

eChaser

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MEETINGS

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

Something cool is still on tap. While you're waiting, the network reassures: [website](#) | [Twitter](#) | [Facebook](#) | [LinkedIn](#).

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

No meeting this month, but they'd never skip two in a row! Next meeting Wednesday, Aug. 10. Watch for specifics.

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

Summer Mixer

Fort Worth SPJ rolls out the food, fellowship and measured frolic Saturday, July 9, at **Paul** and **Harriet Harral's** elegant home in one of the city's most cherished neighborhoods, Berkeley Place.

Enjoy **Eddie Gallagher's** scrumptious beef brisket, **Buddy Jones'** delectable grilled pork tenderloin, spirits, tea, soft drinks and tasty complementary fare.

when: 6-9 p.m. July 9

where: 2102 Pembroke Drive, Fort Worth ([map](#))

cost: \$10 per person or a side dish; e-mail pirtlemk@yahoo.com to add your contribution

RSVP by July 7

agenda: none ... just fun!

STRAIGHT STUFF

Whether you're ready to sell your book or just now putting ideas on paper, **Brian Smith** has advice on what to do next, and it's yours for the taking at the Writers' Guild of Texas meeting at 7 p.m. Monday, July 18, Richardson Public Library. A nine-year Army veteran and award-winning author of 15 novels, Smith earned three degrees within 10 years and held several high-ranking corporate jobs until being laid off in 2009. He has been a full-time author since; his books include "Nina's Got a Secret," "If These Trees Could Talk" and the semi-autobiographical "Mama's Lies – Daddy's Pain." More on the Writers' Guild of Texas at wgtonline.org.

IABC local update: Print is far from dead in this digital world, but it does not fit in today's marketing mix the same as 10 or even five years ago. **Janice Mayo** of The Carbon Agency will offer insight at the IABC Dallas luncheon Tuesday, July 12, at The Clubs of Prestonwood ([map](#)). [Info](#).

PRSA local update: Creative/art director, designer and educator **Suzanne Larkin** and her team of designers will provide a hands-on infographic immersion in a half-day PRSA Dallas workshop Friday, July 15, in the Umphrey Lee Center at SMU ([map](#)). [Info](#).

PRSA local update II: 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. ... 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. ... 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.

Freedom of Information Foundation of Texas update: An overseas trade junket by members of the San Antonio City Council took flak last month from critics who say it skirted Texas' open-meeting law. Six voting members of the council — constituting a quorum — traveled to Spain in a trip that was announced in advance, with a declaration that "no official city action will be taken during this mission." With no reporters or members of the public present to verify the pledge, skeptics aren't assuaged. The Texas Open Meetings Act "requires a meeting of a governmental body to be held in a location accessible to the public." [Details](#).

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The Gallery



all from left, above: **Jahnae Stout, Sarah Schimpff, McKenzie Zieser, Katelyn Carroll**; below: **Christina Berger, Erika Aguirre; Rick Hadley, Brian Murnahan** — *Jessamy Brown photos*



...

... Meanwhile, a gang of smiling people gathered at the Press Cafe to launch the call for entries in the fifth annual Worthy Awards. Begun in 2012, the awards spotlight the best strategic thinking and creativity by communications, marketing and PR pros in and around Fort Worth. Entry deadline is 5 p.m. Aug. 29, with the awards ceremony Thursday, Nov. 3, at the Fort Worth Club. Details [here](#).

all from left, top row: **Jamie Brown, Beth Lamb; Claire Bloxom Armstrong, Liz Confiliano**

second row: **Paul Sturiale, Richie Escovedo, Bill Lawrence**

third row: **Viqui Litman, Samantha Procell; Raquel Daniels, Lydia Saldana**

below: **Brenna Jefferies, Jenna Simard**

— *photos by Jeff Rodriguez*



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.]

For Immediate Release
A Brief History of the Man Credited (and Blamed)
for Helping Define Public Relations

Next time you're perusing your client list, consider this lineup: **George Westinghouse, Charles Schwab, Walter Chrysler, Charles Lindbergh** and **John D. Rockefeller Jr.** Then make a calendar note for a moment of humble reflection on July 16, which is the birthday of **Ivy Lee**. Born in 1877, Lee is, if not the father of modern public relations, at least the favorite uncle, and his contributions to the profession are as immense as they are controversial.

A Georgia native, Lee graduated from Princeton and went to work as a newspaper reporter in 1900. But he quit after a few years, unhappy with the long hours and low pay — I know, hard to believe. In 1904 he and his friend **George Parker** established Parker & Lee, considered to be the nation's third PR firm. They championed "Accuracy, Authenticity and Interest," the same principles guiding today's reality television shows, except for the accuracy and authenticity parts.

While with the firm, Lee hit his stride. In 1906 he wrote a book, "Declaration of Principles," wherein he argued for accuracy and transparency, maintaining that PR firms had a responsibility not only to the client but to the public. It was a powerful, radical idea, even if Lee didn't fully embrace it himself.

Also in 1906, he persuaded executives at the Pennsylvania Railroad Co. to break with tradition and disclose the details of a terrible train wreck in Atlantic City (no, not **Chris Christie**). Lee then issued what is generally recognized as the first press release, and his handling of the situation may be the first instance of crisis communications. In 1912 he was hired full time by the railroad, becoming the first PR pro in an executive-level position, where it was much easier for the execs to consult with him. Or blame him.

Speaking of blame, in 1914 Rockefeller hired Lee to ease a minor PR problem: The oil baron was attempting to quash a miners' strike in Colorado, and in the process, several citizens were killed, including some women and children who suffocated and burned to death.

It was not the best time for the family name, but Lee shrewdly advised Rockefeller to travel to Colorado and meet personally with the miners. While many executives do this sort of thing today, it was a bold idea then; Rockefeller's visit was widely covered by the media and boosted his public image. Lee scored another victory in 1914 when the government finally agreed to raise the railroad freight rates. He had pursued this goal for years, and his work is widely hailed as the first PR campaign.

Lee died of a brain tumor in 1934 at just 57 years old. His legacy, like every good PR story, is mixed. He profoundly influenced the industry, advocating for PR to be approached as a dialogue between the company and the public. He is recognized for pioneering ideas such as stockholder reports and internal magazines, and during World War I he played a vital role as publicity director for the American Red Cross.

On the other hand, working for the large corporations often put Lee at odds with the public interest. He opposed President **Theodore Roosevelt's** reform efforts, and some scholars believe his "factual" news releases often were attempts to manage the story and negate the work of investigative journalists.

After the coal mine tragedy, he put out several inaccurate releases and blamed the union for the children dying. Among those sympathetic to the miners he was known as "Poison Ivy." Shortly before his death, Congress began investigating Lee for providing consultation to the Nazis — ironically, the very type of PR mess that would require someone with his skill.

So happy birthday, Ivy Lee. For better or worse, you made a profound mark on public relations, and we will not forget you. And for PR pros today, it's up to each of us to assess Ivy's legacy and decide if his ideas belong in our handbook — or a history book.

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Greater Fort Worth PRSA Member Spotlight

Tracy Greene

public information officer, Amon Carter Museum of American Art

B.S. advertising/public relations, TCU 1999

hometown Dayton, TX

GFW PRSA position: hospitality chair

first PR job Communications coordinator at the Fort Worth Zoo.

best advice you ever received Trust your gut; your instincts are almost always right. And always have someone proof your work.


greatest professional or personal accomplishment Planning and promoting a baby shower for an elephant, which generated international awareness for the Fort Worth Zoo's elephant conservation program. • Running a half-marathon after a leg injury delayed my first attempt. • Raising kind and compassionate children.

what you know now that you wish you'd known then The traditional media landscape will dramatically evolve in your career, so it's best to get on board sooner rather than later. (When I started in PR, most people still read the newspaper, and a tweet was a bird call!) • It's called media relations for a reason — the relationship is critical, even more so than a perfectly written news release. • You'll do your best work on a small budget! Creativity goes a long way.

if you weren't in PR... I would be a professional résumé writer.

desired legacy I want to be remembered as someone who made a difference to my family, friends, co-workers and community.

why did you join PRSA? To learn more about the profession and meet novice and seasoned colleagues.



GET A JOB

SPM Communications, a downtown Dallas-based PR agency, seeks a full-time (paid) intern for the fall. SPM serves major food, restaurant, retail and CPG brands. Start and end dates are flexible but are generally August through December. SPM interns are cross-trained on a variety of accounts and industries, participate in creative brainstorming sessions, and gain key skills to launch a career in PR. Candidate must be a senior or recent graduate with a communications-related major, and have at least one prior PR internship. Send résumé to **Loren Rutledge** at loren@spmcommunications.com. ... KJZZ, Phoenix's award-winning NPR affiliate, is hiring for several positions, including senior producer and production coordinators. Apply by July 11. **Info.** ... Mental illness is the topic of an expenses-paid journalist training offered in Washington, D.C., by the National Press Foundation. From Sept. 18-21, journalists will dive into a range of topics, including diagnosis and intervention; developments in treatment and research; economic impact; demographics; mental health legislation and public policy reforms; successful models in crisis intervention training for law enforcement; and community-based care. Apply by July 13. **Info.** ... The Washington Post is looking for a contract photo editor — five days a week through the end of the year. Must have at least seven years of photo editing/researching experience and a working knowledge of the photojournalism industry. An editing test will be required. Most of the work will take place at the archives in Laurel, Md., with limited time spent at the paper's downtown offices. The facility is not Metro accessible, so a car is required. Contact **MaryAnne Golon**, maryanne.golon@washpost.com, or **Dee Swann**, dee.swann@washpost.com, by July 15.

NEW AND RETURNING MEMBERS

SPJ ... **Elizabeth Burton**, Zumaya Publishing ... **Lisa Parisot**, TCU ... **Tasha Tsiaperas**, The Dallas Morning News

PRSA ... **McKenzie Zieser**, Blue Zones Project ... **Suzanne Ogle**, APR, Approach Resources

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

As we are wont to do, Greater Fort Worth PRSA is taking July off — no luncheon this month. But that doesn't mean the work stops. Worthy Awards entries are being accepted, with an early-bird (cost-saving) deadline of Aug. 8. Learn more at fortworthprsa.org/worthyawards/.

And opportunities abound to learn new skills this month even though we won't meet in person. As a PRSA member, register for free live webinars through the national organization. In July you can learn "[How to Monitor Anything](#)" or how to "[Craft Content Marketing Pieces that Almost Write Themselves](#)" and more. For the full list, log in [here](#).

Enjoy your summer. We'll see you next month as we resume normally scheduled programming. Be sure to join us Wednesday, Aug. 10, as we bring back the always-popular media panel luncheon. Special thanks to **Lisa Albert** and **Charlie Hodges** for putting together a great panel. Stay tuned for details.

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

President **Barack Obama** signed into law June 30 measures to give the public greater access to government documents and records under the half-century-old Freedom of Information Act. • The legislation, sponsored by Sen. **John Cornyn**, R-Texas, and Sen. **Patrick Leahy**, D-Vt., will require federal agencies to consider releasing records under a "presumption of openness" standard, instead of presuming that the information is secret. Supporters say the shift will make it harder for agencies to withhold information. • The law also cuts the number of exemptions agencies may use to block the release of requested information. • A website will be created to streamline and centralize information requests to any agency. Agencies currently handle information requests in different ways. The White House said in a fact sheet that the website will be created sometime next year. • The law requires agencies to proactively disclose documents that are likely to be of interest to the public to make more government documents available outside the FOIA request process. It also places a 25-year sunset on the government's ability to withhold documents that shed light on how the government makes decisions. Previously, many documents related to decision-making could be kept from the public forever. • Before he signed Senate bill S. 337 during a brief Oval Office ceremony, Obama said it would make permanent some of the changes the administration already has made to make government more open and responsive. "I know that people haven't always been satisfied with the speed with which they're getting responses and requests," he said. "Hopefully, this is going to help and be an important initiative for us to continue on the reform path." • The Freedom of Information Act became law July 4, 1966.

Caught my eye. [More evidence: Solar farms can increase biodiversity.](#) ... [10 magical places saved by endangered species.](#) ... [World record set for converting sunlight to electricity.](#) ... [Peruvian farmers harvest water from fog.](#) ... [Self-contained firefighting system uses fire itself as an energy source.](#) ... [Exercise appears to significantly reduce the risk of 13 types of cancer.](#)

Closing words: "I'm as American as April in Arizona." — novelist **Vladimir Nabokov** ("Lolita") on becoming a U.S. citizen ... "News is what people want to keep hidden. Everything else is publicity." — **Bill Moyers** ... "Anything I can sing, I call a song. Anything I can't sing, I call a poem." — **Bob Dylan** ... "Finish every day and be done with it. You have done what you could; some blunders and absurdities no doubt crept in; forget them as soon as you can. Tomorrow is a new day; you shall begin it serenely and with too high a spirit to be encumbered with your old nonsense." — **Ralph Waldo Emerson**

Closing words II, finger wagging division: "I'm here to tell **Dan Patrick**: You — specifically you — are endangering my child's life. Because you have now told everyone in the state of Texas that it's okay to harass my child, that it's okay for the school district to stop supporting him." — **Ann Elder**, the mother of a transgender boy named **Benjamin**, speaking to journalists outside the state Capitol in response to the lieutenant governor's multi-pronged bathroom campaign

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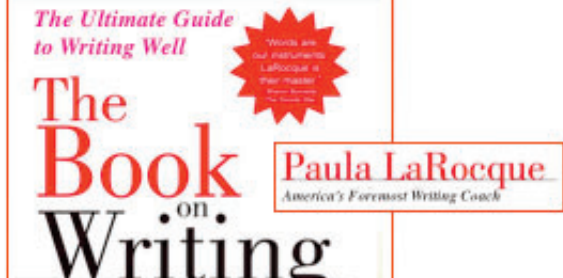
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"There is no greater agony than carrying an untold story."
— Maya Angelou

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