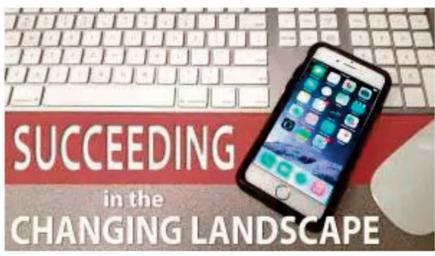


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SPJ Region 8 Conference

March 18-19 • Hilton Hotel, downtown Fort Worth • Cost \$100

Featuring:

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

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

for details and to register, click just anywhere you like

MEETINGS

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

Lunch & Learn: Hands-on How to Use Instagram for Brand Journalism

They say a picture's worth a thousand words. If that's true, then a photo on the media photo app Instagram should be worth about 1,000 followers. Those followers can be powerful in getting the message out, and fast.

With more than 400 million users — almost 80 million more than Twitter — images and video clips posted on Instagram can maximize the power of imagery to build your brand.

At IABC Fort Worth's lunch & learn March 22, student chapter leaders at Texas Wesleyan University will provide a hands-on lesson in using Instagram for brand journalism. Bring your smartphone, pad or laptop (free wifi!) and learn how to use journalism tactics and style to tell your organization's story visually.

Time & date: 11:30 a.m.-1 p.m. Tuesday, March 22

Place: Lou's Place at TWU, 1120 Wesleyan St., Fort Worth ([map](#))

Cost: members \$20, nonmembers \$25, students \$10, all with a reservation; without a reservation add \$5; lunch included

RSVP by March 20: iabcfortworth@gmail.com or, to pay online (add \$1), <http://iabcfortworth.com/wp/payment/>

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

There's no March meeting. Next luncheon is Wednesday, April 13, at the new location, City Club, 301 Commerce St., Fort Worth.

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

Doubleheader: Challenges in a Point & Shoot World + Region 8 Conference

See graphic above for all things R8C, March 18-19 at the Hilton Hotel. [Click to register](#); payment and registration form must be received by March 12 to confirm.

And to whet your appetite for that vigorous information exchange, on March 2 at Joe T. Garcia's, photojournalist **David Kent** will lead a panel of experienced colleagues on a look at the challenges they face in a world where many don't understand the intricacies — and importance — of the photojournalist's work.

Time & date: Mingling at 6, dinner 6:30, then the program Wednesday, March 2

Place: Joe T. Garcia's Mexican Restaurant, 2201 N. Commerce St., Fort Worth ([map](#))

Cost (includes dinner): cash or check \$17 members of any professional communicators organization, \$25 nonmembers, \$10 students, credit card add \$1, free if you join SPJ right then and there

Menu: Joe T.'s family-style enchilada dinner; cash bar

RSVP by March 1: pirtlemk@yahoo.com

STRAIGHT STUFF

Wordsmith **C.L. Stegall** will present "In the Trenches — Techniques for Plotting" at the next Writers' Guild of Texas meeting, 7 p.m. Monday, March 21, at the Richardson Public Library. Two days prior (9 a.m.-noon, the Heights Room in the Richardson Civic Center), Dr. **Katherine "Kat" Smith** will keynote the WGT Spring Writers' Workshop. The workshop will help authors understand the importance of media interviewing skills and ways to polish their delivery and appearance. Smith is the author of several books and formerly co-host of a four-year syndicated morning show. More at wgtonline.org.

IABC local update: **Scott Usvolk** and **Raul Guerra** with The Allegory Group will explore how to structure the message to distinguish your products and services from the competition at the IABC Dallas luncheon Tuesday, March 8, at The Clubs of Prestonwood. [Info.](#)

PRSA local update: Get ready for a night of drinks, food and relaxing at the March membership mixer, 5:30-7 p.m. Wednesday, March 23, on the rooftop patio at Bar Louie, 2973 W. Seventh St. PRSA members who bring a guest will be eligible for door prizes from local restaurants. Cost: \$5. [Let the people know you're coming.](#)

PRSA local update II: It's community service time again, and this spring chapter members are going where the buffalo roam as volunteers at the Buffalo Boogie, the annual race benefiting the Fort Worth Nature Center and Refuge. The event — 8 a.m. Saturday, May 7 — includes a 10K, a 5K and a fun run. Volunteers should arrive by 6:15 a.m., and the Nature Center needs a large contingent to help in numerous roles. Greater Fort Worth PRSA hopes to provide at least 25 to work the water stations, give race course support or help with cleanup. Register [here](#) by Monday, March 13. There's a free T-shirt in it for you, plus the chapter has designed its own T-shirt for the occasion; it's \$6 and may be paid for and picked up at the event. Also, chapter members are encouraged to "like" the Facebook pages of the Nature Center and the Friends of Fort Worth Nature Center and to mention their participation on their social media sites.

PRSA local update III: The topic title for the PRSA Dallas monthly luncheon Thursday, March 10, says it all: "What's New at The Dallas Morning News: Editor Mike Wilson Shares His Priorities for 2016." [Info.](#)

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.]

Burn After Reading

A Consultant's Memo Steamed a Lot of People — and Changed Our Political Discourse

This month's column is all about global warming — or rather, climate change. Or maybe the terms are backward. Or not. If you're confused, that's okay, so are a lot of people.

"Climate change" used to be widely known as "global warming." But that began to shift in 2002 when **Frank Luntz**, a political consultant, wrote a memo to President **Bush**. Among the first news sources to report on the memo, The Guardian, on March 3, 2003, published an article headlined "Memo exposes Bush's new green strategy."

In the memo, Luntz noted that the scientific debate about global warming was "closing but not yet closed." He then advised: "Voters believe that there is no consensus about global warming within the scientific community. ... Therefore, you need to continue to make the lack of scientific certainty a primary issue in the debate." Global warming, he added, "has catastrophic connotations attached" while climate change is "less frightening."

So with just a few well-chosen words, a global catastrophe was transformed into a minor inconvenience, and without having to involve a single government agency or nonprofit organization. As one of Luntz's focus group participants observed, "climate change" sounds more like you're driving to a different region of the country.

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Area media professionals gave up their Saturday so that dozens of students from around North Texas could get a leg up in life at the SPJ Careers Conference, Feb. 6 at the Tarrant County College Trinity River Campus. The format paired students with professionals in print, visual and broadcast journalism on topics ranging from communication strategy and digital media to specialty publications. An opening keynote session highlighted three students who talked about their current and past internships and what it took to land them. The conference over the years has led to a number of students getting jobs in the media industry. Students and professionals alike stayed after the closing bell to receive and give résumé and portfolio advice.

• [2015 conference](#) • [previous years](#)



PRSA packs in the content



Enilon content marketers **Claire Brunner** and **Jake Jordan**, bottom, held court at the February PRSA meeting on strategies for promoting content through digital channels, getting key influencers to promote that content, and the top things that determine the strength of any content marketing efforts.



all from left, top:
Lawrence Jenkins (luncheon sponsor); **Winifred King**, **Missy Staben**
left: **Vanassa Joseph**, **Trenton Jones**, **Remy McCool**, **Becky Adamietz-Deo**, **Ana Erwin**
— *Jessamy Brown photos*



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Politics aside, Luntz's memo is one of the most stellar PR accomplishments of recent years. For example, the Guardian article also notes that while the phrase "global warming" appeared frequently in Bush's speeches in 2001, it surfaced far less often in subsequent years. Today, all of the major print and television news sources routinely use the phrase, and Wikipedia has an entry on "Climate Change Denial" (along with one on the global warming controversy).

More impressive is that "climate change" has been adopted by people who probably think it is deceptive. So the Issues section of **Hillary Clinton's** website includes an entry on climate change, the **Bernie Sanders** campaign only a few days ago posted a news release discussing the topic, and the Democratic Party website encourages supporters to "act on climate." The term even has been adopted by Earth First, an environmental group considered so radical that most wildlife refuse to join it.

Luntz's other PR feat is that he helped distract people from the fact that global warming and climate change are not the same thing. As NASA notes on its website, the terms "are often used interchangeably but have distinct meanings."

Global warming, NASA says, references the long-term warming of the planet. "Climate change" encompasses global warming but includes other distractions such as "rising sea levels, shrinking mountain glaciers, accelerating ice melt in Greenland, Antarctica and the Arctic, and shifts in flower/plant blooming times."

What a bunch of Debbie Downers. For more depressing information, you can visit NASA's Climate Kids website. Depending on your perspective, the site either is an easy-to-comprehend effort to honestly explain a complex and serious issue, or an elaborate government attempt to manipulate and corrupt our children.

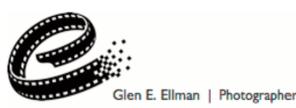
Today, Luntz is ambivalent about his infamous memo. He acknowledges that humans have contributed to global warming but maintains that because the science at the time was incomplete, his recommendation was appropriate. He also says he is not responsible for how the Bush administration chose to use his advice.

Perhaps most interesting, he believes his work has been a failure. In a 2010 interview, he noted that regardless of whether it is called climate change or global warming, "the public believes it's happening, and they believe that humans are playing a part in it." A man can only do so much.

Luntz remains a polarizing figure, worthy of a column in his own right. People may question whether the planet is warming, but there is no denying the impact of Luntz's work on our discourse. It's a good reminder of the great responsibility PR pros have. Simply through our choice of language, we sometimes can help build awareness of an important issue — or help push it to the back burner.

[more eChaser on p. 3](#)

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[more eChaser on p. 3](#)

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Freedom of Information Foundation of Texas update: Before **Sandra Bland's** family filed a wrongful death lawsuit, they asked to see the complete Texas Rangers report detailing everything from the time of her traffic stop until she was found dead three days later in a Waller County Jail cell. Attorneys have requested a copy of the document ever since Bland's death last July. The two-inch-thick Rangers report emerged Feb. 18 in a federal court hearing in preparation for the wrongful death trial scheduled for January. However, Bland's family members had yet to see a copy. [Details.](#) ... Texas Attorney General **Ken Paxton's** office is allowing Baylor University to keep investigations into recent sexual assaults at the school secret. Because the victims identified themselves to ESPN, an assistant to the attorney general wrote in an opinion that releasing the information would violate common law privacy. Rep. **Garnet Coleman**, D-Houston, who helped pass the bill that made police departments at private Texas universities respond to open records requests, countered, "Anybody with common sense would say that common law privacy does not apply to all the information." [Details.](#) ... What do three Atlanta-based rappers, a professor from the University of Richmond and a 50-year-old lawyer in Dallas have in common? They all stepped up to protect the speech rights of **Taylor Bell**, a young man who was suspended from his high school for recording a song that alleged sexual misconduct toward female students by two of the school's coaches. Bell, who raps under the moniker **T-Bizzle**, was kicked out of his Fulton, Miss., high school in 2011 after officials deemed that his song threatened the coaches with gun-related violence. [Details.](#) ... The Lower Colorado River Authority says a \$255 million reservoir it is building in Southeast Texas won't reduce freshwater flows into Matagorda Bay enough to hurt aquatic life, but the organization refuses to release the hydrological modeling that led to that conclusion. The authority — the largest water and power supplier in Central Texas — told the Matagorda Bay Foundation it can't have the information and asked state Attorney General **Ken Paxton** for an opinion shielding the data from the state's open records laws. [Details.](#) ... Months after statewide body camera legislation took effect and the Houston Police Department outlined its policies regarding the devices, local criminal justice watchdogs worry that some video from high-profile incidents may never see the light of day. At issue are local departmental reluctance to release information, privacy protections and provisions in the law that might stymie requests for camera footage. [Details.](#)

GET A JOB

The Star-Telegram has an opening for a part-time copy editor in sports. E-woodside@star-telegram.com. ... FiveThirtyEight, **Nate Silver's** data journalism outfit now with ESPN, needs experienced copy editors, full or part time, to work topics ranging from politics and sports to economics, science and culture. Preference given for experience in web publishing and editing technical writing. Work can be done remotely (office is in New York). E- senior editor **Simone Landon**, simone.landon@fivethirtyeight.com. ... The American Media Institute seeks freelance writers in a variety of areas, from investigative reporting to city and regional news. AMI is a growing, donor-financed 501(c)(3) nonprofit in Alexandria, Va., staffed by former journalists at The New York Times, The Washington Post, The Wall Street Journal and the Los Angeles Times. It emphasizes distinctive reporting and exclusives. No media-echo-chamber stories, please. E- cover letter, résumé and work-sample links to resumes@americanmediainstitute.com. ... The Standard-Examiner, a daily newspaper at the foot of the Wasatch Mountains in Ogden, Utah, seeks a self-starter photojournalist who's savvy on social media and can shoot a variety of subjects, from sports to breaking news. Three years experience at a news organization is preferred, but recent graduates with internship experience and a strong portfolio will be considered. Experience in shooting and editing video is required. Must be able to write accurate and informative captions and to work nights and weekends. The paper provides Canon photo equipment and a Mac desktop with Adobe Creative Cloud. [Info.](#)

NEW AND RETURNING MEMBERS

SPJ ... **Heather Zeiger**, freelance

PRSA ... **Lauren Bogle**, Warren Douglas ... **Mollie Cooper**, Identity Media Services ... **Brenna Jefferies**, Pavlov Agency ... **Jenny Manning**, Warren Douglas ... **Jovan Overshown**, The King's University ... **Laken Rapier**, Justin Brands ... **Ashley Wojnar**, Pollo Tropical

PRESIDENT'S COLUMN

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

The year is in full swing, and the PRSA board and committees are working toward meeting our goals for the year. If you're interested in getting more involved, check out the [goals](#) we've set for ourselves and reach out to the chairperson over the committee that interests you.

Looking for a new job? Or a new employee? See who's hiring or post a job at [DFW Communicators Job Bank](#). The job bank is a partnership among several DFW communications organizations. Job bank chair **Trameika Vaxter** has answers to your questions, especially on how to post.

It may only be March, but the Worthy Awards committee is already hard at work planning the 2016 event. It's almost time to start thinking about what you'd like to enter; entries will be accepted beginning in late June. And save Thursday, Nov. 3, as the date for our 5th annual gala at the Fort Worth Club.

There's no regular meeting in March, but I hope to see you at PR After Dark on Wednesday, March 23, at Bar Louie in Fort Worth. See details on p. 1 in this issue. Thanks, **Brenna Jefferies**, for organizing this fine time.

OVER & OUT

[John Dycus](#), Fort Worth SPJ

A glorious and unexpected win: [State parks suddenly rolling in cash.](#) ...

Three cheers for the U.S. House of Representatives, which approved the [FOIA Oversight and Implementation Act of 2015](#) to improve the federal Freedom of Information Act. The legislation helps journalists and other citizens better access their government, and proves that Congress can work together to make government more transparent and accountable. Read more [here](#) and [here](#) and on SPJ president **Paul Fletcher's** [blog](#). ...

So it wasn't bespectacled pseudo-statesman **Rick Perry** and the Republicans' great governing skills that brought us all those jobs. It was just high oil demand. [And now it's gone.](#) State Rep. **Garnet Coleman**, a Democrat and chair of a legislative caucus that produces a biennial report titled "Texas on the Brink": "It's very clear that the production of oil and gas has carried the state through this boomlet. Once the golden goose leaves there's nothing left but them regular geese."

Caught my eye. [Machine purifies Flint river water on the spot for residents hit by crisis.](#) ... [The Arctic is in major trouble.](#) ... [Texas sets wind energy record as turbines produce 40% of state's power.](#) ... [Have minimum wage increases hurt restaurants? Evidence says no.](#) ... **Musk:** [Carbon tax could prevent worldwide displacement, destruction.](#) ... [Chile's plan to build a hydroelectric plant in the desert is actually brilliant.](#) ... [Floating sea wall harvests blue energy from crashing water.](#) ... ['Power paper' stores electricity and recharges in seconds.](#) ... [Researchers create nanoparticles that scrub polluted water at an accelerated rate.](#) ... [Time-saving green tech kills weeds without chemicals.](#)

Closing words: "To be astonished is one of the surest ways of not growing old too quickly." — **Colette** ... "A lottery is a taxation upon all the fools in fashion." — **Henry Fielding** in his play "The Lottery" (1732) ... "Comedy is a serious business." — actor **W.C. Fields**, who also said, "Everyone must believe in something. I believe I'll have another drink" and, "If I had to live life over, I'd live over a saloon."

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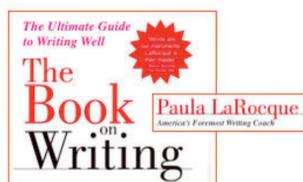
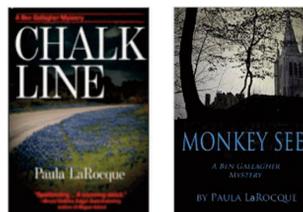


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send additions for the list to: john@xdycus.com

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