

eChaser



SAVE THE DATE

SPJ
Region 8
Conference
March 18-19
2016

Historic Hilton Hotel
815 Main Street
Fort Worth, Texas, 76102



Featuring:

- **Jim Angle**
former Fox, CNN, ABC, NPR news broadcaster
- **Frank LoMonte**
executive director, Student Press Law Center

Sessions explore the business of freelancing, diversity, social media, investigative reporting, data gathering and press rights.

Watch the Fort Worth SPJ website and Facebook for details coming soon!

2016 SPJ CAREERS CONFERENCE

PLUG INTO YOUR FUTURE

MEET PROFESSIONALS FROM THE FOLLOWING:

- Multiview B2B digital media
- The Dallas Morning News
- Moroch marketing agency
- Fort Worth Star-Telegram
- KERA News
- TruePoint Communications
- Community Impact Newspapers and more

WHEN: 9:30 a.m. to 2 p.m. Saturday, Feb. 6

WHERE: Tarrant County College Trinity River Campus, Downtown Fort Worth

COST: Free (Low-Cost Lunch Available)

BRING: Your resume and work samples for 1:1 sessions with the pros

DRESS: Professional (you are meeting with professionals!)

FOR: Advertising, Journalism, Marketing, Public Relations, Vis. Art Majors and more

REGISTER: bit.ly/1Wsc1u5



MEETINGS

Next at [IABC Fort Worth](#) ...
Everyone Loves a Comeback

IABC Fort Worth emerges from the dark side of the moon with an after-work jolly-up Tuesday, Feb. 23, at the Trinity River Tap House. Expect appetizing appetizers, engaging conversation and a chance to offer input on how to redefine the chapter. And be the first to learn about the next luncheon topic.

When: 5-7 p.m. Tuesday, Feb. 23
Where: Trinity River Tap House, 2725 W. Seventh St. ([map](#))
Cost: free registration, free appetizers, drinks on your own
How: <http://bit.ly/IABCFWHH>
Questions: iabcfortworth@gmail.com

Next at [Greater Fort Worth PRSA](#) ...
Content Marketing: How to Build an ROI-Focused Program

The industry has focused on content marketing for years, although experts say content is only good if it's found. And you can only continue to invest in content development if it is properly measured, analyzed and reported.

Enilon content marketing specialists **Claire Brunner** and **Jake Jordan** will discuss, at the February meeting, strategies for promoting content through digital channels, ways to get key influencers to promote your content, and 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.

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.

Time & date: 11:30 a.m.-1 p.m. Wednesday, Feb. 10
Place: City Club of Fort Worth, 301 Commerce St. ([map](#))
Cost: chapter members \$25, national members \$30, nonmembers \$35, students \$20; walk-ups add \$5
RSVP by Feb. 5

Next at [Fort Worth SPJ](#) ...
As often happens in this business, it's all in the graphics (above).

STRAIGHT STUFF

At the next Writers' Guild of Texas meeting — 7 p.m. Monday, Feb. 15, Richardson Public Library — **Liz Klein** will introduce the WGT's in-person critique group for readings of original work and brief on-the-spot feedback. **Kathryn McClatchy** will show how much fun and how easy it is to share work and receive feedback. **John Vance** will lead a brainstorming session to gather ideas for programs and workshops. More on the Writers' Guild of Texas at writersguildoftexas.org.

IABC local update: Who doesn't love a good secret? SEO has been the name of the game for some time. But simply generating copious content won't make you successful — you still have to grace your target market with valuable information. SEO expert **Beth Kahlich** will share concrete examples as well as cutting edge approaches at the IABC Dallas luncheon Tuesday, Feb. 9, at The Clubs of Prestonwood. [Info.](#)

PRSA local update: The monthly chapter luncheons have moved to City Club in downtown Fort Worth, 301 Commerce St., because of extensive construction at the previous location, Colonial Country Club. Parking will be validated, or the \$2.50 may be donated to help the chapter cover the parking expenses.

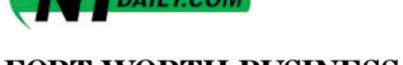
PRSA local update II: After a year of experimenting with the luncheon meetings being on different weekdays to accommodate members' schedules, all luncheons in 2016 will be on the second Wednesday of the month. Networking begins at 11:30 followed by the meal and presentation from noon to 1 p.m. The dates: Feb. 10, April 13, May 11, June 8, Aug. 10, Sept. 14, Oct. 12 (professional development seminar 8 a.m.-1:30 p.m.), Nov. 9, Dec. 14. There is no meeting in March and July.

PRSA local update III: The Mayborn Graduate Institute of Journalism seeks viewpoints from PR, advertising and marketing professionals working in Texas on "data science." The survey is [here](#). Respondents' anonymity is guaranteed. Deadline: Feb. 10.

PRSA local update IV: Communications strategist and coach **Martin Waxman**, APR, will headline PRSA Dallas' first Social Media Boot Camp on Friday, Feb. 5, at Dean Foods on North Haskell Avenue. [Info.](#) Waxman hosts the Inside PR podcast, writes a monthly column for Marketing magazine, serves on the South by Southwest interactive programming committee, and chairs the PRSA Counselors Academy.

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The Gallery



Enilon content marketing specialists **Jake Jordan** and **Claire Brunner** will discuss strategies for promoting content through digital channels and ways to get key influencers to boost a website's content at the February PRSA meeting.

Balcom Agency has promoted **Ashley Freer** to group director, a new management position at the agency. Since joining Balcom in 2009, she has managed award-winning campaigns for clients including Dairy MAX, Cook Children's Health Care System, Southwest Bank, Mrs Baird's Bread, Southwestern Baptist Theological Seminary and Bennett Benner Partners. Outside the agency, Freer is a board member for Fort Worth Sister Cities International and Common Ground and a member of Greater Fort Worth PRSA, and she will be the Junior League of Fort Worth's community vice president in 2016-2017.



Just a taste

There are more where these came from – [22 additional photos](#) taken at the communicators Christmas party/JPS book benefit in December at the UNT Health Science Center.

photos by Kay Pirtle / Yamil Berard



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.]

Barbarian at the Gate

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 **Jerry Jones** had bought the Dallas Cowboys, fired coach **Tom Landry** and named **Jimmy Johnson** to replace him. As a business move, it was pure brilliance. But as a PR strategy, it was the equivalent of **Tony Romo** bungling that snap on the potentially game-winning field goal. Except that people have since forgiven Romo.

"Jones buys Cowboys, fires Landry," The Dallas Morning News announced. 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 destination for Landry and his wife.

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 it?) published editorials urging that Texas Stadium be renamed for Landry, with the Times Herald including a coupon for readers. "As we pick ourselves up, dust ourselves off and start all over again, we will always glimpse Tom Landry watching us from the sideline," the paper said. As we know, the Cowboys stadium eventually was named in honor of the coach, after he legally changed his name to Tom AT&T.

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The backlash is instructive, because the team actually was ripe for transition. The Cowboys had not appeared in a Super Bowl since 1978; they had missed the playoffs three consecutive years, ending the previous season 3-13 and losing \$9 million. Just as significant, former owner **Bum Bright** later admitted he had wanted to fire Landry, too, and polls in the Times Herald and Morning News both indicated reader support for this.

There also is no denying Jones' early success as owner. A few weeks after the purchase, he and Johnson held their first draft; their picks included a lineman named **Tony Tolbert**, a guard named **Mark Stepnoski**, a fullback named **Daryl Johnston** and a quarterback named **Troy Aikman**. Two years later, the Cowboys were back in the playoffs, and in 1993 and 1995 they won the Super Bowl.

After the firing, the Morning News wrote that "a few winning seasons probably will ease the pain of the current transition." That has proven only partially true, and the manner of the dismissal still grates on many. For the remainder of his days, Landry rooted for the New York Giants, where he had previously played and coached. Country music singer **Travis Tritt** recently said he's still mad, and in 2003 a Sports Illustrated poll found that Jones was the least favorite sports personality in Texas, Virginia and, curiously, Delaware, a team the Cowboys have never beaten. Or played.

Writing on the 25th anniversary of the firing last year, a former Star-Telegram sports reporter recalled, "I was crushed. I found myself writing quotes and fighting tears." And a blogger reflected, "Jones may as well have dynamited **George Washington's** face off of Mount Rushmore, burned the Alamo to the ground, or cut the lone star out of the state flag." To be fair, most Texans probably would not be too upset about defacing George Washington, who by all accounts was not a very good football player.

Years later, Jones told the Star-Telegram he wishes he had waited a year before axing Landry; but then, he probably now wishes he had secured a good backup for Romo, too. The Cowboys may return to greatness again, but Jones probably will never live down his infamous personnel move. Which just goes to show: Building a successful football program really is a team effort — and that includes the PR team.

Freedom of Information Foundation of Texas update: In an unusual and head-spinning twist, prosecutors in the criminal case against Texas Attorney General **Ken Paxton** sued the attorney general's office to block the release of sensitive case information that could hinder Paxton's defense but that his own agency ordered to be turned over to a Texas newspaper. [Details](#). ... The House approved legislation Jan. 11 making it easier to obtain government records, as a new congressional report concluded that the freedom of information process under the **Obama** administration is broken and needs serious change. The bill would require government agencies to make information available to the public online. It also would require agencies to adopt a presumption in favor of disclosing records rather than keeping them secret. [Details](#).

GET A JOB

KERA has several openings, among them arts reporter/digital editor, "Think" associate producer, a digital news editor, education director, summer intern and statewide coordinating editor. [Info](#).

NEW AND RETURNING MEMBERS

SPJ ... **Brandon Gray**, Tegna ... **Marianne Odom**, San Antonio College ... **Karina Ramirez**, Al Día

PRSA ... **Karen McClellan**, Mentoring Minds ... **Rachel Courts**, Dickies ... **Kate Lattimore**, Pavlik and Associates

PRESIDENT'S COLUMN

[Liz Confiliano](#), Greater Fort Worth PRSA

We're off to a strong start this year, and I'd like to thank our board and committee chairs for their impressive goal setting and laying a solid foundation for the continued success of our chapter.

As president, one of my goals is that everyone on the roster gets the most out of his or her membership.

Did you know that members may attend for free the national PRSA [webinars](#)? Most of these sessions cost nonmembers \$200. With 17 webinars scheduled between now and June, you have plenty of opportunities to learn something new from experts in our field.

Additionally, on-demand training emphasizing writing and communication strategy, techniques and tactics, accreditation preparation and even workplace conflict resolution are available any time, online. Brush up on your skills [here](#).

These national resources are all part of the membership fees you already pay and a great resource for advancing your career through lifelong learning.

I hope to see you at our next [luncheon](#) at City Club of Fort Worth on Wednesday, Feb. 10, where we will learn how to build an ROI-focused content marketing program from Enilon team members **Claire Brunner** and **Jake Jordan**. Register today!

OVER & OUT

[John Dycus](#), Fort Worth SPJ

It kind of snuck up on us but it's right here, right now, the 2016 SPJ Careers Conference at the Tarrant County College Trinity River Campus in downtown Fort Worth. An annual crowd pleaser, students network and learn from about 20 communication professionals across multiple practices. It's timely, it's free, it's not something you miss because you slept in on a Saturday. [Register here](#). An even bigger deal on the other side of town, the SPJ Region 8 Conference, follows March 18-19 at the historic Hilton Hotel. Check the [chapter website](#) for details. ...

Say this out loud in a Cockney accent: *'E's not dead, 'e's just sleeping*. That's IABC Fort Worth, except unlike Monty Python's stiff-as-a-poker parrot, the business communicators really have been resting while plotting their next move. See their p. 1 meeting advance and watch these pages for further adventures. Welcome home, IABC. It's good to have you back. ...

Caught my eye. [Canadian officials confirm large earthquake caused by fracking](#). ... [Plug & play folding solar system features dual axis tracking, claims 40% more output](#). ... [Stressed at work? Commute by bike](#). ... [Missouri scientists may have a cure for white-nose syndrome in bats](#). ... [Outdoor air pollution kills 3.3 million yearly, could double by 2050](#). ... [Carbon farming: another low-tech climate solution](#). ... [San Francisco's first Passive House apartment complex produces so much energy it powers its own microgrid](#). ... [The low-tech solution to cut carbon emissions in half](#).

Closing words: "A big chest, a big mouth, 90 percent memory, 10 percent intelligence, lots of hard work, and something in the heart." — opera singer **Enrico Caruso** on the reasons for his success ... "A real hangover is nothing to try out family remedies on. The only cure for a real hangover is death." — Algonquin Round Table writer **Robert Benchley** ... "The more you learn about the dignity of the gorilla, the more you want to avoid people." — primatologist **Dian Fossey**

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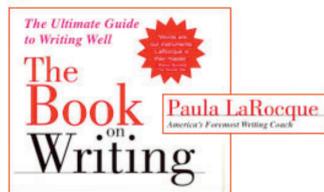
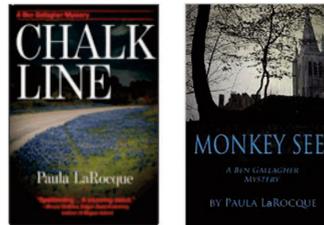


All about the community of model railroading and rail enthusiasm in the Midwest and Southwest



UNSUNG: REMEMBERING JEWELL HOUSE

[the LaRocque Family catalog ...](#)



RESOURCES

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- [AP headlines](#) [Journalist Express](#)
- [The Washington Post](#) [Denver Post](#)
- [The New York Times](#) [Chicago Tribune](#)
- [San Francisco Chronicle](#) [USA Today](#)
- [Los Angeles Times](#) [Financial Times](#) [Time](#)
- [The Wall Street Journal](#) [BBC](#) [The Nation](#)
- [The Christian Science Monitor](#) [Newsweek](#)
- [The Sydney Morning Herald](#) [Bloomberg](#)
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- [Star-Telegram](#) [The Dallas Morning News](#)
- [Fort Worth Weekly](#) [Fort Worth, Texas](#)
- [Fort Worth Business Press](#) [Texas Monthly](#)
- [Dallas Observer](#) [The Hill](#) [Drudge Report](#)
- [The Texas Observer](#) [The Village Voice](#)
- [FrontBurner \(D Magazine\)](#) [Salon](#)
- [Burnt Orange Report](#) [The New Republic](#)
- [The American Conservative](#)
- [Center for American Progress](#)
- [The Texas Tribune](#)
- the industry / tools of the trade
- [11 Rules of Writing, Grammar and Punctuation](#)
- [writers.com](#) [wilbers.com](#)
- [Ethics AdviceLine for Journalists](#)
- [THE SLOT: A Spot for Copy Editors](#)
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- [Investigative Reporters and Editors](#)
- [Coalition of Journalists for Open Government](#)
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- [Reporters Committee for Freedom of the Press](#)
- [Poynter Online](#) [Pew Research Center](#)
- [Columbia Journalism Review](#)
- [Texas Legislature](#) [FOI Foundation of Texas](#)
- [Merriam-Webster](#) [Encyclopedia Britannica](#)
- [NewsLink](#) [Wikipedia](#)

- organizations
- [Asian American Journalists Association](#)
- [DFW Network of Hispanic Communicators](#)
- [National Lesbian & Gay Journalists Association](#)
- [Native American Journalists Association](#)
- [Society of Environmental Journalists](#)

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