STRAIGHT STUFF

The evening is sponsored by Fort Worth Business, Picos, 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 available for $650.

Go gala or go home! Ticket sales on p. 2

November luncheon will explore developing meaningful relationships with public and private audiences as well as individual needing behavioral health services.

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

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

Prince

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 played until 3:30, without the phony trombonist.

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 would wear either black or white plus a mask. “The whole thing,” 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: Kenneth Galbraith, 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 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.

Entreaties, bribes and threats swelled the guest list past 530. Eventually, Capote quit taking calls and briefly moved out of the city. He wisely settled on 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.

Life of the Party

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

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

THIS MONTH IN PR/MARKETING BY JEFF RODRIGUEZ

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New and Returning Members

PRSA – Bridget Bill, Hull
Cassie Catherine Winser, Texas Children’s Health Care System
Sarah Duvernay, Tarrant Regional Water District
Kindie MacLeod, Texas Children’s Health Care System
Cook Children’s Health Care System ...
Kaycee Jo Popham, Cook Children’s Health Care System ...

María Gregorio
Liz Confielino, APR, Greater Fort Worth PRSA
Missy Staben
Michelle Clark

Liane Griffith
Abel Reyna in October that his office violated the Texas Public Information Act when it
agreed to repeal it or even on how to modify it. The ordinance criminalizes
samples no later than Nov. 6. Info.
the New York Times did not provide front-page coverage but ran a lengthy
while troops were dying in Vietnam.
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mentioned even greater status and to diminish those who were not on it.
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