

MEETINGS

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

Ethical Decision-Making for PR — and for Life

Anybody can memorize a code of ethics, but do you really know how to make ethical decisions? At the September meeting, sponsored by the Fort Worth Chamber of Commerce, **Samra Bufkins**, APR, will present a solid framework for making sure your business decisions will be ethical, regardless of what code of ethics you follow.

Bufkins supervises PR internships and is a lecturer in strategic communications at the UNT Mayborn School of Journalism, where she teaches the capstone course in ethics required of all PR and advertising majors and the capstone public relations strategic planning course. She was named the 2014 Honor Professor, an award presented by the Student Government Association to faculty for exceptional merit.

She developed and still teaches the first strategic social media class at UNT, bringing in nationally known speakers and technical experts. Her teaching philosophy combines theory with practice while mentoring students as if they were junior employees of her PR firm or corporate communications department. She is the faculty adviser to the PRSSA chapter and Alpha Tau Omega fraternity, and social media adviser to the NT Daily and Swoop, the student-run advertising and public relations agency.

Accredited since 1996, Bufkins has more than 25 years of strategic communications experience in the health care, environmental, energy, petrochemical, shipping and electricity industries.

Time & date: 11:30 a.m.-1 p.m. Sept. 16 (third Wednesday 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 Sept. 11**

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

When the program is finalized, the whole world will know.

STRAIGHT STUFF

DFW Hispanic Communicators' Hispanic Heritage Month Fiesta will be Friday, Sept. 18, at the Latino Cultural Center in Dallas. Expect food, drinks, door prizes, art, music and (always) a little more. No charge. [Info](#). ...

How much do freelance communications consultants charge? What factors influence compensation, and how satisfied are independent practitioners with their careers? To answer these questions, Solo PR Pro launched its first worldwide survey of independent PR and communications consultants. Take the survey [here](#) (until Sept. 9) and tell your independent friends. ...

"Tell it in their words," author **Scott Bell** advises, and he will relate how to do just that at the next Writers' Guild of Texas meeting, 7 p.m. Monday, Sept. 21, at the Richardson Public Library. With the kids grown and time on his hands, Bell, a security professional, turned back to his first love — writing. His short stories have been published in The Western Online, Cast of Wonders and in the anthology Desolation. He recently hit the trifecta by signing contracts for three of his novels. Red Adept will publish "Yeager's Law" in August 2015, "May Day" should be released in early 2016, and "Working Stiffs" is coming from Driven Press. When he's not writing, Bell ponders the eternal question: What would **John Wayne** do?

IABC local update: The keynote talk from **Dave Fleming** (20-plus years working with Fortune 500 companies), "Never Walk Away from an Insight," highlights the IABC Dallas 2015 Fall Communications Conference on Tuesday, Sept. 22, at The Clubs of Prestonwood. [Info](#).

PRSA local update: Coming down the home stretch. Entries in the fourth annual [Worthy Awards](#), the most prestigious awards program in the Fort Worth area recognizing outstanding strategic communications programs and tactics, must be submitted by Sept. 4. Entries are accepted for work substantially completed between Jan. 1, 2014, and June 30, 2015. Categories include PR campaigns/programs and tactics, ranging from digital and video to writing and media relations. Best of Show will be awarded to the highest-scoring campaign/program. The awards gala is Nov. 5 at the Fort Worth Club. Sponsorships are available at seven levels, from \$2,500 to \$300 (info [here](#)).

PRSA local update II: What do former Councilman **Joel Burns**, Mayor **Betsy Price** and former Fort Worth ISD Superintendent **Walter Dansby** have in common? Someone thought enough of them and their communication skills to nominate them as Communicator of the Year. Nominations are being accepted through Oct. 1 for this year's recipient. There is no cost to nominate, and the nominator does not have to be a member of PRSA. Nominees may be elected officials, volunteers, clergy, business leaders — any nonprofessional communicator who has served the community when a public issue or event requires outstanding communications and management. Nominate at <http://worthyawards.com>.

PRSA local update III: Standing reminders. Greater Fort Worth PRSA sponsorships provide a great way to promote one's company, favorite printer, photographer, videographer or other communications vendor. In addition to advertising in the eChaser, 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. Info [here](#). ... 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.

[more eChaser on p. 2](#)

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The Gallery



Worthy Award entries are due Sept. 4. Fame and glory await (but only if you turn something in).

Margaret Ritsch, APR, *above left*, co-authored a research paper that won second-place Top Teaching Paper in the Association for Education in Journalism and Mass Communication Public Relations Division. She advises Roxo, TCU's student-run agency for strategic communication. • UNT Mayborn School of Journalism lecturer Samra Bufkins, APR, *above right*, will bring the PRSA September program on ethical decision-making, sponsored by the Fort Worth Chamber of Commerce.

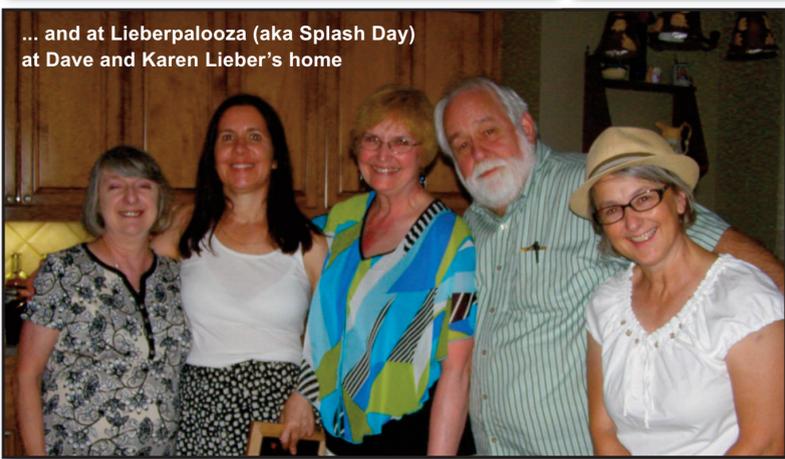


SPJ out & about

... at the board retreat in August

counterclockwise top four pictures, from left: Britney Tabor; Max Baker, Tom Williams; Jean Marie Brown; Juan Antonio Ramos

— Yamil Berard photos



all from left, above: Shirley Jenkins, Yamil Berard, Eddy Gallagher, Ed Gallagher, Peggy Heinkel-Wolfe

right: Javier Giribet

below: Brant Austin, Tracey Smith; Mike Cochran, Sondra Cochran

bottom: Kay Pirtle, Dave Lieber, Mary Smith, Karen Lieber; Marina Martinez

— photos (all but one) by Kay Pirtle



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.]

Well, Excuse Me

Gerald Ford Issued a Presidential Pardon and Will Never be Forgiven for It

You can always forgive, but that doesn't mean people will forget. This is the hard lesson President **Gerald Ford** learned when he issued a pardon to **Richard "I'm not a crook" Nixon**.

Ford had been in office all of 31 days when he went on national television Sept. 8, 1974, to explain his decision. He was not the most eloquent to hold the office, but his 10-minute speech was remarkably thoughtful. He mentioned God and his conscience no fewer than five times each, expressed concern for Nixon's health and said, "I do believe that the buck stops here and that I cannot rely on public opinion polls to tell me what is right."

He noted that it might be years before his predecessor could receive a fair trial, during which time "our people would again be polarized in their opinions." He concluded by saying, "I feel that Richard Nixon and his loved ones have suffered enough and will continue to suffer no matter what I do, no matter what we as a great and good nation can do together to make his goal of peace come true." Then he absolved Nixon of any crimes he may have committed as the nation's First Scofflaw.

Ford made his announcement on a Sunday morning, presumably when most politicians are in church soliciting campaign donations. After he finished, he left to play a round of golf while the White House phone operators watched the switchboard light up like a pinball machine.

Unfortunately for Ford, the angry calls were just the start. The New York Times, for example, called the pardon "a profoundly unwise, divisive and unjust act" that destroyed Ford's "credibility as a man of judgment, candor and competence." Then **Jerald terHorst**, Ford's press secretary and close friend, resigned in protest.

For his part, Ford had not done the best job of laying his PR groundwork. Only 11 days earlier, he told a reporter that would be "unwise" for him to make any commitment about a pardon. Not surprisingly, his public approval plummeted from 54 to 32, right about where most PR agencies rate today.

The media and the public were not Ford's only burdens. In October 1974 the first president to pardon his predecessor also became the first sitting president since **Abraham Lincoln** to testify before Congress. During the inquiry, Ford admitted that while he was vice president, he had discussed a pardon with Nixon, but he insisted there was no deal. *continued ...*

[more eChaser on p. 3](#)

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And "no deal" is pretty much what Ford got in the 1976 presidential election. There's no way to prove that the pardon cost Ford the election, but Jimmy Carter won just 50.1 percent of the popular vote, only 57 more electoral votes, and he took fewer states. So in all likelihood, Ford won the popular vote but lost the all-important revenge vote.

But as they say, time heals all wounds (or is it Time wounds all heels?). As the years passed, emotions cooled. Sen. Ted Kennedy initially opposed the pardon but later said history had proven Ford correct. Even the investigative journalists Carl Bernstein and Bob Woodward agreed it was the right decision, and, as we all know from the movies, in their prime they were the most handsome journalists who ever lived. Most telling, in 2001 the John F. Kennedy Library Foundation presented Ford with its Profile in Courage Award, given annually to a public official who demonstrates politically courageous leadership.

And Ford, ever a man of integrity, remained steadfast. He addressed the pardon again in his 1979 autobiography, which he titled, honest, "A Time to Heal." Putting a former president on trial, he reasoned, was not worth the additional national trauma.

"Although I respected the tenet that no man should be above the law, public policy demanded that I put Nixon — and Watergate — behind us as quickly as possible," he wrote. "Being forced to resign the presidency and live with that humiliation the rest of his life was a severe punishment in itself." Ford also reportedly carried with him a copy of a Supreme Court decision stating that when someone accepted a pardon, he was in effect acknowledging his guilt. Touché.

Ford served fewer than three years in office, and many people remember him only for the pardon. He is also, quite inaccurately, recalled as being a klutz, something we have Chevy Chase to thank for. But that's another column.

All of which is a good reminder that sometimes it's not enough just to do the right thing — you also need to have the right PR team.

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Freedom of Information Foundation of Texas update: Texas Gov. Greg Abbott recently added his voice to the Republican uproar over Hillary Clinton's e-mail scandal, congratulating a GOP presidential hopeful for saying foreign countries know more about her electronic communications than the U.S. Congress does. But Abbott, too, has a private e-mail address for official government business, and in many years as a state elected official has often decided less is more when it comes to disclosing the communications. He argued recently that he is a "member of the public" and can shield release of certain information, a tactic condoned by Attorney General Ken Paxton. [Details.](#)

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GET A JOB

AvidGolfer magazine seeks an entry-level editor/writer. Position includes virtual, phone and face-to-face customer service, data entry and order fulfillment. Must be proficient in AP style; Photoshop and InDesign experience not required, but preferred. Send résumé and writing samples to **Travis Measley**, travis@myavidgolfer.com. Questions? 972-550-9008. ... The Norfolk Daily News wants to add a full-time reporter to its 19-person staff. Report on a variety of topics plus be involved in editing, multimedia and social media. Journalism degree preferred or actual newspaper writing experience. E- cover letter, résumé and writing samples to **Kent Warneke** at editor@norfolkdailynews.com. ... A managing editor is needed to direct news gathering and presentation for the twice-weekly Graham Leader and its companion web and digital products. The paper is in the late stages of converting to digital first and employing a reverse publishing strategy for its traditional print product. E- a comprehensive application and professional background to **Robb Krecklow**, publisher@grahamleader.com. ... The Southwest Airlines Pilots' Association has an opening for a communications coordinator. [Info.](#) ... The Coloradoan, a 25,000-circulation newspaper in Fort Collins, seeks a photographer/videographer to capture and share visuals from one of the best places to live in the country. [Info.](#)

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NEW AND RETURNING MEMBERS

SPJ ... **Wendy Rape**

PRSA ... **Jenna Simard**, Balcom Agency

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PRESIDENT'S COLUMN

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

September marks PRSA Ethics Awareness Month and reminds us of the ethical obligations we owe our organizations, our colleagues, our clients and our profession. This is a great opportunity to review the [Code of Ethics](#) and other resources available through PRSA national.

The code sets forth professional principles and guidelines built on core values. Advocacy, honesty, loyalty, professional development and objectivity should structure ethical practice and all of our interactions.

Translating values into practice, the code advises professionals to:

- Protect and advance the free flow of accurate and truthful information.
- Foster informed decision-making through open communication.
- Protect confidential and private information.
- Promote healthy and fair competition among professionals.
- Avoid conflicts of interest.
- Work to strengthen the public's trust in the profession.

In addition, professionals should:

- Be honest and accurate in all communications.
- Reveal sponsors for represented causes and interests.
- Act in the best interest of clients or employers.
- Disclose financial interests in a client's organization.
- Safeguard the confidences and privacy rights of clients and employees.
- Follow ethical hiring practices to respect free and open competition.
- Avoid conflicts between personal and professional interests.
- Decline representation of clients requiring actions contrary to the code.
- Accurately define what public relations activities can accomplish.
- Report all ethical violations to the appropriate authority.

PRSA offers a host of [resources](#) besides the Code of Ethics, such as Professional Standards Advisories, topical analyses and case studies. In addition, PRSA members seeking counsel on ethical matters may confer with the [Board of Ethics and Professional Standards](#).

OVER & OUT

[John Dycus](#), Fort Worth SPJ

In less than a year, on July 4, 2016, the federal Freedom of Information Act will celebrate its 50th anniversary. As part of an ongoing effort, SPJ and its partners in the [Sunshine in Government](#) Initiative are rallying around the #FixFOIAby50 campaign in support of FOIA reform. Be sure to visit the SPJ [Fix FOIA by 50](#) web page for ideas on how to get involved. Check the page often for updates and follow [@SPJ_tweets](#) for the latest.

Caught my eye. "Whatever the fight, don't be ladylike." — legendary labor activist **Mary Harris Jones ("Mother Jones")** ... "The actions of men are the best interpreters of their thoughts." — British philosopher **John Locke** ... "All science is either physics or stamp collecting." — British physicist **Ernest Rutherford**

Closing words: [NASA predicts a dangerous sudden rise in sea levels.](#) ... [Obama's Climate Action Plan strongest in US history.](#) ... [Even some coal miners are supporting renewables.](#) ... [Hackers remotely take over Jeep Cherokee.](#) ... [Adidas uses ocean trash to make footwear — and a statement.](#) ... [Here's how much faster wind and solar are growing than fossil fuels.](#) ... [Goodyear's energy-generating tire could charge your electric car.](#) ... [LED bulbs could foster urban farming revolution.](#) ... [World's largest indoor vertical farm will produce 2 million pounds of soil-free food.](#) ... [Urinal prototype uses fuel cells to generate steady stream of electricity.](#) ... [Vertical farm in Wyoming promises 100,000 pounds of fresh produce a year.](#)

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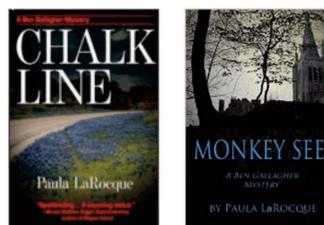
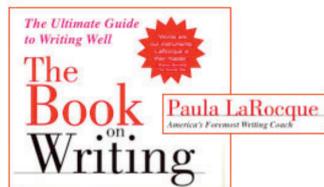
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[Star-Telegram](#) [The Dallas Morning News](#)
[Fort Worth Weekly](#) [Fort Worth, Texas](#)
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[Dallas Observer](#) [The Hill](#) [Drudge Report](#)
[The Texas Observer](#) [The Village Voice](#)
[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](#)
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[Texas Legislature](#) [FOI Foundation of Texas](#)
[Merriam-Webster](#) [Encyclopedia Britannica](#)
[NewsLink](#) [Wikipedia](#)

organizations

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[DFW Network of Hispanic Communicators](#)
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[Native American Journalists Association](#)
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