Waxman eChaser has hereC haser committee, and chairs the PRSA Counselors Academy. Friday, Feb. 5, at Dean Foods on North Haskell Avenue. Info.

hosts the Inside PR podcast, writes a monthly column for Marketing, APR, will headline PRSA Dallas’ first Social Media Boot Camp on MEETINGS

Club in downtown Fort Worth, 301 Commerce St., because of extensive guaranteed. Deadline: Feb. 10.

When: 5-7 p.m. Tuesday, Feb. 23

PRSA local update III: The Mayborn Graduate Institute of Journalism seeks more

PRSA local update: The monthly chapter luncheons have moved to City

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Cost: chapter members $25, national members $30, nonmembers $35, students $20; walk-ups add $5

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Questions: iabcfortworth@gmail.com

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PRSA local update II: After a year of experimenting with the luncheon

RSVP by Feb. 5

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PRSA local update IV: Communications strategist and coach

As partner and EVP of client services, Brunner is responsible for client development at Enilon, a Fort Worth-based digital marketing agency. She leads agency business development and marketing as well as account strategy and planning. In addition, she oversees the account and project management departments.

Jordan heads the agency’s performance marketing division and says he was born to be a digital marketing strategist, to build, improve and automate processes that the everyday customer must experience to become more knowledgeable.

Everyone Loves a Comeback

The industry has focused on content marketing for years, although experts say it remains a hot topic. As content marketing takes on new dimensions in the digital age, we've convened a group of content marketing thought leaders to re-examine the top things that must be in place to determine the effectiveness of any content marketing efforts.

As partner and EVP of client services, Brunner is responsible for client development at Enilon, a Fort Worth-based digital marketing agency. She leads agency business development and marketing as well as account strategy and planning. In addition, she oversees the account and project management departments.

As often happens in this business, it's all in the graphics (above).

Enilon content marketing specialists Claire Brunner and John Jordan will discuss technical aspects of content marketing, including the different digital channels, ways to get key influencers to promote your content, and the analytical tools that need to be in place to determine the effectiveness of any content marketing efforts.

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The Worst Defeat in Team History Took Place Off the Field

Some wounds, no matter how much time passes, never heal. The Alamo. Pearl Harbor. 9-11.

And then there is Feb. 26, 1989. That’s the day it was announced that Jimmy Johnson had bought the Dallas Cowboys, fired coach Tom Landry watching us from the sideline,” the paper said. As we know, the accompanying article called it “the most dramatic and emotional story in the history of Dallas sports.” “When you look to the Cowboys sidelines from now on,” the News added, “Landry and his familiar fedora won’t be there. Instead, it will be Johnson and his well-coiffed hair. It will take some getting used to.”

The Star-Telegram shouted, “Shock. Disbelief. Anger,” and The New York Times noted that two struggling teams, the Atlanta Falcons and the Phoenix Cardinals, should give Landry a serious look. Even People magazine complained that Johnson had “bailed out from his head coaching job at the University of Miami so quickly that it was unclear whether he’d had time to pack his famous industrial-strength hair spray.”

Jones had tried, in his awkward way, to smooth the transition, holding what the Times called an “emotional, Texas-sized news conference.” All three major local news stations interrupted network programming to go live, with KXAS fortunately able to wrap things up before that night’s broadcast of “The Golden Girls.”

During the news conference, Jones praised the legendary coach, saying “Tom Landry is the Cowboys,” while promising to move to Texas and fully commit himself to the team. But he also said he never considered keeping Landry. It also didn’t help that the Morning News had run a photo of Jones and Johnson hanging out at a restaurant named Mia’s, a favorite.

Worse, Jones fired Landry after flying to Austin, where he found him practicing putts on a resort golf course. The conversation took place in a sales office and lasted about 10 minutes. As a Morning News columnist wrote, Jones was “dumber than a box of rocks, public relations-wise.”

Two days later, the Morning News and the Dallas Times Herald (remember that?) published editorials urging that Texas Stadium be renamed for Landry, and AT&T eventually was named in honor of the coach, after he moved to Texas.

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The Low-tech Solution to Cut Carbon Emissions in Half

Head-spinning twist, prosecutors in the criminal case against Texas Attorney General Ken Paxton have suddenly agreed to drop a key piece of evidence that could have bolstered the state's argument that it is protected by sovereign immunity, shutting the case down for the time being.

This 87-page lawsuit contends the federal government is seeking to undermine the state's efforts to regulate the coal, oil and gas industry, which is an essential part of the state's economy. The lawsuit was filed by the state of Texas under the U.S. Constitution's commerce clause, which gives Congress the power to regulate commerce with foreign nations, and the 10th Amendment, which reserves powers not delegated to the federal government to the states.

In a statement, Paxton's attorneys said the lawsuit was dropped because the evidence in question was not necessary to prove the state's case. The lawsuit was filed in federal court in Austin, Texas, on March 7 and is expected to continue, with a court date set for May 9.

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