code of Ethics gave SPJ a little something extra to celebrate. Ethics Week is a time to recognize journalists who seek truth and report it, minimize harm, act independently, and are accountable and transparent. From op-eds to Twitter chats to blogs, much was done to celebrate and educate about ethical journalism. The ethics issue of Quill magazine is available now, and don’t forget to order free posters and bookmarks of the revised code (e- tcarlier@spj.org with your address and request numbers). Resources:

- * The American Copy Editors Society (@CopyEditors), [Ethics: Minimizing Harm in Digital Editing #ACEShat](#) with SPJ Ethics Committee member **David Cohn**
- * #SPJEthicsChat, [Being Ethical in the Aftermath of Brian Williams and Rolling Stone](#) with ethics chair **Andrew Seaman** and committee co-vice chair **Monica Guzman**
- * Posts on [Code Words](#), the ethics committee blog
- * Guzman’s article, [Fear of Screwing Up](#), in the Columbia Journalism Review and [How much violence do we need to see - or report?](#)
- * The [Jim Bohannon Show](#) with ethics co-vice chair **Fred Brown**
- * Brown’s [op-ed](#) that appeared in publications across the country

Caught my eye. [The solar industry is putting people to work 20 times faster than any other energy sector.](#) ... [Sprayable Sleep looks to spritz away insomnia.](#) ... [Amazing metal is so hydrophobic it makes water bounce.](#) ... [Want to see how climate change is impacting the world? No, you don’t.](#) ... [Dutch company harvests electricity from living plants to power streetlights, wi-fi, cellphones.](#) ... [Scientists watch bioengineered self-healing muscle tissue grow within a mouse.](#)

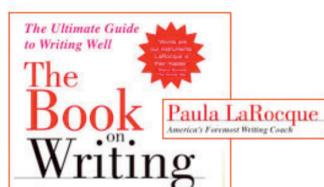
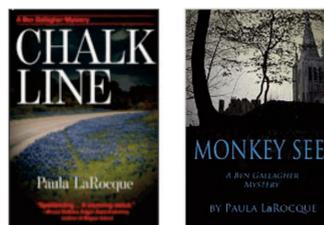
Closing words: "The books that everybody admires are those that nobody reads." — novelist **Anatole France** ... "Once you eliminate the impossible, whatever remains, however improbable, must be the truth." — **Arthur Conan Doyle**, creator of Sherlock Holmes

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