

JPS Book Benefit & Splendiferous Gift Drawing

• 6:30-8:30 p.m.
Wednesday, Dec. 2

• UNT Health Science Center
"glass front building"
3634 Bunting Ave.

• [Click a pic for details](#)

MEETINGS

Next at [IABC Fort Worth](#) ...
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Next at [Greater Fort Worth PRSA](#) ...
Awards Gala, Multicultural Audiences Luncheon Pack Schedule

It's a great month to be in PRSA. The fourth annual Worthy Awards will be announced Thursday, Nov. 5, at the Fort Worth Club. Six days later, the November luncheon will explore developing meaningful relationships with multicultural audiences.

Patsy Thomas, president of Mental Health Connection of Tarrant County, will be honored as Greater Fort Worth PRSA's Communicator of the Year at the awards gala. The award goes annually to a leader outside public relations who exemplifies open, effective communication.

The selection committee cited Thomas' ability to create partnerships with public and private agencies as well as individuals needing behavioral health services and their families.

More than 50 awards, including Best of Show, will be given to area PR and communications professionals for strategic communications programs and campaigns. Members of the downtown comedy troupe Four Day Weekend will emcee.

The evening is sponsored by Fort Worth Business, Pavlov, Crown Printed Products & Services and Glen E. Ellman Photography and begins with a cocktail reception at 6:30, followed by dinner at 7, then the awards. Tickets are \$75 for members, \$85 nonmembers and \$50 students. Tables of 10 are available for \$650.

Go gala or go home! [Ticket sales](#) end Oct. 30.

For the multicultural audiences meeting, OCG PR chief strategist **Raquel Daniels** will discuss ways to engage the largest and fastest-growing consumer group in the U.S.

As shifting global demographics alter the economic landscape, organizations increasingly seek specialized communications programs for diverse populations. Daniels drives decisions at OCG that create medium- and long-term improvements in this area.

She previously was vice president of diversity and multicultural marketing at a Dallas-based marketing and media agency. She has more than 15 years experience in strategic communications.

Time & date: 11:30 a.m.-1 p.m. Wednesday, Nov. 11
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 Nov. 6](#)

Next at [Fort Worth SPJ](#) ...
Campus Carry, Campus Scary:
Does the New Texas Law Provide Protection or Promote Fear?

A panel discussion with policymakers and journalists, among them the Star-Telegram's **John Gravois** and **Stephen Becker**, producer of "Think" at KERA, will explore the implications of the Texas campus carry law.

Time & date: 6:30-8:30 p.m. Wednesday, Nov. 11
Place: Joe T. Garcia's Mexican Restaurant, 2201 N. Commerce St., Fort Worth ([map](#))
Cost (includes dinner): cash or check \$17 members of any professional communicators organization, \$25 nonmembers, \$10 students, credit card add \$1, free if you join SPJ right then and there
Menu: Joe T.'s family-style enchilada dinner; cash bar
[RSVP by Nov. 9:](#) pirtlemk@yahoo.com

STRAIGHT STUFF

They're playing a doubleheader at the Writers' Guild of Texas in November, spotlighting the WGT fall workshop, "From Ideas to Publication — an Insider's Walk Through Traditional Publishing Deals," 9 a.m.-noon Saturday, Nov. 14, with New York Times best-selling author **Taylor Stevens**, then the regular meeting at 7 p.m. Monday, Nov. 16, at the Richardson Public Library. The workshop will be at the Richardson Civic Center, and much of it will be Q&A, complementing Stevens' insider's view of the publishing industry, agents and getting a book into print. The focus shifts to self-publishing at the monthly meeting, as sixth-generation Texan **Pat Haddock** relates the process, the costs and the promotion required. A lifelong writer, in 2013 Haddock compiled computer correspondence for her first self-published book, "Dear Aunt Peggy, Emails from Petey Pup." She recently self-published her second novel, "Amelia's Gift."

IABC local update: **Ellyn Wulfe** with Gensler will discuss "Blueprints for Community Engagement: Designed to Make a Difference" at the IABC Dallas luncheon Tuesday, Nov. 10, at The Clubs of Prestonwood. [Info.](#) Gensler is an award-winning architectural design firm responsible for high-profile buildings worldwide, including local projects like The Star, Reunion Tower Observation Deck, Dallas Opera Center and Neiman Marcus.

PRSA local update: Masters SIG members **Gigi Westerman**, APR, Fellow PRSA; **Margaret Ritsch**, APR; **Sandra Brodnicki**, APR; **Carol Murray**, APR; **Bill Lawrence**, APR; and **Viqui Litman**, **George Bowden** and **Hope Caldwell** met **Marianne Eisenmann** for appetizers at Fixture Restaurant on Wednesday evening, Oct. 21. Eisenmann had spent the day leading a professional development workshop and luncheon presentation on PR measurement practices. She is head of research and analytics at inVentiv Health Public Relations Group in New York.

PRSA local update II: Corporate and brand PR pros **Chris Barnes** and **Brian Bell** work together to differentiate Dr Pepper Snapple as the leader in flavors and all-purpose positive. They will expound on "Doing Good Things with Flavor: How Dr Pepper Snapple is Changing the Conversation about Soft Drinks" at the PRSA Dallas monthly luncheon Thursday, Nov. 12, at Seasons 52 at NorthPark Center. [Info.](#)

[more eChaser on p. 2](#)

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The Gallery

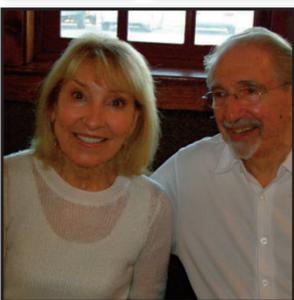


Raquel Daniels with OCG PR will bring the November PRSA luncheon program on ways to attract and keep a multicultural audience.

GFW PRSA immediate past president Richie Escovedo has earned the Accreditation in Public Relations, the industry's highest measure of competence and character. An account director and PR specialist at Balcom Agency, he was named to Fort Worth Business' "40 Under 40" in 2004.



New SPJ president Paul Fletcher and his wife charmed the room at an October reception in his honor at the Arlington Spaghetti Warehouse.



top: Jane Fletcher; Fort Worth SPJ president Yamil Berard with Paul Fletcher (and the chapter's coveted and most revered branding iron)
above left: Paula LaRocque, Paul LaRocque
above: Javier Giribet, Dylan Bradley, Taylor Jensen
right: Britney Tabor



— Kay Pirtle photos
above left: Kim Pewitt-Jones, Eddy Gallagher
above: Karen Gavis
above right: Shirley Jinkins, Tracey Smith
far left: Buddy Jones
your other left: Ed Gallagher



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.]

Life of the Party

In 1966, a Famous Author Invited 500 of His Closest Friends to a Social Gathering — and Made History

Prince once said, "We're gonna party like it's 1999," and it was cool. But Truman Capote once said, "We're gonna party like it's 1966" — and it was awesome. On Nov. 28, 1966, the famous author hosted what became known as "the party of the century," an event so publicized that it literally made people leave the country.

1965 and '66 were kind to Capote. His nonfiction novel "In Cold Blood" had been a phenomenal success, racking up \$2 million in sales. Both a television mini-series and a movie were in the works, and Capote was in great demand on the speaking circuit.

But the book also had taken more than five years of his life, and the author was disinclined to start another major literary project. So he turned his attention to the next best thing: planning a major social project.

Inspired by a scene from "My Fair Lady," Capote decreed that all of the guests wear either black or white plus a mask. "The whole point," he said later, "is to ask anyone you want to dance and sit wherever you want, and then when the masks come off at midnight, you can find your own chums or stay with your new ones."

And what chums they were. The initial list of 480 guests included true superstars from a variety of professions: Frank Sinatra, Greta Garbo, Walter Cronkite, Norman Mailer, James Baldwin, Andy Warhol, John Kenneth Galbraith, Richard Avedon, Oscar de la Renta, Henry Ford II, William Randolph Hearst, Tennessee Williams and the Duke and Duchess of Windsor. Capote even invited some of the Kansans he had met while writing "In Cold Blood."

Capote spent three months on the guest list, constantly revising. While some friends had been told they were in, many more were left to wonder — and worry. One prominent executive reportedly called a meeting just to tell his staff that he had been invited but had declined. Peter Duchin, leader of the band performing that night, said he refused a bribe from a local society columnist who wanted to be smuggled in as a trombone player. Another man told Capote his wife had threatened suicide if she was not invited.

Then all of a sudden, a great many socialites said they were unable to attend because they would be gone. A fledgling New York Times society reporter later recounted, "I was stunned at the idea that any social event could be so important. What shocked me most was that suddenly all these people started insisting they had to be in London, or wherever, on the day of Truman's party. And then there was absolutely no question — to make good on their lie, they really had to go!"

Entreaties, bribes and threats swelled the guest list past 530. Eventually, Capote quit taking calls and briefly moved out of the city. He wisely determined it would not do to celebrate himself (in the days before reality TV and Donald Trump), so he sought someone else to be the honoree. He settled on Katherine Graham, the relatively new publisher of The Washington Post and Newsweek.

The night of the party lived up to its billing. In addition to receiving invitations, guests also were given admittance passes, which were distributed at the last minute to prevent forgery. And unlike many typical private parties, the guests arrived to much fanfare, surrounded by the media and gawkers (and gawking media). Police guarded entrances to the hotel and access to the ballroom; the hotel's historian said the ball attracted more media attention than when the Beatles stayed there in 1964.

Dinner was served at midnight, and the tab was about \$13,000, or roughly \$95,000 today, or about two months' worth of frappuccinos. And the band played until 3:30, without the phony trombonist.

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