



13th annual First Amendment Awards and Scholarship Dinner

Society of Professional Journalists,
Fort Worth Professional Chapter

Keynote Speaker

Mandy Locke

Investigative Reporter, The News & Observer, Raleigh, N.C.

Friday, April 22, 2016

cash bar 6 p.m., dinner 6:30

Cacharel

2221 E. Lamar Blvd.
Brookhollow Tower Two, Arlington, Texas

\$50 per person | RSVP by April 20

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MEETINGS

Next at [IABC Fort Worth](#) ...
When Crisis Becomes Chaos

Social media has dramatically changed the dynamics of crisis communications, but the core principles and strategies for successful crisis prevention and crisis management remain essential for success.

David Margulies will offer an entertaining look at how Capt. Chesley "Sully" Sullenberger's skillful landing of his disabled jetliner in the Hudson River illustrates these core principles. Expect other examples from recent high-profile crisis situations involving a wide range of organizations.

Margulies has spent 30 years in the crisis management field representing clients from the United States, Mexico and Europe. He taught crisis management at SMU and is the author of a book on the subject.

Time & date: 11:30 a.m.-1 p.m. Tuesday, April 26
Place: Texas Star Conference Centre, 1400 Texas Star Parkway, Euless ([map](#))
Cost: members \$20, nonmembers \$25, students \$10, all with a reservation; without a reservation add \$5; lunch included
RSVP by April 22: iabcfortworth@gmail.com or, to pay online (add \$1), <http://iabcfortworth.com/wp/payment/>

Next at [Greater Fort Worth PRSA](#) ...
APR: Everything You Want to Know and More

It's game time this month — Jeopardy, to be precise — as chapter members who have braved (conquered!) the APR process share their notes with those who may need a little encouragement to commit. The Accreditation in Public Relations (APR) is a voluntary certification program for PR professionals.

The chapter also will honor its APR members with a pinning ceremony.

Time & date: 11:30 a.m.-1 p.m. Wednesday, April 13
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
Register by April 8

Next at [Fort Worth SPJ](#) ...
13th annual First Amendment Awards and Scholarship Dinner — see invitation above

STRAIGHT STUFF

Word choice matters. But so, too, does word order. At the next Writers' Guild of Texas meeting (7 p.m. Monday, April 18, Richardson Public Library), writer-editor Joe Milazzo will lead participants through an overview of prosody and tell how writers in all genres can infuse their sentences with suppleness and variety. Dallas resident Milazzo is the author of the novel "Crepuscle W/ Nellie" (Jaded Ibis Press) and "The Habiliments" (Apostrophe Books), a volume of poetry. His writings have appeared in Black Clock, Black Warrior Review, BOMB and elsewhere. He co-edits the online interdisciplinary arts journal [out of nothing], is a contributing editor at Entropy and is also the proprietor of Imipolex Press.

IABC local update: Erik Halvorson of Lockton Companies will describe a strategic framework for internal communication, share best practices and propose ways for building more disciplined programs at the IABC Dallas luncheon Tuesday, April 12, at The Clubs of Prestonwood ([map](#)). [Info](#).

PRSA local update: Dig in your closet for your boogie shoes and join Greater Fort Worth PRSAers as a volunteer at the Buffalo Boogie, the annual 10K/5K/fun run Saturday, May 7, benefiting the Fort Worth Nature Center and Refuge. The chapter wants to supply at least 25 folks to work the water stations and provide race course and other support. Volunteers are asked to arrive by 6:15 a.m.; cleanup begins at 10:30 a.m. The Nature Center will provide a T-shirt, and the chapter has commissioned one of its own, which may be paid for (\$6) and picked up the morning of the event. [Register](#) by April 6; mention your T-shirt size and your preferred volunteer assignment. And while you're at it, "like" the Facebook pages of the Nature Center and the Friends of Fort Worth Nature Center. It's good to be liked.

PRSA local update II: Public relations professionals from across the nation will be in Dallas next month for a PRSA conference on employee communications and internal messaging. Connect 16: Big Challenges. Bright Ideas, May 11-13, will feature sessions on techniques to increase employee engagement, use of social media and other topics. Scheduled speakers include experts from DFW International Airport and TCU. Follow the action on social media with the hashtag [#prsaconnect](#).

PRSA local update III: For those who don't get enough APR talk at the Greater Fort Worth PRSA meeting April 13, PRSA Dallas will pound the subject some more five days later. [Info](#).

Freedom of Information Foundation of Texas update: Chesapeake Energy wants [settlement with Fort Worth school district kept secret](#). ... The Texas Education Agency and Attorney General Ken Paxton are blocking [watchdog.org](#) from obtaining an audio recording of a teleconference during which a school board member told the TEA commissioner to "die and burn in hell." Watchdog independently confirmed that an unidentified school trustee said that to then-Commissioner Michael Williams. The remark was made as the state ordered La Marque ISD to shut down over failing academic and financial performance. [Details](#).

NEW AND RETURNING MEMBERS

SPJ ... Steve Southwell, The Lewisville Texan Journal

PRSA ... Skyla Claxton, Camp Fire First Texas ... Chelse Westbrook, Transwestern ... Candice Allen, 301st Fighter Wing at NAS Fort Worth (U.S. Air Force) ... Lee Hayes, communications consultant ... Reginald Lewis, Tarrant County College

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The Gallery



Someone you should know

Crisis management expert **David Margulies** will discuss Capt. **Chesley Sullenberger's** deft landing of US Airways Flight 1549 in the Hudson River on Jan. 15, 2009 (now there was a crisis), and other high-profile stressors at the April IABC meeting.



Seen at the March SPJ meeting at Joe T. Garcia's on the future (and diminishing present) of photojournalism — left to right, top to bottom: **Beth Francesco, Kevin Casas; Bob Booth; Shirley Jenkins; Rebecca Musgrove, Anna Gutierrez; Yamil Berard; Kelsi Brinkmeyer, Brendon James; Tiara Gavis; Chris Whitley; Eddy Gallagher; Robert Hart; Karen Gavis, Tooti Abdul; Kim Pewitt-Jones, David Kent, Teri Kent**

— Kay Pirtle photos



PRSAers mix it up at Bar Louie



all from left, above: **Lydia Saldana, Jeremy Agor; Cathy Mueller, APR, Missy Staben, Claire Bloxom Armstrong, Anelia Banda**
left: **Brenna Jefferies, Laken Rapier, Jenna Simard, Tiffanie Thermilus, Rhea Jackson**

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.]

From Here to Paternity
A Little Boy was Miraculously Rescued from the Ocean, but No One Could Save Him from the Media Tsunami

E.T. and **Dorothy** wanted to go home, and **Maurice Williams** sang about wanting to "stay just a little bit longer." The Clash could not decide if they should stay or go. But **Elián González**, the adorably cute Cuban refugee, never got to choose, because everyone wanted to decide for him.

In November 1999, 6-year-old Elián, his mother, her boyfriend and about 10 others attempted to escape Cuba by boat. But the engine stalled, a storm came up, and Elián's mother drowned. The boy and two others were rescued by two fishermen, one of whom was named **Donato Dalrymple**. This is what's called foreshadowing.

Although Elián's parents were amicably divorced, his mother had fled without telling his father, **Juan Miguel González Quintana**. When Juan Miguel learned his son was in the United States, he wanted the boy back; maternal relatives in Miami wanted to keep him, invoking political asylum. And thus a new story was born: The New York Times understatedly opined that Elián "may find himself at the heart of an unusual international custody case." A more prescient Newsweek observed, "Elián may well be the first 6-year-old to spark a demonstration, get a congressional subpoena and become a presidential-campaign issue all in the same week."

Which is pretty much what happened. In the next five months, federal and local officials, community activists, family members and the media all became obsessed with Elián, alternately making their case and embarrassing themselves. A Cuban exile support group released a photo of the kid headlined "Another Child Victim of Fidel Castro." The Miami Herald ran a photo of him having fun assembling lawn ornaments with his great-uncle, who said Elián "has tasted liberty, and he doesn't want to go back."

In January 2000, Elián's Cuban grandmothers flew to the U.S. to meet with congressmen and Attorney General **Janet Reno** and request the boy be returned, while Republican lawmakers tried to pass a bill giving the boy citizenship. In January and February, Juan Miguel sent open letters to the U.S. government, demanding his son's return. He also met with Reno, who wanted to assess his devotion to his son (and, presumably, to communism). Time magazine summarized the situation with a heartwarming cover photo of the boy and the headline, "Were Does He Belong?"

The stalemate rolled into March, when a federal judge dismissed the relatives' petition for asylum. The Miami-Dade County mayor announced that he would not cooperate with federal authorities. Meanwhile, protesters, among them pop singer and Cuban refugee **Gloria Estefan**, had gathered outside the home where Elián was staying.

In April a video of Elián was released in which he said he wanted to stay in the U.S. On whether he was being coached by adults, outtakes include a clip where the boy demands a second take, with different lighting.

Early Saturday, April 22, border agents raided the house, going room to room while the residents threw rocks, bottles and, for you Princess Bride fans, rodents of unusual size. An agent found the boy in a bedroom closet, being held by a man. By an incredible coincidence, Associated Press photographer **Alan Diaz** just happened to be in the house and in remarkably the right spot to photograph the encounter. Diaz's photo would become one of the iconic images of the decade and win him a Pulitzer Prize. And the guy holding Elián? None other than Donato Dalrymple, the fisherman who plucked the boy from the sea. Apparently, Donato had stopped by after his latest fishing trip at Long John Silver's.

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Greater Fort Worth PRSA Member Spotlight

Brenna Jefferies

public relations and social media coordinator, Pavlov Agency
B.A. (advertising/PR), Abilene Christian University
PRSA position: PR After Dark chair
hometown: Argyle, Texas



- best lesson I've learned in PR** A PR pro is not going to be successful if he or she does not have an obsessive attention to detail.
- trade secrets** As a social media coordinator, I rely heavily on Buffer, SmartBriefs and Feedly to schedule posts and find relevant content.
- what I love most about PR** Finding a new angle to pitch a story or when I get to coordinate an event.
- greatest professional accomplishment** In the fall of 2015, I planned a tailgate party for one of our clients, DFW Airport, to kick off football season. We had a giant football that people signed and we broke a Guinness World Record!
- most valuable social media platform for business** All businesses should manage a LinkedIn profile and a Facebook page. Facebook is where most consumers go to learn more about a company, and LinkedIn helps with recruiting and staying up to date on industry news.
- social media platform I use most** I am absolutely hooked on Tumblr! Someone should really delete that app off my phone.
- top tip for social media beginners** Before you dive in and start posting, learn everything you can about your client's target audience to ensure the posts will resonate with followers. Also, Buffer will be your best friend.

PR/MARKETING HISTORY *continued from p. 2*

A few hours later, Elián was reunited with his dad at Andrews AFB. The next day, the White House released a photo of Elián with his father's family, all looking happy. But the drama was not over. New Hampshire Sen. **Bob Smith** escorted some of the Miami relatives to the Air Force base, demanding to see the boy (you read that right: a New Hampshire senator was involved in a federal custody case originating in Miami).

CNN interrupted programming to cover the confrontation, reaching out to its correspondent at the scene. Except the correspondent was inside the base and could only comment on what she saw on CNN's monitor. The Los Angeles Times quoted a Florida senator who claimed to be "repulsed and outraged" by the raid, but the story also said, "Current and former law enforcement experts praised the mission as a textbook rescue." The Washington Post focused on the family, quoting Donato as saying, "They ripped him out of my arms. ... I rescued him from the ocean, but I couldn't rescue him from the United States government."

Sen. Smith and the relatives were turned away at the base, so he arranged a news conference for the great-uncle, a cousin and, uh, Donato. In a rambling statement, the cousin condemned the raid, saying she would not leave Washington until she had seen Elián; she worried that he was being drugged and, oh, the boy in the photo with Juan Miguel was not really Elián.

The two major news magazines perfectly captured the conflicting views. Time's cover featured the headline "Papa!" and a photo of the seemingly joyful reunion with Juan Miguel, while Newsweek featured a photo of the terrified boy in the arms of a federal agent with the headline "Seizing Elián" (the reunion shot ran as an inset). In a moment Texans can appreciate, the Washington Post also quoted a neighbor saying, "What happened today was Miami's version of Waco. Instead of killing people this time, federal agents wearing masks and waving around guns terrorized a tender young boy and maybe scarred him for life."

Perhaps. But those scars are hard to see, at least from U.S. shores. Elián still lives in Cuba; in 1999, at age 20, he publicly blamed his mother's death on the U.S. embargo. Then in 2005, on "60 Minutes," he said his Miami family had been unfairly harsh to his father and that he had always wanted to return to Cuba. He joined the Young Communists Union of Cuba in 2008 and in November 2013 gave a speech in which he criticized the relatives for keeping him from his father and said his stay in the U.S. had been "very sad times." Which could make things awkward at the next family reunion.

In all, this was not the finest moment for any of the parties involved. But for PR professionals, the Elián González story is a wonderful case study. Now if we can just figure out what the lesson is.

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PEOPLE & PLACES

The Lewisville Texan Journal, helmed by new SPJ member **Steve Southwell**, won second place for weekly print outlets in a Keep Texas Beautiful competition this spring spotlighting public awareness and education efforts in supporting environmental issues. Publisher Southwell would have you know that the Texan Journal (motto: "Life and Liberty in the Lone Star State") broke the story about Lewisville Lake being proposed for gas drilling, and also was the first outlet to report about Waste Management employees diverting 20 percent of local recyclables to the landfill. The paper has covered ongoing issues between Lewisville and Farmers Branch over the latter's Camelot landfill, has done numerous reports on illegal dumping, and organized and led teams for litter cleanups. "We have been in print since last August. This is our first award," he noted. "It's pretty sweet."

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GET A JOB

From the Victoria Advocate: "Nationally recognized for online convergence and First Amendment reporting, we're looking for a reporter skilled in both worlds. Must be comfortable telling and producing stories in multiple platforms. Ability to speak Spanish a plus. We are a progressive, family-owned company, a 25,000-circulation daily in South Texas about 30 miles from the Gulf of Mexico (close to the beach and the big, fun cities of Austin, San Antonio, Corpus Christi and Houston)." Send résumé, work samples and cover letter to editor **Chris Cobler** at ccobler@vicad.com or mail to 311 E. Constitution, Victoria, TX 77901.

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PRESIDENT'S COLUMN | [Liz Confiliano](#), Greater Fort Worth PRSA

April is accreditation month at PRSA, a time to learn how Accreditation in Public Relations (APR) can take your career to the next level. Join us Wednesday, April 13, at City Club of Fort Worth as we play a game of Jeopardy to learn all about the APR process and dispel some of the mystery and misconceptions.

(Did you know there are actually three APRs — the one for [experienced PR pros](#); the one for military communications experts, the [APR+M](#); and the one for college seniors and recent grads, the [Certificate in Principles of Public Relations](#)?)

We also will acknowledge our new and existing APRs with a pinning ceremony. Register today!

We can't end this without honoring those who set the standard, our active members who are accredited: **Cheryl Bacon**, APR; **Kay Barkin**, APR; **Andra Bennett House**, APR; **Carolyn Bobo**, APR, Fellow PRSA; **Sandra Brodnicki**, APR; **Samra Jones Bufkins**, APR; **Tom Burke**, APR; **Michelle Clark**, APR; **Mary Dulle**, APR, Fellow PRSA; **Richie Escovedo**, APR; **Amiso George**, APR, Fellow PRSA; **Robert Hastings, Jr.**, APR+M; **Bill Lawrence**, APR, Fellow PRSA; **Cathy Mueller**, APR; **Carol Murray**, APR; **Doug Newsom**, APR, Fellow PRSA; **Nicholas Olivier**, APR; **Lisa Orr**, APR; **Margaret Ritsch**, APR; **Kenneth Ross**, APR; **Susan Schoolfield**, APR; **Kim Spears**, APR; **Laura Van Hoosier**, APR; **Gigi Westerman**, APR, Fellow PRSA; **Andrew Wilson**, APR; and **Julie Wilson**, APR.

OVER & OUT | [John Dycus](#), Fort Worth SPJ

I feel good about the awards process, I feel good about the big dollars going to scholarships (\$36,500!); I just feel good about this year's First Amendment Awards and Scholarship Dinner — the chapter's 13th. Go back up to p. 1 and RSVP. If you already have, do it again. Bring your mama. All she did for you growing up, you owe her one of those Cacharel souffles. ...

SPJ agrees with 43 other journalism organizations urging the EPA to continue publicizing Clean Air Act permits through newspaper notices. On Dec. 29 the EPA announced its intention to post notices on a government website only. The EPA is required to run notices in local newspapers near the potential source of pollution that the agency plans to approve. "Keeping these notices in local newspapers helps to ensure that the civically engaged readers and those who are most likely to be personally impacted ... receive the information earlier rather than later," said SPJ national president **Paul Fletcher**. "To change this practice — one that has been in effect for more than 200 years — is bad for the American general public."

Caught my eye. [UT Arlington researchers create liquid hydrocarbon fuel from CO2 and water in breakthrough one-step process.](#) ... [Sea levels are rising faster now than any time in the last 2,800 years.](#) ... [Sodium battery may contain solution to water desalination.](#) ... [Egyptians develop cost-effective method for cleaning saltwater in just minutes.](#) ... [MIT advanced fog harvesting material pulls 5x more water from thin air.](#) ... [Self-sufficient couple build their own floating off-grid island.](#)

Closing words: "You have to be very fond of men. Very, very fond. You have to be very fond of them to love them. Otherwise they're simply unbearable." — writer **Marguerite Duras** ... "Baseball has been good to me since I quit trying to play it." — **Whitey Herzog** ... "I like the dreams of the future better than the history of the past." — **Thomas Jefferson**

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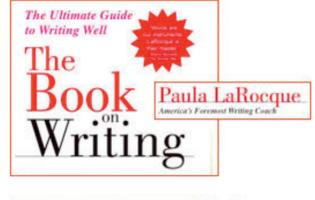


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