

eChaser



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

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

Chapter president **Michelle Clark**, APR, sees a bright 2016 following a dynamic 2015, and she'll fill in the details — an embrace of accomplishment, a heaping of praise — at the traditional year in review.

Clark will recap the chapter's many successes and discuss how its leaders fared with the goals set for the year. (They did great!) She will hail professional achievement, hand out awards for standout participation, announce scholarship winners and recognize 2016 officers and committee chairs.

The luncheon also will feature a presentation by chapter historian **Jeff Rodriguez**.

Time & date: 11:30 a.m.-1 p.m. Thursday, Dec. 10 (different day than usual)
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 Dec. 4

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

Cast your eyes upon the big red graphic. That's where the SPJ crowd will be! You, your colleagues and friends and family — you're all invited. [RSVP](#), please.

STRAIGHT STUFF

Play word games and writing games and chat each other up at the WGT holiday social, 7-8:30 p.m. Monday, Dec. 21, at the Richardson Public Library (meeting relocated from the basement program room to the basement training room down the hall). More at [writersguildoftexas.org](#).

PRSA local update: More than 200 people attended the Worthy Awards Gala at the Fort Worth Club on Nov. 5, applauding the Communicator of the Year, **Patsy Thomas**, cheering as each award recipient was named, and rolling on the floor at the escapades of Four Day Weekenders **David Ahearn**, **Josh Roberts** and **Ray Sharp**. TCU's marketing and communication team received Best of Show for work it did commemorating the 10th anniversary of the Schieffer Symposium on the News. Thomas, president of the Mental Health Connection of Tarrant County, received a standing ovation as she was announced.

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.]

Ladies' Firsts
Just in Time for the Holidays, Timeless Gifts for Every Woman (and Man)

December is an important month in PR history for women. Seven special remembrances deserve a spot under the tree.

Dec. 25, 1821: Clara Barton was born. An excellent student, she was painfully shy and suffered from depression and lack of appetite as a youth. She would go on to become a teacher, then help care for wounded soldiers during the Civil War. She became a popular lecturer and in 1881 founded the American Red Cross.

Dec. 10, 1931: Women's suffrage advocate **Jane Addams** became the first American woman to receive a Nobel Peace Prize. She founded the Women's International League for Peace and Freedom, co-founded Hull House (a settlement for recently arrived European immigrants) and, in her spare time, co-founded the American Civil Liberties Union. She is often called the "mother of modern social work," and as you know, you should always listen to your mother.

Dec. 8, 1941: Montana Republican **Jeanette Pickering Rankin** voted against declaring war on Japan — the only member of Congress to do so. Colleagues urged her to change her vote or at least abstain, but she was adamant. "As a woman I can't go to war," she declared, "and I refuse to send anyone else."

Dec. 1, 1955: Rosa Parks was arrested for refusing to give up her seat and move to the back of the bus. With one monumental act of courage, Parks helped catalyze the civil rights movement.

Dec. 2, 1988: Benazir Bhutto was elected prime minister of Pakistan, becoming the first woman to govern a Muslim nation. Bhutto's legacy is mixed, and even today some people question whether women have the wisdom to lead. But it's men who lead or have led ISIS, al Qaeda, the Khmer Rouge and the Nazi Party. Somewhere in there lurks a conclusion waiting to be drawn.

Dec. 5, 1996: President **Clinton** nominated **Madeleine Albright** as secretary of state, the first woman to serve in that role. The Senate unanimously confirmed her, 99-0, and almost all of the senators were men. Sometimes men in power do make good choices.

Dec. 10, 1869: Wyoming approved a constitution granting women the right to vote, becoming the first territory or state to enact women's suffrage. The right was preserved when Wyoming was granted statehood in 1890, 30 years before ratification of the 19th Amendment.

continued on p. 2 beneath all the pictures ...

The Gallery



In PR news you can use, the TCU marketing and communication team — from left, back row, Katherine Polenz, Gorland Mar, Tracy Syler-Jones, Margaret Kelly, Jim Seeley, Rick Waters and Tracy Bristol and, front row, Holly Ellman; Michelle Clark, APR; Nancy Styles and Megan Murphey — won Best of Show at the fourth annual Worthy Awards Gala on Nov. 5. More pictures next issue, or if you just can't wait, a gang of them can be found [here](#). Below, from left, Carol Murray, APR; Richie Escovedo, APR; Chris Smith; Andra Bennett House, APR; Bill Lawrence, APR, Fellow PRSA; Holly Ellman; and Mary Dulle, APR, Fellow PRSA, convene the first meeting of the Past Presidents Club at Kent & Co. Wines on West Magnolia Avenue.



Once a year, DFW marketing, communications, media and advertising organizations unite for a common cause — a massive holiday party benefiting the **DREAM FUND**. Since 1991 the DREAM Fund has gifted more than \$1,500,000 to colleagues in the advertising and marketing community facing illness, medical emergencies and unexpected hardships. Click the fancy type for info.



Nothing scary about these people

An SPJ panel, "Campus Carry, Campus Scary: Does the New Law Provide Protection or Promote Fear?," drew a lively crowd at Joe T. Garcia's Mexican Restaurant in November.



all from left, row 1: Jack Tinsley, John Gravois; Gayle Reaves; Libby Willis, Linda Pavlik
 row 2: Stephen Becker; Beth Francesco; Max Baker, Sandy Baker
 row 3: Bill Low, General Berry; Shelly Hulme, Holly Ellman
 row 4: Jack Tinsley, Sondra Cochran, Mike Cochran; Carmen Goldthwaite
 row 5: Laurie James; Carolyn Poirot; Carol Pauli, Yamil Berard; Aaron Harris
 row 6: Sandy Cline, Crystal Mazuera; Ed Gallagher, Eddy Gallagher; Kim Pewitt-Jones, Chris Whitley
 — photos by Yamil Berard and Kay Pirtle

Altruism aside, Wyoming at the time had roughly 6,000 males but only 1,000 females. Having no access to match.com, the men were lonely. The lawmakers knew that granting women the vote would bring a lot of good PR — and maybe a lot of good women, too.

Still, Wyoming has a progressive legacy. The self-proclaimed Equality State had the first female jury members, the first female bailiff, the first female officer of the peace, and even the first female governor, **Nellie Taylor Ross**, who was also the first female director of the U.S. Mint.

And there you have it: Seven holiday gifts that can't be bought or (thankfully) returned, proving again that the best presents are meant to be enjoyed for years to come — just like the best PR moves. Happy holidays!

[more eChaser on p. 3](#)

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Freedom of Information Foundation of Texas update: The latest State Integrity Investigation conducted by the nonprofit Center for Public Integrity gives Texas a D- overall and an F in public access to information. Veteran Texas journalist **Dave Montgomery** conducted the study. [Details](#). ... Texas House Speaker **Joe Straus** issued interim charges Nov. 4 for issues lawmakers will study before the 2017 legislative session, and several address government transparency and public information. Legislators will examine the transparency of state purchasing; public information held outside a governmental body; repetitious requests made under the Texas Public Information Act; and dissemination of criminal records containing inaccurate or incomplete information. [Details](#). ... Corpus Christi Caller-Times: [Texas' top court downsized the right to know](#). ... The Texas Attorney General's Office notified McLennan County District Attorney **Abel Reyna** in October that his office violated the Texas Public Information Act when it failed to provide text messages related to the DA's response to the May 17 Twin Peaks shootout. A former sheriff's deputy said Reyna's office has violated the act at least three times on requests he has filed. [Details](#). ... The Denton City Council kicked a questionable 10-year-old ordinance to its ethics committee after failing to agree to repeal it or even on how to modify it. The ordinance criminalizes speech for council members who talk about city business deemed "confidential." The Texas Freedom of Information Foundation wrote the city a letter in August saying the ordinance is likely unconstitutional. [Details](#).

GET A JOB

Uplift Education has an opening for a multimedia and marketing coordinator. Ideal for a recent grad with video experience, as the job involves about 70 percent video work and 30 percent social media, web, writing and photography. An upcoming big project will be to build out and manage Uplift's YouTube channel. A video reel is required for the interview but internships and coursework are acceptable. Bilingual preferred. [Info](#). ... The city of Corpus Christi seeks a multimedia storyteller. [Info](#). ... The Dallas Morning News is hiring a photo director. [Info](#). ... The Marshall News Messenger seeks a city/business reporter. E- résumé and at least three clips to editor **Cait Shields** at cshields@marshallnewsmessenger.com.

NEW AND RETURNING MEMBERS

SPJ ... **Raymond Ruiz**, El Gato Media Network ... **Jessica Diekman**

PRSA ... **Jason Lamers**, BNSF Railway ... **Shannon Rosedale**, Catholic Charities Fort Worth ... **Trameika Vaxter**, Ware & Associates

PRESIDENT'S COLUMN

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

Here we are, at the end of a strong 2015 for Greater Fort Worth PRSA. As I write on Thanksgiving Eve, I'm filled with gratitude for the volunteers who made this year so full of accomplishment.

Many thanks to the PRSA board officers: **Liz Confiliano**, VP membership and president-elect; **Claire Bloxom Armstrong**, VP programs; **Lisa Albert**, treasurer; **Beth Lamb**, treasurer-elect; **Lesley Dupre**, secretary; **Richie Escovedo**, APR, past-president; directors **Kay Barkin**, APR, **Julie O'Neil** and **Jahnae Stout**; and Assembly delegates **Carol Murray**, APR, and **Gigi Westerman**, APR, Fellow PRSA.

The commitment and grace you all have shown this year is remarkable.

I also hold in highest regard our committee chairs: Julie O'Neil, advocacy; **Carolyn Bobo**, APR, accreditation; **Vanassa Joseph**, bylaws; **Andrea Condori**, digital media; **Anthony Spangler**, diversity; **Brian Murnahan**, ethics; **Christy Jones** and **Skyla Claxton**, community service; **Jeff Rodriguez**, historian; **Tracy Greene**, hospitality; **Jerrod Resweber**, job bank; **Hope Caldwell**, Masters SIG; **Claire Olson**, newsletter/PR; Richie Escovedo, APR, nominating committee; **Jessamy Brown**, Nu Pros; **Kristen Escovedo**, PR After Dark; **Tom Burke**, Presidents Council; **Megan Murphey**, professional development; **Andra Bennett House**, sponsorships; **Emily Conklin**, website; Liz Confiliano and **Holly Ellman**, Worthy Awards.

Thanks to each of you for serving our chapter, many times in the midst of demanding work and family obligations. Your diligence is much appreciated.

From sold-out luncheons to a record-setting Worthy Awards and the addition of a new APR (go, Richiel!), we've had a great year. I will share with you at the December luncheon more about what we've accomplished, along with the ways that Liz and the team she's building are positioned for even greater success.

Thank you for the opportunity to lead and to serve. Wishing you all a bountiful and blessed holiday season, and I look forward to seeing what 2016 holds for this amazing group!

OVER & OUT

[John Dycus](#), Fort Worth SPJ

The communicators' Christmas party/JPS book benefit is quite the can't-miss affair, a joyful gift drawing and barbecue feed supporting the readers library at the county hospital. Details and RSVP [here](#). If you're curious what you've been missing, or you attended every one and cherish the memories, pictures are on the Fort Worth SPJ website; they're hidden where you'd never think to look, but lucky for you, I know [where they are](#). Scroll down. Little farther. There! Twelve years worth of photos! Click with gusto. Yes, those were good times. More on the way. ...

Of course. [Texas rejects allowing academics to fact-check public school textbooks](#). ... UTA Shorthorn ex **Carlos de Leon** finds monstrous fault with **Donald Trump's deportation mayhem**. ... Another sign of the apocalypse: A farmer in Nebraska [thanks President Obama for rejecting the Keystone XL pipeline](#).

Caught my eye. [Indonesian forest fire emissions surpass the entirety of U.S. economy](#). ... [Fracking disaster: Kansas went from 1 earthquake per year to 42 a week](#). ... [15-year-old develops \\$12 machine that converts ocean currents into usable electricity](#). ... [New technique desalinates sea water using half the power](#). ... [Brilliant invention turns dirt into bulletproof, fireproof bricks](#). ... [This giant straw is actually a vertical bladeless wind turbine](#). ... [Ocean dead zone near African coast shows lowest oxygen levels ever recorded](#). ... [Climate change may threaten one in six species with extinction](#).

Closing words: "You should stare at a poem long enough so that you have one hundred reasons for using every comma, one hundred reasons for every line break, one hundred reasons for every and or or." — **Donald Hall**, named the 14th poet laureate of the United States in 2006 ... "If you attack the establishment long enough and hard enough, they will make you a member of it." — **Art Buchwald** ... "Art washes away from the soul the dust of everyday life." — **Pablo Picasso**

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