MEETINGS

Next at IABC Fort Worth
Keep a date — website
Twitter
Facebook
LinkedIn

Next at Greater Fort Worth PRSA
-----

STRAIGHT STUFF

please.

THIS MONTH IN PR/MARKETING HISTORY
BY JEFF RODRIGUEZ
-----
continued on p. 2 beneath all the pictures ...

Fort Worth PRSA.

This column reflects the author’s views and is not intended to represent Greater

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

PRSA local update: More than 200 people attended the Worthy Awards Place: Colonial Country Club, 3735 Country Club Circle, Fort Worth (map
Time & date: 11:30 a.m.-1 p.m. Thursday, Dec. 10 (different day than usual)
RSVP by Dec. 4
Cost: chapter members $25, national members $30, nonmembers $35, students $20; walk-ups add $5

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
dynamic 2015, and she’ll fill in the details — an embrace of
professional achievement, hand out awards for standout participation, announce scholarship winners and recognize 21st century ideas and committees.

Patsy Thomas

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

Dec. 10, 1931:
Women’s suffrage advocate
Jane Addams was born. An excellent student, she was
prevented from graduating by depression and lack of appetites as youths.

Dec. 1, 1955:
Rosa Parks
was arrested for refusing to give up her seat and
waiting to be drawn.

Dec. 2, 1988:
Benazir Bhutto
became the first woman to govern a Muslim nation. Bhutto’s legacy is
mixed, and even today some people question whether women have the
ability to do what men can do. But Parks helped catalyze the civil rights movement.

Dec. 25, 1821:
Clara Barton
was born. An excellent student, she was
promoted at all levels of school, and she worked her way through college. 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. 8, 1941:
Montana Republican
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
vote to the back of the bus. With one monumental act of courage, Parks
helped catalyze the civil rights movement.

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.

Dec. 20, 1875:
Clara Barton
was arrested for refusing to give up her seat and
waiting to be drawn.

Dec. 10, 1931:
Women’s suffrage advocate
Jane Addams was born. An excellent student, she was
prevented from graduating by depression and lack of appetites as youths.

Dec. 1, 1955:
Rosa Parks
was arrested for refusing to give up her seat and
waiting to be drawn.

Dec. 2, 1988:
Benazir Bhutto
became the first woman to govern a Muslim nation. Bhutto’s legacy is
mixed, and even today some people question whether women have the
ability to do what men can do. But Parks helped catalyze the civil rights movement.
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 justice 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!
Climate change may threaten one in six species with extinction. The note was made by a scientist at the American Museum of Natural History. The scientist said that the information was based on a study that had been conducted. The study was published in the journal *Science*. The scientist emphasized the urgency of the situation, stating that it was critical to take action to prevent the loss of biodiversity. The scientist also highlighted the importance of protecting ecosystems and habitats, as they are crucial for the survival of many species.

The scientist further discussed the impact of climate change on different species. They mentioned that some species are particularly vulnerable to changes in temperature and precipitation patterns. The scientist also highlighted the need for international cooperation to address this global challenge. They emphasized the importance of sharing scientific knowledge and collaborating across borders to develop effective strategies for conservation and adaptation.

The scientist concluded by calling for immediate action to address the threat of climate change. They encouraged policymakers, stakeholders, and the public to recognize the urgency of the situation and take concrete steps to mitigate the impacts of climate change on biodiversity. The scientist concluded by stating that every action counts, and we must act now to secure a sustainable future for all species.