STRAIGHTSTUFF

In late 2014 Steve Banner started work on the monarch butterfly book about his life in the Tour de France. He wrote for three weeks and then he told us to stop. He had written 3,680,000 words in a rented camper van. He will publish him later this year. A native of Virginia, he has practiced law for three years and has practiced publishing for 30 years.

He served on the NSU editorial committee and was part of the group that selected the NSU Code of Ethics for 2014. The Virginia Professional Chapter will release the official code at its annual Chapter of the Year in 2015.

A new elected member of the Institute for Public Relations Measurement and Evaluation, Eisenmann's career has had an international focus, including positions in Washington, D.C., Beijing, Hong Kong and New York. She is a member of the IPRA United Nations Department of Information Advisory Group and the International Association for the Measurement and Evaluation of Communication. She was included in PharmaVOICE's 2012 list of "100 Most Inspiring People" in the life sciences industry.

In keeping with tradition, the new SPJ national president, Paul Fletcher, will make his first public appearance at Fort Worth SPJ — 6 p.m. Saturday, Oct. 10, at Spaghetti Warehouse on I-20 immediately east of the Parks at Arlington mall.

RSVP: pirtlemk@yahoo.com

For his second book, which he plans to publish later this year. A native of Australia, he spent 30 years in the telecom industry.

"I choose to be an optimist about the future," he says, "both for SPJ and for journalism. I believe that freedom of information and open government..."

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When Soviet Missiles Were Found in Cuba,
Everyone Went Ballistic — Almost

Iran has been in the news lately over it maybe obtaining nuclear weapons. That or a pro football franchise, I'm not sure which. Either way, the situation in Cuba, prompting President Khrushchev to play a game of chicken (hawk). The crisis ended only after any new that even the most seasoned PR pros may not know (but probably should):

- The day before JFK went on television, he told a few reporters about his plan to blockade Cuba. But he also asked them to hold the story: If the Soviets found out, he said, they might challenge the blockade, possibly provoking war. The newspeople agreed to a 24-hour embargo.
- Demonstrations broke out across the globe in response to the U.S. position. In Prague the U.S. Embassy's flag was torn down; in Brazil, people threw rocks at the embassy window, and in London, demonstrators mobbed the U.S. Embassy, chanting "Viva Fidel, Kennedy to Hell." An editorial in Le Monde noted that while Americans vigorously objected to Soviet missiles being so close at hand, they saw nothing wrong with having them in Soviet territory in the Far East, prompting the Soviets to scramble their MiG fighters to shoot it down, prompting the U.S. to launch its own fighters. Then a Russian commander in Cuba, acting without authorization, shot down a A Navy ship dropped several small practice depth charges on a Soviet attack was underway, they were authorized to use those weapons without presidential consultation. Just be glad we didn’t have Twitter back then.

Clearly, President Kennedy had his shortcomings. But in this situation he acted wisely and easily won the PR war — and in the process may have averted an actual one.

At home, protests were held in many cities, with people holding signs reading "Let's Talk, Not Kill," "Ultimatums Mean War" and "Hands Off Cuba," which, by the way, is not a line from "Jerry Maguire."" Each logo in the ad rail links to the sponsor's website!