

eChaser

MEETINGS

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Next at [Greater Fort Worth PRSA ...](#)
Moving PR Measurement Forward

Nearly everyone agrees on the value of PR measurement, but the concept is still a challenge. A half-day program and luncheon Wednesday, Oct. 21, featuring **Marianne Eisenmann**, head of research and analytics at inVentiv Health Public Relations Group in New York, will identify steps for practitioners at all levels to put measurement into action.

The morning program will consist of revisiting standards: Barcelona Principles 2.0; setting measurable objectives; establishing benchmarks; achieving actionable measurement (AVEs and the AMEC Valid Metrics Framework, integrated measurement, measuring intangibles); and exploring PR measurement standards for traditional and social media.

The lunch session, titled “Measurement Rules,” will include Barcelona Principles 2.0; putting Barcelona into action; and best practices in evaluating PR programs.

- The schedule:
- 8 a.m. – seminar registration/networking
 - 8:30-11 – seminar plus Q&A at 11-11:20
 - 11:30-noon – luncheon registration/networking
 - noon-1 p.m. – annual membership meeting and luncheon program

GFW PRSA members present will vote on the slate of 2016 officers developed by the nominations committee: president, **Liz Heck**; VP membership/president-elect, **Claire Bloxom Armstrong**; VP programs, **Lisa Albert**; treasurer, **Beth Lamb**; treasurer-elect, **Brian Murnahan**; secretary, **Jill Anderson**; directors, **Kay Barkin**, APR, **Julie O’Neil** and **Laura Van Hoosier**, APR; Assembly delegates, **Carol Murray**, APR, and **Gigi Westerman**, APR, Fellow PRSA.

Eisenmann’s responsibilities at inVentiv Health Public Relations Group emphasize research as the foundation for effective communications strategy and evidence-based PR. She and her team work with leading global companies such as Amgen, Boehringer Ingelheim, J&J, Novo Nordisk and Pfizer.

An elected member of the Institute for Public Relations Measurement Commission, Eisenmann led development of the standards for traditional media measurement and, together with her co-authors, received the 2014 Jackson Sharpe Award for research testing the standards’ reliability. She received the Jack Felton Golden Ruler Silver Merit Award, an AMEC Communication Effectiveness Award and PR Daily’s Best PR Research Award for her METRIC Model for measuring engagement.

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.

Time & date: 8 a.m.-1 p.m. Oct. 21 (third Wednesday this month)
Place: Colonial Country Club, 3735 Country Club Circle, Fort Worth ([map](#))
Cost: luncheon only, chapter members \$25, national members \$30, nonmembers \$35, students \$20; morning program only, all registrants \$65; morning program and luncheon, all registrants \$75
RSVP by Oct. 16

Next at [Fort Worth SPJ ...](#)
Meet the Prez

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.

The restaurant is offering an SPJ meal deal of entree (three choices), salad, bread and iced tea for \$12. Any bar tab is extra.

RSVP: pirtlemk@yahoo.com

Fletcher is publisher and editor in chief at Virginia Lawyers Weekly. A graduate of Washington and Lee University, the College of William & Mary and Emory University, he practiced law for three years and has practiced journalism for 27.

He served on the SPJ ethics committee and was part of the group that revised the SPJ Code of Ethics in 2014. The Virginia Professional Chapter was named Small Chapter of the Year in 2013, his second year as president.

As the 99th president of SPJ, Fletcher wants to continue sharing the revised Code of Ethics, along with its supporting documents. It has been translated into nine languages.

He also wants to strengthen the Freedom of Information Act. FOIA will celebrate its 50th anniversary during his term, and “by continuing to fight for open government and fixing FOIA, we continue the work of those SDX leaders of the 1960s.”

“I choose to be an optimist about the future,” he says, “both for SPJ and for journalism.”

STRAIGHT STUFF

In late 2014 **Steve Banner** started work on his nonfiction travel book about the Tour de France bicycle race. For three weeks he and his wife followed the 3,000-mile race in a rented camper van. He will outline how he published a 200-page paperback six months, complete with lessons learned along the way, at the next Writers’ Guild of Texas meeting, 7 p.m. Monday, Oct. 19, at the Richardson Public Library. Banner is doing things differently for his second book, which he plans to publish later this year. A native Australian, he spent 30 years in the telecom industry.

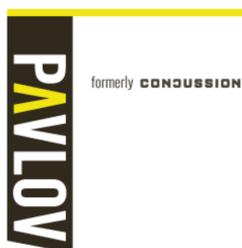
IABC local update: Ketchum’s **Sean Fitzgerald** and **Shari Chernack** will explore “Leadership + Communication = The New Competitive Advantage” at the IABC Dallas luncheon Tuesday, Oct. 13, at The Clubs of Prestonwood. [Info](#).

PRSA local update: Greater Fort Worth PRSAers submitted a record 93 entries to the Worthy Awards, topping the former record of 86 set in 2013. The PRSA Cleveland Chapter will judge the entries. Sponsorships remain available at all levels, \$300-\$2,500. E- **Barbara Griffith**, barbara.griffith@fwisd.org, or **Jeff Rodriguez**, jeffreyrodriguez@texashealth.org, for details. Members of Four Day Weekend will serve as master of ceremonies; hilarity will ensue (settle for nothing less). Visit the [Worthy Awards site](#) for information on how to purchase tickets and tables.

PRSA local update II: PRSA Dallas Communications Summit 2015 will develop the theme “Communications Reimagined!” Friday, Oct. 23, at the Irving Convention Center. [Info](#).

[more eChaser on p. 2](#)

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The Gallery

People worth knowing ...



New SPJ national president Paul Fletcher will bring the Fort Worth chapter up to date at a dinner reception Saturday, Oct. 10, at Spaghetti Warehouse on I-20 in Arlington. A former practicing attorney, Fletcher wants his term to focus on promoting the revised SPJ Code of Ethics and strengthening the Freedom of Information Act. More on p. 1.



Marianne Eisenmann, head of research and analytics at inVentiv Health Public Relations Group in New York, will lead a half-day PRSA workshop Wednesday, Oct. 21, on accurately measuring effective public relations. More on p. 1.



Beth Lamb, chief marketing officer for the Ronald McDonald House in Fort Worth and a former communications manager at All Saints' Episcopal School, has been elected one of three new directors for the Texas Center for Arts + Academics. She has served as treasurer-elect for the past year. TXCAA emphasizes youth development through an arts-based academic program. The organization is the combination of two conservatories — the Texas Boys Choir and Texas Dance Conservatory — and two academic institutions — the Fort Worth Academy of Fine Arts and the Texas School of the Arts.

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.]

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 pales next to the drama that occurred 53 years ago this month, when the United States and Russia were at the brink of nuclear war.

We know the highlights. The U.S. learned that the Soviets had missiles in Cuba, prompting President **Kennedy** and Soviet Premier **Nikita Khrushchev** to play a game of chicken (hawk). The crisis ended only after Kennedy blockaded Cuba, preventing the Soviets from importing, if I recall, any new **Elvis Presley** records. But here are a few things about the crisis that even the most seasoned PR pros may not know (but probably should):

- To tell the nation about the missiles and the blockade, Kennedy went on television at 7 p.m. Monday, Oct. 22. At least he didn't have to worry about preempting "Monday Night Football." Before the cameras rolled, aides wisely cleared his desk and covered it with solemn, dark felt.
- After Kennedy's address, Americans reacted with their usual stoicism, with citizens devising escape plans and hoarding food. In Tampa, Fla., school children brought jugs of water and canned goods with them as part of their civil defense preparations, while in St. Petersburg kids practiced how to protect themselves from a missile attack — by hiding under their desks.
- The military also was busy in Florida. Antiaircraft missiles were openly positioned on the beach at Key West with virtually no security. It really was a more innocent time.
- While televised presidential broadcasts are common today, Kennedy's approach at the time was highly unorthodox. Instead of using diplomatic channels to quietly negotiate with Khrushchev, he took his case directly to the people. Had the Soviets not backed down, Kennedy probably would have had to go to war or face losing all credibility as a president. It was a huge PR risk that could have, pardon the expression, blown up on him.
- 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 their own missiles right across the border from the Soviet Union in Turkey. (This is called foreshadowing.)

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."

- Oct. 27, 1962, was an interesting day. That morning the CIA reported that the missiles in Cuba were operational. An American spy jet had strayed into 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 U.S. spy jet, killing the pilot.

A Navy ship dropped several small practice depth charges on a Soviet submarine on the blockade perimeter, unaware that the sub was armed with nuclear torpedoes. A heated discussion broke out on the sub, as two Soviet officers argued that war had begun and they should launch their torpedo before they were sunk (a third officer disagreed).

Finally, in Cuba, President **Fidel Castro**, convinced that an attack by the United States was imminent, urged Khrushchev to consider a nuclear first strike. Outside of a **James Cameron** movie, humankind could not have been any closer to annihilation.

- The crisis ended Oct. 28, when the Soviets agreed to remove their missiles from Cuba. Media coverage was robust. Life titled its cover story "The U.S. puts it on the line" and said, "We may be fighting again by the time this issue of Life is in your hands." The magazine featured a flattering, nearly full-page photo of JFK with the caption "Resolute president."

Newsweek also ran a multi-page story in which it called the showdown a "total victory" for Kennedy and "his greatest political triumph." Better Homes and Gardens, meanwhile, ran the story "Now anybody can grow orchids," which is still not true.

- During the summer of 1962, Kennedy's lofty approval rating had been sliding. After the crisis, he enjoyed a nice bump — just in time for the November elections. Democrats held their House majority, stayed even in governorships and gained seats in the Senate. Republicans had hoped to drop a bomb on the Dems. Instead, it was a dud.

- In exchange for removing the missiles from Cuba, Kennedy secretly agreed to remove the U.S. ballistic missiles from Turkey. This part of the deal was known by only a handful of Kennedy's team and was not disclosed for years.

- One last fact: At the time, the U.S. had thousands of nuclear anti-aircraft weapons deployed around the country. If military commanders believed an 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.

[more eChaser on p. 3](#)

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Freedom of Information Foundation of Texas update: In a massive declassification, the Central Intelligence Agency in September unveiled roughly eight years of presidential daily briefings from the administrations of **John F. Kennedy** and **Lyndon B. Johnson** — the largest-ever release of such material. The briefings, which touch on everything from the construction of the Berlin Wall to the space race, are “among the most highly classified and sensitive documents in all our government,” CIA director **John Brennan** said at an event at the Lyndon B. Johnson Presidential Library in Austin. “For students of history, the declassified briefs will lend insight into why a president chooses one path over another when it comes to statecraft.” [Details](#). ... A 10-year-old Denton ordinance that could make criminals of City Council members who talk about City Hall secrets is probably illegal, according to the Texas Freedom of Information Foundation, which has called for the ordinance’s repeal. Houston attorney **Joseph Larsen** wrote the City Council a two-page letter in August on behalf of the foundation that detailed how the ordinance compromises the First Amendment free-speech rights of council members, the public and the press. The ordinance also usurps and contradicts state law that requires local governments to release public information, he wrote. [Details](#). ... The University of Texas System is suing Attorney General **Ken Paxton** over his office’s ruling that the system must release certain records related to an admissions investigation of UT Austin. The information, part of an open records request by the Austin American-Statesman, is related to a report on UT Austin’s admission practices that system administrators commissioned. The investigation found that former UT Austin President **Bill Powers** helped some students gain admission over the objections of admissions officials. [Details](#). ... An economic development group in Fort Bend County is no longer subject to the state’s open records law in the wake of a game-changing state Supreme Court ruling in June. The Texas Attorney General Office’s open records division ruled that the Greater Fort Bend Economic Development Council is not a public body, reversing a ruling it made in March regarding the same group before the high court edict. The Supreme Court decision distressed open government advocates, who fear that cities and counties can now form tighter relationships with private groups that sometimes perform undefined business and spend public money without having to disclose it. [Details](#). ...

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GET A JOB

Freelance in Austin! A videographer is needed to shoot a grand opening/ribbon cutting Wednesday, Oct. 28, 10 a.m.-12:30 p.m. Ceremony begins at 10:30. Required: quick-turnaround A/B roll for the media that day and a two-minute promo video to post on social media within a week. E-work samples to UTA Shorthorn ex **Amy Slinker** '04 aslinker@pfefferdevelopment.com. ... Houston Community Newspapers & Media Group has an opening for a full-time news photographer in the Humble area. [Info](#). ... There’s a rare opening on the Star-Telegram copy desk: full time, night shift, including at least one weekend day. Must have experience in print production, preferably at a smaller paper, in addition to working at the UT Arlington newspaper. Strong digital skills a must. E-résumé to **Tim Sager**, tsager@star-telegram.com. ... The Klein ISD seeks a graphic designer. [Info](#).

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NEW AND RETURNING MEMBERS

PRSA ... **Rick Hadley**, Grapevine-Colleyville ISD ... **Daniella Wiedel**, JPS Health

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PRESIDENT’S COLUMN

Michelle Clark, APR, Greater Fort Worth PRSA

Happy fall, members of Greater Fort Worth PRSA! As we enter the final quarter of the year, we are positioned for a strong finish to 2015, with many exciting events just around the corner.

October brings a half-day professional development session focused on public relations measurement, in concert with our monthly luncheon/annual membership meeting. Before attending, I encourage each of you to do a little soul searching. How do you illustrate the value of your work within your organizations? What outcomes are you measuring and why? How do the results you achieve affect the health and viability of your company?

We’ll explore these questions Wednesday, Oct. 21, with **Marianne Eisenmann**, head of research and analytics at inVentiv Health Public Relations Group in New York. She will share best practices and wisdom regarding everything from the Barcelona Principles to the demise of AVEs.

We also will vote on 2016 officers at the meeting. I am pleased to share the slate with you: president, **Liz Heck**; VP membership/president-elect, **Claire Bloxom Armstrong**; VP programs, **Lisa Albert**; treasurer, **Beth Lamb**; treasurer-elect, **Brian Murnahan**; secretary, **Jill Anderson**; directors, **Kay Barkin**, APR, **Julie O’Neil** and **Laura Van Hoosier**, APR; Assembly delegates, **Carol Murray**, APR, and **Gigi Westerman**, APR, Fellow PRSA. Many thanks to these volunteers who have committed their time, expertise and service to lead our group next year.

Finally, I offer the chapter’s thanks to everyone who has worked so hard to prepare for our fourth annual Worthy Awards gala. All of you who submitted entries and those who have served on the committee so diligently have the gratitude of our entire group. I’d also like to thank our friends in the Greater Cleveland Chapter for judging our entries, and we are honored to return the favor for them.

Don’t miss the gala Nov. 5, with master of ceremonies Four Day Weekend. Tickets are on sale now; make sure to claim yours by Oct. 30 at worthyawards.com. I look forward to seeing everyone there as we celebrate the successes of our peers and colleagues.

OVER & OUT
John Dycus, Fort Worth SPJ

Sorry you missed EIJ15. Get the scoop [here](#) and [here](#) and [here](#) and [here](#) and [here](#) and [here](#) and [here](#). ...

Now [this](#) is a pope.

Caught my eye. [Organs-on-chips could replace animals in tests](#). ... [5 species that eat pollution](#). ... [Brilliant teen invents device that produces clean energy + fresh water](#). ... [Bamboo is the new steel](#). ... [Kenya rainwater-harvesting soccer field can store 1.5 million liters](#). ... [Researchers eliminate need for external power in wi-fi connectivity system](#). ... [How Chile's fogcatchers are bringing water to the driest desert on Earth](#). ... [FDA-approved 3D-printed drug set to change future of medication](#). ... [Scientists try, fail to replicate findings from the 2% of 'climate contrarian' studies](#).

Closing words: "Be not ashamed of mistakes and thus make them crimes." — Chinese deep thinker **Confucius**, who also said, "It does not matter how slowly you go so long as you do not stop" and "Wheresoever you go, go with all your heart" ... "The freelance writer is a man who is paid per piece or per word or perhaps." — humorist/essayist/actor/drama critic **Robert Benchley**

Closing words II, faith-based unaccountability/responsibility dodging division: "I have to wonder just how many of those supporting Kentucky clerk **Kim Davis**' refusal to issue marriage licenses based on her religious objection to same-sex couples marrying would support a Quaker government official who refused to issue them gun permits based on a religious commitment to pacifism." — **Jon Davidson**, Lambda Legal

[back to p. 1](#)
[back to p. 2](#)

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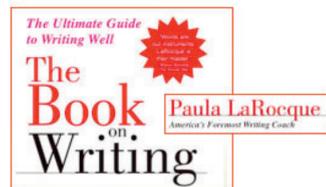


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