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PEOPLE & PLACES

MEETINGS

Amanda Boyd • PR Newswire global director of emerging media, will be the December on the June 4 PRSA meeting. Room 258, UT Arlington Fine Arts Building Center Section.

Next at Greater Fort Worth PRSA

Cost: chapter members $30, national members $35, nonmembers $35, students $20, walk-ups add $5; parking in the garage $2.50.

Register by June 3.

Place: City Club of Fort Worth, 301 Commerce St. (map

Time & date: 10 a.m.-noon Saturday, June 4.

Bring a laptop or tablet.

Next at Fort Worth SPJ

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There is theater and then there is political theater. Both can be carefully rehearsed, entertaining and memorable. But while theater usually costs a lot upfront, in the long run political theater can be a lot more costly.

The integration of students at the University of Alabama was blocked by Governor George Wallace on June 11, 1963. He had earlier proclaimed that he would never allow blacks to attend school with whites. This is the same speech where he also vowed to preserve the beloved Alabama red clay, leading to his famous line, "Pigmentation today, pigmentation tomorrow, pigmentation forever." I'm pretty sure it's in the history books.

So you see, this had nothing to do with racism – it was just a humble elected official asking earnest questions about the possible encroachment of federal authority. But this was years ago, and could never happen today. Wallace's "Stand in the Schoolhouse Door" received nationwide news coverage, little of it sympathetic to him. "It was great theater," CBS News reported. "It was, like all theater, a kind of make-believe." A New York Times headline announced, "Wallace Bows to Federal Force," with the article claiming, "The governor, who has been caught in an embarrassing situation, is now in a position to save face."

As time went on and the civil rights movement began to gain momentum, Wallace's defiance became more costly. Finally, he was forced to yield. This sequence of events, which took place in a circus couple of hours later, is well documented in the history books. But what about the PR lessons that can be learned from this story?

One of the key PR lessons from the Wallace saga is the importance of crisis communication. When faced with a crisis, it's important to communicate clearly and effectively with all stakeholders. This includes the media, employees, customers, and the public.

Another important lesson is the importance of anticipating potential crises. In the case of Wallace, if he had anticipated the potential consequences of his actions, he may have been more willing to compromise. This highlights the importance of having a crisis plan in place before a crisis occurs.

Finally, the Wallace saga serves as a reminder of the importance of ethical decision-making. As PR professionals, it's important to always act ethically and in the best interests of our clients and the public.

In conclusion, the story of Governor George Wallace's "Stand in the Schoolhouse Door" is a valuable lesson in PR. It reminds us of the importance of crisis communication, anticipating potential crises, and ethical decision-making. As PR professionals, we can learn from this story and apply these lessons to our own work.
One publication all but supported Wallace was U.S. News & World Report. The magazine was later sold to a publishing executive who despised white segregation and black civil rights. As a result, the magazine was able to publish stories and articles about civil rights issues that would not have been written by previous editors. Today, the magazine calls itself a "source of news and analysis." Wallace, who was a self-styled "black nationalist," believed that African Americans were being shortchanged by the civil rights movement and that they needed to take matters into their own hands. He was a self-professed "racist," but he was also a dedicated journalist who believed in the power of the press to shape public opinion and bring about change.

Wallace was also a prolific writer, and his essays on race and politics were published in numerous magazines and newspapers. He was a frequent contributor to the Chicago Tribune, the Wall Street Journal, and the New York Times. His articles were widely read and discussed, and they helped to shape the public debate on race and politics.

Wallace was a controversial figure, and his ideas were often criticized by those who believed that they were racist. However, Wallace was also a dedicated journalist who believed in the power of the press to bring about change. He was a self-styled "black nationalist," but he was also a dedicated journalist who believed in the power of the press to shape public opinion and bring about change.

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