

eChaser

MEETINGS

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

From IABC ringleader **Tim Tune**: "We're taking a break in May to plan for the summer. In the meantime, keep up by connecting with us at the usual places — [website](#), [Twitter](#), [Facebook](#), [LinkedIn](#). See you in June."

Next at [Greater Fort Worth PRSA](#) ...
Making Research Work for You

Research is crucial to driving strategy. Brand marketer **Angela Rogers**, an adviser in strategy and research for LimeTree Marketing, will show how to obtain research data on any budget and how to apply this information to a company's strategy.

Tarleton State University is sponsoring this month's luncheon.

Time & date: 11:30 a.m.-1 p.m. Wednesday, May 11
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 May 6

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

A program hovers in the wee-hour ether, waiting to see the dawn.

STRAIGHT STUFF

The Fort Worth Chamber of Commerce has released its comprehensive, hyper-local 2016 Greater Fort Worth Media Directory, a 60-page guide to print media in Tarrant, Johnson, Parker and Hood counties, area television and radio contacts, wire services, national bureaus, online news outlets and local blogs. Listings include e-mail addresses, fax numbers, circulation figures and distribution areas. "Many individual editors and reporters have retired, changed or moved around in both the print and broadcast space," noted **Andra Bennett**, communications VP for the Fort Worth Chamber. "We also have included new business and special interest magazines that were launched within the past year." Cost is \$30 for Chamber members, \$50 nonmembers. Call 817-338-3332 or visit business.fortworthchamber.com/store/. Excel files and/or .pdfs can be downloaded online after purchase.

James Gaskin's tech-aware presentation at the Monday, May 16, Writers' Guild of Texas meeting — 7 p.m., Richardson Public Library — will explore better ways to do things: better ways to write (security, passwords, backup, software, collaboration) and better ways to promote your writing (websites, domain names, blogs, social media). Learn how to leverage Google Search, three ways to power Instagrams and tweets, and how social media tools can make you stand out from the crowd. A handout will be provided with links to all products and tools discussed. Gaskin writes books and articles about technology, and he consults with those who don't read his books and articles. He has published 17 books (15 technical, one technical humor, one Texas humor) and thousands of articles and reviews. More on the Writers' Guild of Texas at wgtonline.org.

IABC local update: The 2016 Quill Awards will be announced at the IABC Dallas luncheon Thursday, May 26, at the Charles W. Eisemann Center in Richardson ([map](#)). [More here](#).

PRSA local update: **Laura Van Hoosier**, APR, and **Margaret Ritsch**, APR, will conduct an APR prep mini-workshop from 11 a.m. to 1:30 p.m. Thursday, May 19, at Texas Health Harris Methodist Fort Worth Hospital, eighth floor. Lunch will be provided. Park in Harris Center; parking will be validated. To RSVP, e- lauravanhoosier@texashealth.org or send a text to 214-609-4472.

PRSA local update II: Join PRSA national before Aug. 31 and receive a free one-year chapter membership. Applies also to former members who have let their membership lapse more than one year. [Info](#).

PRSA local update III: Public relations professionals from across the nation will be in Dallas May 11-13 for the "Connect 16: Big Challenges. Bright Ideas" conference. Expect sessions on techniques to increase employee engagement and how to use social media, among other topics. Scheduled speakers include experts from DFW International Airport and TCU. Follow the action at [#prsaconnect](https://prsaconnect.com).

PRSA local update IV: The DFW Communicators Job Bank has recently been enhanced to improve navigation and provide more user-friendly features. The website links potential employers with job seekers in public relations, media affairs, advertising/sales, event planning, graphic design, marketing, and corporate and employee relations. Employers who are members of the participating organizations may post a job for \$75; 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.

PRSA local update V: **Taylor Cole**, APR, hotels.com's North American head of corporate communications and public relations, will share her favorite data-driven campaigns and tips at the PRSA Dallas monthly luncheon Thursday, May 12, at Seasons 52 at NorthPark Center. [Info](#).

Freedom of Information Foundation of Texas update: McLennan County's attorney hopes leaders adopt a policy aimed at deterring "intentionally abusive" open records requests, while others say such a move could diminish access to public information. **Mike Dixon**, who represents the county and its officeholders, said county staff are trying to process burdensome active requests before looking into a provision in the Texas Public Information Act that allows counties to charge high-volume requesters for staff time. [Details](#). ... The Fort Worth school district settled its lawsuit with Chesapeake Energy over natural gas royalties for \$1 million, according to documents released after the Texas attorney general decided that the information is public. The attorney general's office ordered the district to release details of the out-of-court settlement despite efforts by Chesapeake to keep it private through a confidentiality agreement signed by both parties in December. [Details](#). ... Public officials won't be able to shield their personal e-mail addresses if they use the accounts for government business, a state appellate court ruled last month. Government watchdogs hailed the decision as a win for government transparency and the state's public records laws. The litigation stems from the "walking quorum" controversy that roiled Austin City Hall five years ago, involving accusations that City Council members violated the state's transparency laws by conducting government business out of public view. None of the current City Council members was in office then. [Details](#).

PEOPLE & PLACES

Star-Telegram writer and SPJ Fort Worth board president **Yamil Berard** took first place for business reporting in the spring APME competition. ...

Balcom Agency has achieved Blue Zones Project Approved worksite status — a national recognition for employers that implement best practices to create a healthier work environment. Balcom is one of 47 companies in Fort Worth and the first local marketing firm to become a Blue Zones Project Approved site. The Blue Zones Project guides a systems-based approach whereby citizens, employers, schools, restaurants and grocery stores collaborate to improve community-wide health. Fort Worth is one of 26 communities in the country that have earned recognition as or are on their way to becoming a certified Blue Zones Community.

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The Gallery



Bravo!

The SPJ honors banquet in April distributed 24 awards for outstanding journalism and \$36,500 in scholarships. You couldn't help but smile. It's all here (and watch that page for more photos posted, coming soon).

— Kay Pirtle photos



all from left, top: Joy Diaz
 row 1: Open Doors Award winner Randy Loftis; Gilbert Cantú, Yezmin Thomas, Sergio Alvarado, José Luis Castillo, Crystal Ayala
 row 2: Suzann Clay, Amanda Boyd, Martin Ramirez, Jamil Oakford; Mandy Locke, Yamil Berard
 left: Rebecca Aguilar, John Dycus, Gayle Reaves, Kim Pewitt-Jones, Ed Timms



Jeopardy players, from left, Carol Murray, APR; Sandra Brodnicki, APR; and Gigi Westerman, APR, Fellow PRSA, put a game show spin on the APR process at the April PRSA meeting.

— Jessamy Brown photos

'I'll take accreditation for a thousand, Alex'



above: Nancy Farrar (whose Farrar Food Photography sponsored the luncheon)
 above right: Trameika Vaxter, Tiffanie Thermilius; Bridget Lewis
 right: Bill Lawrence, APR, Fellow PRSA; Margaret Ritsch, APR; Kelli Massey

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.]

Hold, Please
 The Day Americans Tried to Fight Homelessness
 by Creating a Chain Reaction

Sometimes you just have to take matters into your own hands — and someone else's. That's what happened Sunday, May 25, 1986, as millions of people created Hands Across America, a noble but complicated attempt to fight hunger and homelessness.

Ken Kragen, a music promoter and activist who produced "We Are the World" (also known as We Are a Studio Full of Superstars), envisioned Americans donating \$10 each to join hands for 15 minutes and form a 4,100-mile chain across the nation. He hoped to raise in the neighborhood of \$50 million, which is a pretty nice neighborhood, even if you're not homeless.

Such an ambitious event would require ambitious publicity, which meant enlisting more superstars. Again, Kragen delivered: Barbra Streisand, Michael Jackson, Bob Seger and Prince; Brooke Shields, Michael J. Fox, Gregory Hines and David Copperfield; Tip O'Neill, then-Gov. Bill Clinton, Oprah and Yoko Ono, Cardinal John O'Connor, Billy Graham and Robert Schuller; Tony Dorsett, Walter Payton and Mary Lou Retton; et al. Getting a sponsorship from Coca-Cola helped, even if one of its executives blurted, "We're out for exposure."

President Reagan also participated despite, a week before, declaring that the only reason for hunger in the U.S. was people "not knowing where or how to get this help." That stirred a certain backlash, and two days before the event it was announced that the president and Mrs. Reagan would participate and that they had wanted to all along but had been concerned about security. Whatever the reason, there they were in the chain, along with aides and Secret Service agents, who must have been terribly uncomfortable not having a free hand.

Joining the A-listers was a remarkably diverse crowd, from Hell's Angels to nuns. In Arkansas young patients gathered in the lobby of a children's hospital. In Maryland, where authorities had prohibited use of a major bridge, participants used boats, rafts and scuba divers to extend the chain across a river. In Texas several miles were covered by migrant workers. In New Jersey inmates joined hands in a prison yard.

Mickey Mouse and Goofy were in the chain, as were Chewbacca, the Star Wars droids and the Pittsburgh Pirates' parrot mascot. Illinois had 50 Abraham Lincoln impersonators, while 54 Elvises joined hands in Memphis. Robin Williams brought a joy buzzer. At least five weddings were held, as well as a family reunion and a bar mitzvah (but thankfully, no bris).

But even with these impressive efforts, the chain could not be completed, especially in remote areas of the West. To fill the gaps, participants used long sections of ribbon or rope, paper dolls, hot air balloons and sailboats. In Dallas, covered wagons were employed; some ranchers lined up cattle, and at Cleveland's Sea World, seals and whales joined, uh, fins.

Fort Worth and Decatur were on the route, but complaints came in from regions that were not. Sen. Edward Kennedy lodged a formal protest, and in Hawaii, Tom Selleck helped organize a counter-event.

Ultimately, Hands Across America missed its goal both in participants and money. Only about six million people joined hands (10 million people had been desired). The haul hit \$34 million, but expenses took half of that. The affair ended up wanting in its ROV (return on vision).

Some considered the day a chain, chain, chain of fools. The Associated Press provided a complete list of gaps in the chain, and The New York Times quoted a prominent advocate for the homeless as saying organizers had spent too much money to raise too little for an "extravaganza empty of content." But People magazine countered, "There were some hands missing, true enough. But there were more than enough committed hearts," and it quoted individuals who were grateful to squeeze a hand.

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Greater Fort Worth PRSA Member Spotlight

Laken Rapier

public relations and social media coordinator, Justin Brands
B.S. (journalism), University of Kansas
GFW PRSA position: occasional sender of tweets during luncheons and events



first PR job I handled press and communications for a member of Congress on Capitol Hill.

what you know now that you wish you'd known then Identify what works for you, to be and give the best that you can. Recognize that sometimes you need a break or change of pace to make sure you're always coming at your work in the most creative and energetic way you can, while giving not just 100 percent, but the best 100 percent you can give.

best advice you ever received Actions create opportunities. Listening is very different from hearing. Use all your vacation days, because everyone needs time to recharge.

greatest professional or personal accomplishment One of the accomplishments I'm most proud of is having an article I wrote nominated for a Hearst Award.

why did you join PRSA? I joined PRSA after attending a few events with some co-workers. I found it was a great way to meet other PR professionals in the community while continuing to learn and keep up with industry trends.

childhood ambition: Growing up, I wanted to be a chef. I loved watching Food Network and insisted on visiting **Emeril Lagasse's** restaurant in Orlando during a family vacation to Disney World and Universal Studios at age 8.

PR/MARKETING HISTORY *continued from p. 2*

Promoter Kragen emerged optimistic. "This is a boulder we dropped in the water," he said. "Tidal waves will come from this."

Actually, it was more like a rock and a ripple. That November the Los Angeles Times reported that while the foundation had paid all of its bills, it had not yet distributed any funds. A year later, The New York Times reported that \$3 million was still lolling in the coffers.

In the 30 years since, figures on homelessness and hunger have fluctuated, but the issues persist. In fact, poverty numbers have edged up in the last couple of years, due in part to the many underemployed Elvises. Hands Across America may have had little impact on these problems, but it did positively affect the participants, even if only for a few minutes. As one observer said, "I didn't think they'd actually link up. I had goosebumps."

Unfortunately, you can't measure goosebumps. Which is too bad, because as PR pros know, while we focus on media impressions and earned media, in many ways those goosebumps are the most important measure of all.

GET A JOB

NBC News seeks a multimedia editor for a one-year, full-time position to work at its Rockefeller Center headquarters in New York. Edit scores of images each day, create photo galleries for nbcnews.com, edit video, and hone writing and copy-editing skills. Submit résumé and cover letter to multimedia.nbcnews@gmail.com. ... KERA seeks a marketing and communications coordinator. [Info](#). ... The University of Houston-Clear Lake Writing Center has an opening for an assistant director. [Info](#). ... **May 22 is the application deadline for NPR fall 2016 internships**. ... The Ardmoreite, an award-winning multimedia information company in southern Oklahoma, has an opening for a full-time education/general assignment reporter. Send letter of interest, résumé, and writing and design clips to publisher **Kim Benedict**, The Ardmoreite, 117 W. Broadway St., Ardmore, Okla. 73401, or e- kim.benedict@ardmoreite.com and copy to marsha.miller@ardmoreite.com with "edu reporter" in the subject line. ... National Geographic Partners in Washington, D.C., seeks an associate photo editor. [Info](#). ... Cumulus Media Dallas seeks an experienced news reporter/anchor for the combined WBAP/KLIF news departments. Complete the application process at cumulus.com/careers. Send résumé, writing sample, and air check when applying. Applications without writing samples and air check will not be considered.

NEW AND RETURNING MEMBERS

PRSA ... **Lara Ingram**, J.O. ... **Rachel Makutuya**, OneSource Virtual

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

Research, research, research. You hear about it every year when entering the Worthy Awards and other awards programs, but why is it so important?

Thorough research helps establish realistic goals, meet communications objectives and increase a campaign's chances for success. It may seem daunting and expensive, but research can be done on a smaller scale and still provide valuable insight.

At this month's **luncheon** (May 11, City Club), you don't want to miss learning from brand marketer and entrepreneur **Angela Rogers** how to get the data you need to effectively drive the change you seek in your organization. I hope to see you there.

If you can't make the luncheon, check out [one of the on-demand webinars](#) on the subject at prsa.org. The seminars are free to members. You'll learn how even simple research and evaluation can guide the PR process, from understanding your organizational landscape to setting objectives, developing strategy and evaluating performance for continuous improvement.

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

SPJ, the Radio Television Digital News Association and the Native American Journalists Association are bringing Excellence in Journalism 2016 to New Orleans, Sept. 18-20. Register by Aug. 4 and save. You can also reserve a room at the Sheraton New Orleans at the discounted conference rate. Don't miss the chance to learn vital career skills, network with professionals, reunite with old friends, and party like a journalist in the Big Easy. [More here](#).

Caught my eye. [Did these scientists just cure HIV/AIDS? ... Study shows disastrous climate change will strike much sooner than expected](#). ... [U.S. solar set to increase a staggering 119% in 2016](#). ... [Yes, vegan organic agriculture is possible](#). ... ['Self-filling' biking bottle pulls water out of thin air](#). ... [Non-invasive spinal cord stimulation gets paralyzed legs moving again](#). ... [Citi Group: Tackling climate change is cheaper than doing nothing](#).

Closing words: "To do good work, one must eat well, be well housed, have one's fling from time to time, smoke one's pipe, and drink one's coffee in peace." — **Vincent van Gogh** ... "Any time not spent on love is wasted." — 16th century poet **Torquato Tasso** ... "It would be equivalent to a golfer hiring a man to make his putts for him." — "Peanuts" creator **Charles Schulz**, who produced all aspects of the strip by himself, on why he refused to hire an inker

Closing words II: "You had programs that would help patients pay for physician visits, obstetrical care, gynecological care, Pap smears. When all of that funding was removed and cut, a large number of women didn't have the means to pay for access to those services." — Dr. **Moss Hampton**, a district chairman for the American Congress of Obstetricians and Gynecologists, on continued funding cuts by the Texas Legislature to family planning clinics

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Get the 2016 Media Directory

Cowcatcher Magazine

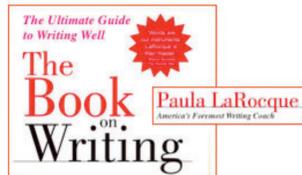
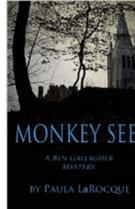
All about the community of model railroading and rail enthusiasm in the Midwest and Southwest



"There is no greater agony than carrying an untold story."
— Maya Angelou

UNSUNG: REMEMBERING JEWELL HOUSE

the LaRocque Family catalog ...



RESOURCES

- news/views
 - [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](#)
 - [International Herald Tribune](#) [Cato Institute](#)
 - [U.S. News & World Report](#) [ABC News](#)
 - [CBS News](#) [CBS 11](#) [WFAA-TV](#) [CNN](#)
 - [NBC 5](#) [ABC News: The Note](#) [Daily Kos](#)
 - [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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 - [Computer-Assisted Reporting](#)
 - [Reporters Committee for Freedom of the Press](#)
 - [Poynter Online](#) [Pew Research Center](#)
 - [Columbia Journalism Review](#)
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