

# eChaser

Fort Worth Chapters



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## MEETINGS

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

Something cool is on tap for a warm evening this summer. Meanwhile, catch this crowd on the [website](#), [Twitter](#), [Facebook](#) and [LinkedIn](#).

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

What's Trending?

Are you still telling your story the same way you were five years ago? Companies and organizations are creating content at a furious pace, but they must think differently in order to connect that content with evolving consumption behaviors.

It's not enough to just create content. Professional communicators have to constantly adapt their stories to reach an ever-changing audience.

**Michael Pranikoff**, PR Newswire global director of emerging media, will lead the discussion at the June 8 PRSA meeting. Murnahan Public Relations is the luncheon sponsor.

And a reminder: There's no meeting in July.

**Time & date:** 11:30 a.m.-1 p.m. Wednesday, June 8

**Place:** City Club of Fort Worth, 301 Commerce St. ([map](#))

**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](#)

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

Find It, Mine It, Refine It

Acclaimed Google News Lab training comes to Arlington on June 4. Co-sponsored by Hispanic Communicators Dallas-Fort Worth and Fort Worth SPJ, the free two-hour session will explain tools to identify trends, to locate and use public data, and to even help a reporter gather her own data.

With Google Trends, learn how to find stories and interpret terms people are paying attention to. Public Data Explorer helps access a world of data and creates high-quality visuals — quickly. Gather data from real people by creating your own web survey with Google Consumer Surveys.

Bring a laptop or tablet.

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

**Place:** room 258, UT Arlington Fine Arts Building Center Section,

700 W. Greek Row Drive ([map](#))

**Cost:** free

[RSVP by June 3](#)

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## STRAIGHT STUFF

Everybody's a winner at the annual WGT Read-In, the build-your-own-sundae offering of the Writers' Guild of Texas at 7 p.m. Monday, June 20, Richardson Public Library. Present original work for peer feedback as well as evaluate the work of others. Plus, get a taste of what it's like to work with critique groups! Get info [here](#), then e-[julie.s.mendel@gmail.com](mailto:julie.s.mendel@gmail.com) to sign up as a reader. More on the Writers' Guild of Texas at [wgtonline.org](#).

**IABC local update:** Intel Security communications chief **Brandie Claborn** will present "The Pair to Prepare: Communication and Cybersecurity" at the IABC Dallas luncheon Tuesday, June 14, at The Clubs of Prestonwood ([map](#)). [Info](#).

**PRSA local update:** Standing reminders. Greater Fort Worth PRSA sponsorships provide a great way to promote one's company, favorite printer, photographer, videographer or other communications vendor. In addition to advertising in the eChaser, sponsorships are available for a luncheon or after-hours event in exchange for logo recognition, podium time and an invitation to distribute materials to targeted prospects. Info [here](#). ... A job listing can be created, edited and removed directly on the [DFW Communicators Job Bank](#) site, and page view counts show the level of interest. And job seekers can push alerts for specific keywords to their personal e-mails. The job bank lists full-time, part-time and internship positions in PR, media affairs, advertising/sales, event planning, graphic design, marketing, and corporate and employee communications throughout North Texas. Employers who are members of the participating organizations may post a job for \$75; the cost for nonmembers is \$100, for nonprofits \$50. Each posting runs a month. Greater Fort Worth PRSA receives a portion of the proceeds when a member marks his or her membership status on the submission form. More from job bank chair **Trameika Vaxter**, [tvaxter@warepr.com](mailto:tvaxter@warepr.com). ... Stay on top of emerging trends and industry news, extend your network while increasing your knowledge, and keep learning and stay competitive. Any practitioner with at least two years in the field is eligible for membership in the world's leading organization for PR professionals. Those with fewer than two years experience or who recently graduated from college and were active in PRSSA may join as an associate member. More from chapter president **Liz Confiliano** at [elizabethheck@yahoo.com](mailto:elizabethheck@yahoo.com). ... Subscribe to the GFW PRSA blog and receive an e-mail when news, articles and upcoming events are posted. Visit <http://fortworthprsa.org>, put your e-mail in the "Subscribe to our Blog" box and click subscribe.

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## PEOPLE & PLACES

The Texas Community College Journalism Association named Collegian editor **Jamil Oxford** Journalist of the Year — the organization's highest individual honor. Oxford, a broadcast news major, has been campus news editor, managing news editor and editor in chief of the Tarrant County College paper, which serves five campuses. She has a 13-week internship lined up at the Corpus Christi Caller-Times. Oxford's recognition caps another productive competition cycle for the Collegian, which scored two 1st place awards, two 2nd place, three 3rd place and six honorable mentions in TCCJA judging announced in October, plus five 1st place awards, two 2nd place, seven 3rd place and six honorable mentions at the Texas Intercollegiate Press Association convention in April, all on the work of **Tabitha Redder, Martin Paredes, Linah Mohammad, Katelyn Townsend, Matt Koper, Bogdan Sierra Miranda, Eric Rebosio, Hope Sandusky, Victoria Almond, Amanda Boyd, Suzann Clay** and the inclusive if vague "Collegian Staff." In SPJ Mark of Excellence Region 8 judging, Amanda Boyd won for editorial cartooning, and The Collegian was a finalist for best all-around non-daily. The Texas Associated Press Managing Editors ranked The Collegian honorable mention in best college newspaper.

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[more eChaser on p. 2](#)

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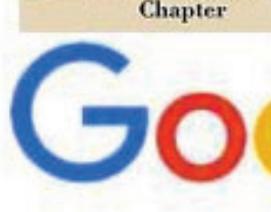
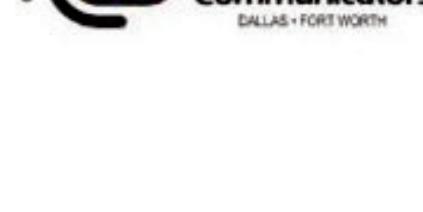
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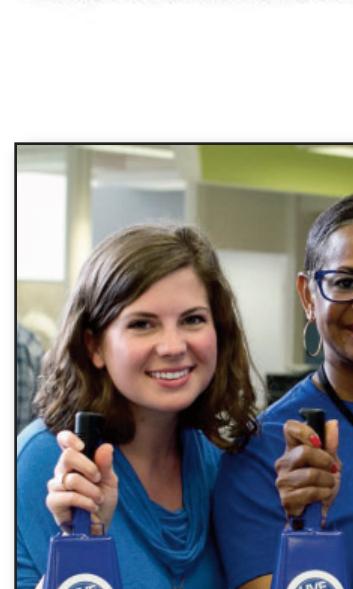
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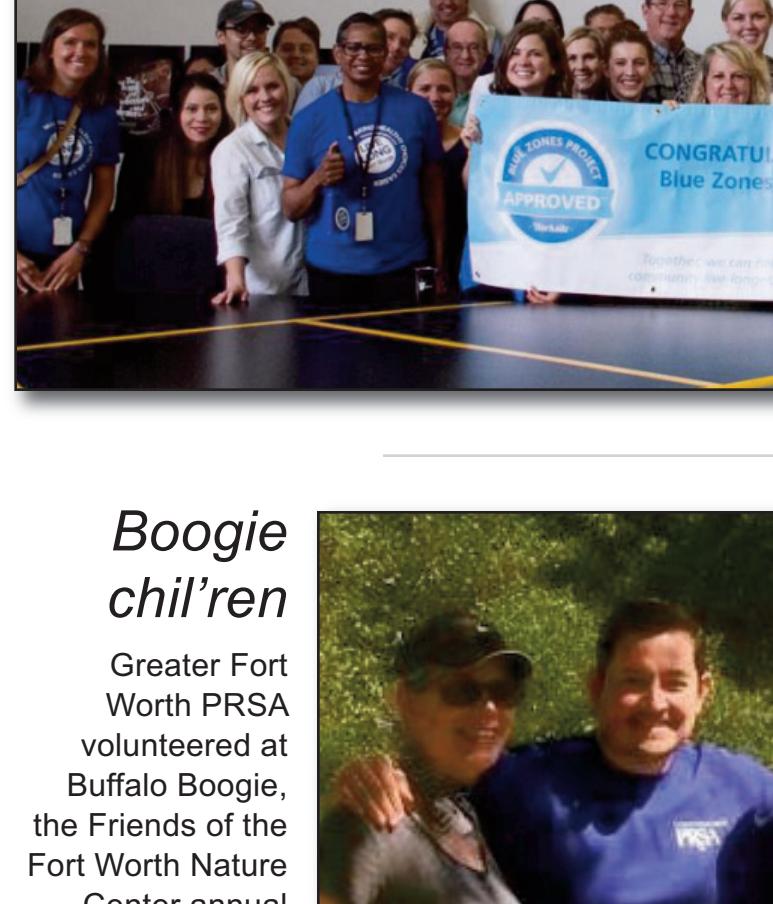
**Date:** Saturday, June 4

**Time:** 10 a.m.- 12 p.m.

**Location:** UTA Fine Arts Building Room 258

**Contact:** dfwhispanic@sbcglobal.net

**Materials Needed:** Laptop or Tablet



Jenna Simard and Richie Escovedo, left, celebrated with Blue Zones Project worksite coordinator Yolanda Roberts, the lady in the middle, in early May as Balcom Agency achieved Blue Zones Project Approved worksite status — a national recognition for companies that implement best practices that create healthier work environments for their employees. Balcom is one of only 47 businesses in Fort Worth and the first local marketing firm to become a Blue Zones Project Approved worksite.

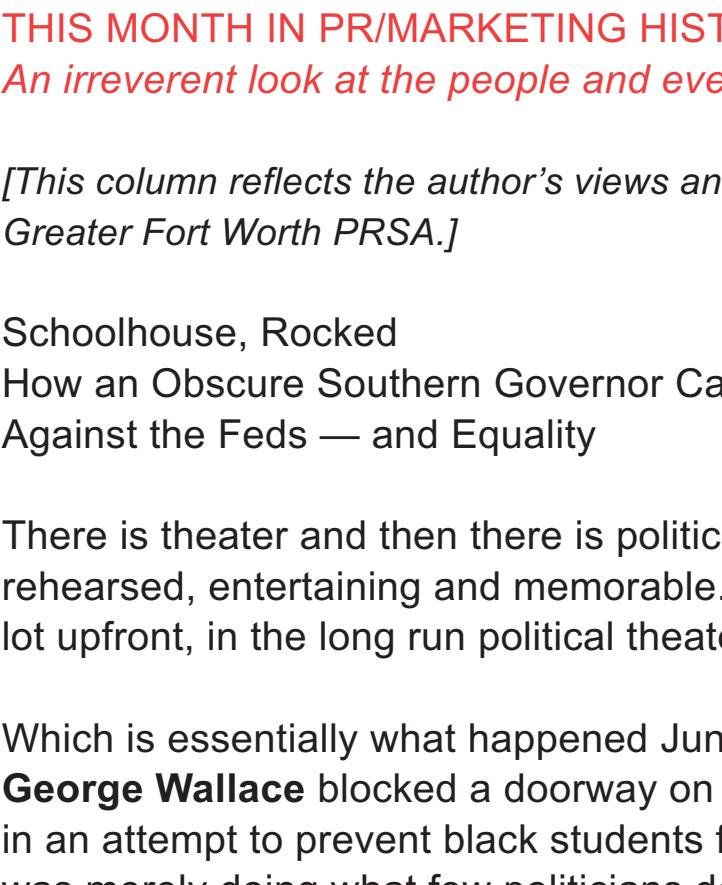


### Boogie chil'ren

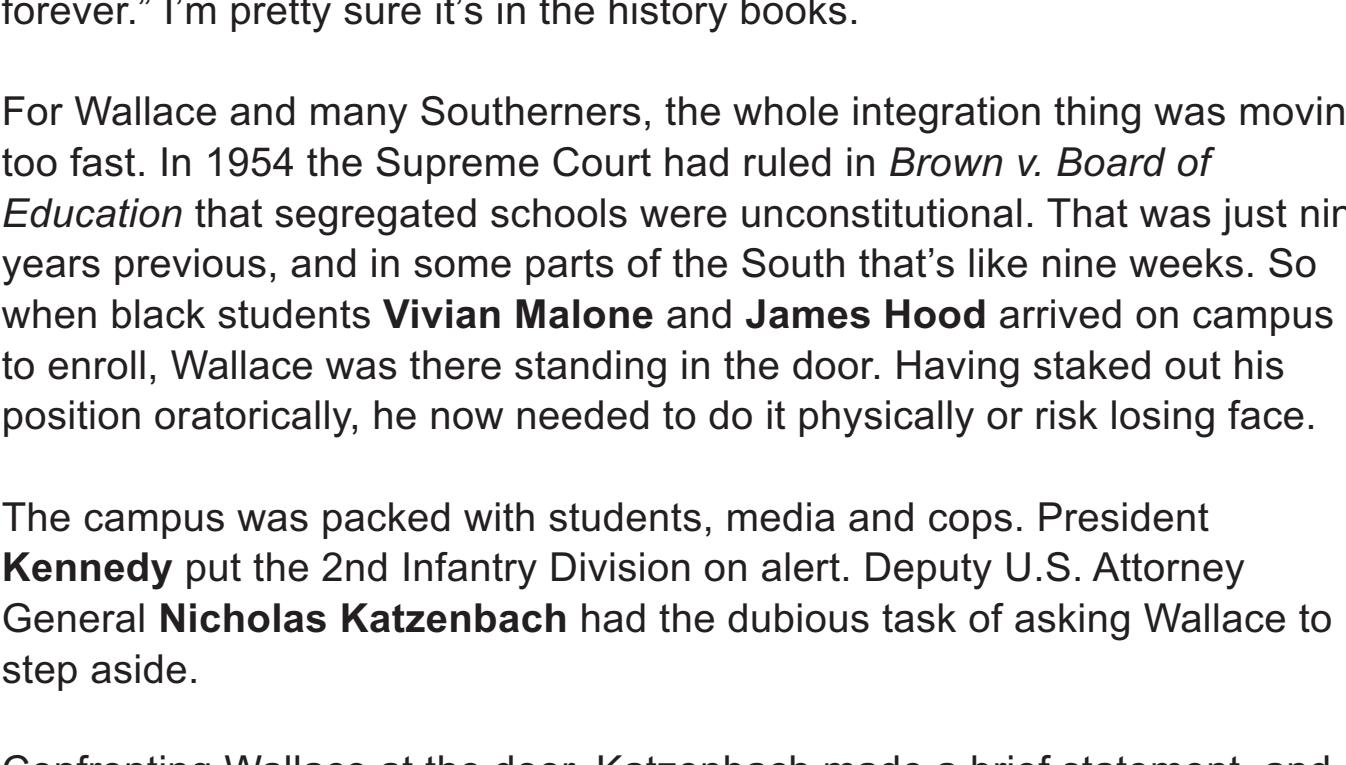
Greater Fort Worth PRSA volunteered at Buffalo Boogie, the Friends of the Fort Worth Nature Center annual fundraiser. Among the fun runners, from left: Chris Smith, Richie Escovedo, Brenna Jefferies, Jeff Rodriguez and Cathy Mueller.



### Ways to Use Research in Public Relations



Dr. Julie O'Neil, above left, and Dr. Jacque Lambiase from TCU's Department of Strategic Communication stepped up at the last minute to do a May program on obtaining research data on any budget and how to apply it to a company's strategy. Dr. Charles Howard, above right, chair of the Communications Studies Department at Tarleton State University, also spoke.



Public relations professionals from across the country came to Dallas in May for a national PRSA gathering on employee communications and internal messaging. Find a recap of the Connect 16 conference [here](#). Randy Berger, above, with CoxHealth presented on "Thinking Outside the Inbox: Reaching Employees With Creative Communication."

### 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.]

#### Schoolhouse, Rocked

How an Obscure Southern Governor Catapulted to Fame by Taking a Stand Against the Feds — and Equality

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.

Which is essentially what happened June 11, 1963, when Alabama Gov.

**George Wallace** blocked a doorway on the University of Alabama campus in an attempt to prevent black students from enrolling. To his credit, Wallace was merely doing what few politicians do, keeping his word. Just a few months earlier, in his inauguration speech, Wallace proclaimed 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.

For Wallace and many Southerners, the whole integration thing was moving too fast. In 1954 the Supreme Court had ruled in *Brown v. Board of Education* that segregated schools were unconstitutional. That was just nine years previous, and in some parts of the South that's like nine weeks. So when black students **Vivian Malone** and **James Hood** arrived on campus to enroll, Wallace was there standing in the door. Having staked out his position oratorically, he now needed to do it physically or risk losing face.

The campus was packed with students, media and cops. President **Kennedy** put the 2nd Infantry Division on alert. Deputy U.S. Attorney General **Nicholas Katzenbach** had the dubious task of asking Wallace to step aside.

Confronting Wallace at the door, Katzenbach made a brief statement, and the governor responded with a less-brief statement. He called integration an "unwelcome, unwanted, unwarranted and force-induced intrusion," as well as "a frightful example of the oppression of the rights, privileges and sovereignty of this state by officers of the federal government." His actions, he said, were "not defiance for defiance's sake, but for the purpose of raising basic and fundamental constitutional questions."

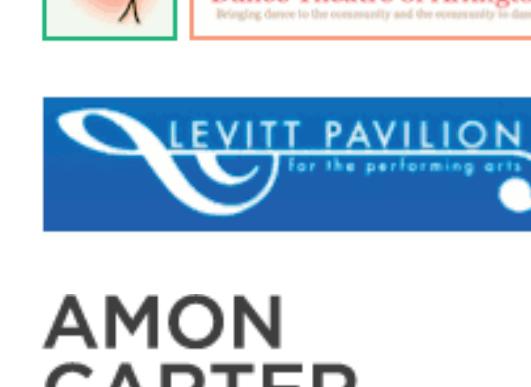
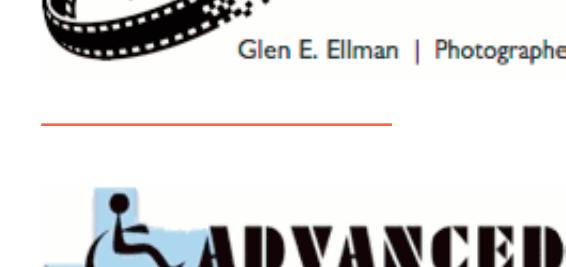
Wallace wouldn't budge. Katzenbach left to call in reinforcements, and a couple of hours later he returned with the Alabama National Guard. This time it was the Guard commander who told Wallace to retreat. The governor made another statement, which included the comment, "We are winning in this fight, because we are awakening the American people to the dangers we have spoken of many times ... the trend toward military dictatorship in this country." He then walked away, allowing the students to enter.

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 observing, "This sequence of events, which took place in a circus atmosphere, appeared to have given the governor the face-saving exit he apparently wanted."

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## Greater Fort Worth PRSA Member Spotlight

**Bill Lawrence**APR,  
Fellow PRSA

principal, Lawrence &amp; Associates

B.B.A., TCU 1966

GFW PRSA position: judging committee chair, 2016 Worthy Awards; chapter president 1992

**childhood ambition** I was inspired by my parents and relatives to be a self-employed entrepreneur.**first PR job** I was fortunate to serve as communications director for the Texas Manufacturers Association (now Texas Association of Business), the state's leading employer organization.**best advice you ever received** Listen, learn and stay healthy. Do your homework and do the right thing.**greatest professional or personal accomplishment** Marrying my wife, founding Lawrence & Associates, earning my Accreditation in Public Relations, and being elected to PRSA's College of Fellows.**if you weren't in PR...** I would be involved in a worthwhile venture in which I could add value.**desired legacy** I helped others accomplish their goals.**what is it about your hometown that makes it cool?** Fort Worth is attractive, authentic, comfortable, casual and dynamic; it has amenities for all ages. The city's business, governmental and community leaders collaborate to enhance the quality of life for all of us.**favorite movie** "The Comancheros," with John Wayne and Stuart Whitman.**Britney Spears — crazy awful or crazy awesome?** Crazy awesome. Judging from news reports, Spears is enjoying a successful career.**fun fact** I was a riding extra in "The Comancheros," which was filmed outside Moab, Utah, in 1961. I would go to wardrobe each morning about 6 to be made up as a Comanchero, which included wearing a holster with a prop pistol. At called times, we extras would mount horses to ride in chase scenes to fight the Texas Rangers. We would also be in crowd scenes.PR/MARKETING HISTORY *continued from p. 2*

One publication that did support Wallace was U.S. News & World Report. The magazine's editor wrote a column decrying the "repressive nature and doubtful constitutionality" of Kennedy's actions, asking, "Can a moral crisis be solved by intensifying the controversy through legislative proposals, especially when the people are not convinced that an invasion of their private rights by law is fair to them?" The editor also believed it wrong to "coerce the owners of private businesses to surrender their right to decide how best to maintain their customer relation." As I said, this was years ago.

In some ways, the standoff was a win for everyone involved. Vivian Malone became the first black student to graduate from the university; James Hood left campus after only two months, but he earned bachelor's and master's degrees elsewhere, and in 1997 he received a doctorate from Alabama. Kennedy went on national television to speak against segregation, calling for the legislation that would become the Civil Rights Act of 1964.

And Wallace became a nationally known figure. He served four terms as governor and ran for president four times, winning five states in 1969. He also became known as someone who did not mince words; for example, he once told an audience, "If some anarchist lies down in front of my automobile, it will be the last automobile he will ever lie down in front of." This may explain why some white supremacist groups supported him and why one Alabama paper commented on his "startling appeal to millions of alienated white voters."

Wallace ran again in 1972 and won the Democratic primary in Florida. But a few months later, while campaigning in Maryland, he was shot five times. He survived but was left bound to a wheelchair. The disability interfered with his presidential aspirations, but in 1982 he was re-elected governor.

And notably, he reconsidered his views on race. In his final term as governor, he made a record number of black appointments to state positions, and toward the end of his life he publicly asked blacks to forgive him. "Those days are over," he declared, "and they ought to be over."

Today, integrated schools are taken for granted. But it's informative to remember a time when the idea was considered not only radical but immoral. And Wallace's "Stand in the Schoolhouse Door" represents a lesson for PR pros: Sometimes the hardest part about helping clients get what they really want is figuring out what they really want.

**=====**

**GET A JOB**

Freese and Nichols seeks a journalism, communications, English or business major to support its marketing group in a paid summer internship (great opportunity to create portfolio pieces). Proficiency in Adobe InDesign and Photoshop a big plus. [Info](#) ... The Advocate magazine in Los Angeles needs two freelance reporters, one to cover Latinx issues and another for breaking news. Journalism experience preferred. [Info](#).

**=====**

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

As summer approaches, the 2016 Worthy Awards committee is ramping up. **Bill Lawrence**, **William Moore** and **Lesley Dupre**, along with the creative team at Balcom Agency and numerous other chapter members, have been hard at work updating entry criteria and developing new graphics for the competition.

Join us for this month's PR After Dark to kick off the awards call for entries, Thursday, June 23, 5:30-7:30 p.m. at Press Cafe at The Trailhead in Clearfork. Special thanks to **Brenna Jefferies** for planning this soirée.

And save Thursday, Nov. 3, for the fifth annual Worthy Awards Gala to be held at the Fort Worth Club, celebrating exemplary programs and tactics created by public relations professionals for companies and nonprofit organizations in the Fort Worth area.

**=====**

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

Every year SPJ awards scholarships to help members attend the national convention. Apply by June 5.

**Terry Harper Memorial Scholarships.** Terry Harper died in 2009 after a two-year battle with brain cancer. The Sigma Delta Chi Foundation established a memorial fund following his death and can now provide up to four tickets to the big dance.

**Columbia Journalism School Student Fellowships.** The Columbia University Graduate School of Journalism is providing funds for five SPJ student members (any school) to attend Excellence in Journalism 2016, with the goal to network with fellow students, professionals and employers; receive training by participating in conference workshops, panels and speaking events; and learn about trends in preparation for a solid career.

**Dori Maynard Diversity Leadership Fellows Program.** The idea here is to increase the diversity participation of SPJ members within national committees and on the national board of directors. In attending the convention, fellowship recipients begin a year-long immersion and education program.

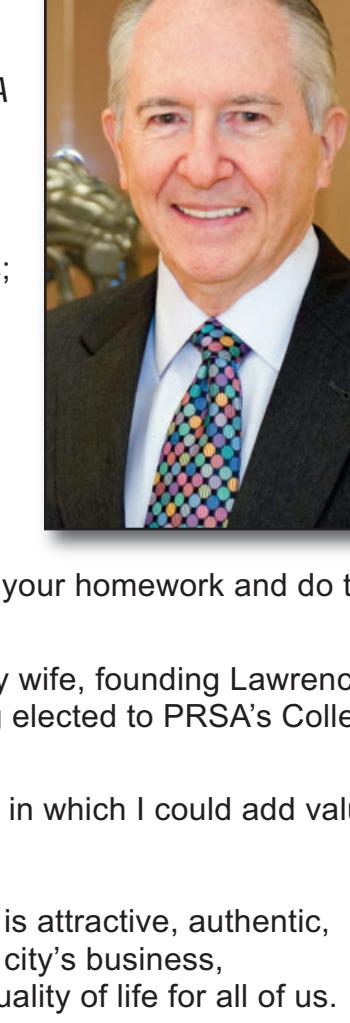
**Robert D.G. Lewis First Amendment Award.** From the generosity of the Lewis family, this award goes to a student SPJ member who has demonstrated outstanding service to the First Amendment through journalism.

Caught my eye. [Gibraltar's landmark wave power station opens for business](#). ... [Starting again: What Greensburg can teach Fort McMurray](#). ... [World's first solar-powered bike path making more energy than expected](#). ... [Atomizing showerhead claims 70% water savings and superior shower](#). ... [This 'clean cow' feed could help cut emissions from livestock](#). ... [Study claims perovskite solar cells recoup their energy cost in three months](#). ... [Non-invasive treatment produces 98% prostate cancer cure](#). ... [Researchers create incredible everlasting battery](#).

Closing words: "It's not whether you're right or wrong, but how much money you make when you're right and how much money you lose when you're wrong." — billionaire hedge fund investor **George Soros** ... "You only need one or two great ideas a year to get rich." — **Warren Buffett** ... "Everybody needs beauty as well as bread, places to play in and pray in, where nature may heal and give strength to body and soul alike." — **John Muir**

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