

eChaser

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MEETINGS

Next at IABC Fort Worth ...

Your Two Cents are Important

There will be a "next at IABC Fort Worth," but first the BCs want your input. Take the [survey](#). Invest five minutes in a bang-up outfit as it seeks to revitalize itself.Then for your IABC fix, hit the chapter [website](#), [Twitter](#), [Facebook](#) or [LinkedIn](#).

Next at Greater Fort Worth PRSA ...

The Inside Story: Reporters Reveal Their Tips and Tricks to Make You Better at Your Job

The ever-popular media panel — **Deanna Boyd**, Star-Telegram; **Bob Francis**, Fort Worth Business; **Brandon Todd**, Fox 4, and **Tyler Cox**, WBAP-TV — returns this month, with chapter member **Charlie Hodges**, a former journalist turned PR pro, moderating.**Time & date:** 11:30 a.m.-1 p.m. Wednesday, Aug. 10**Place:** City Club of Fort Worth, 301 Commerce St. ([map](#))**Cost:** members \$30, nonmembers \$35, students \$20; walk-ups add \$5; parking in the garage \$2.50[Register by Aug. 5](#)

Next at Fort Worth SPJ ...

No meeting this month, but good times lie straight ahead.

STRAIGHT STUFF

The bandwagon is rolling for author and attorney (and SPJ member) **Perry Cockerell's** first book, "A Private War." Cockerell will sell you a copy, then autograph it at three book signings — 2:30, 3:30 and 4:30 p.m. — Sunday, Aug. 21, at 1700 Cedar Springs #2308, Gables 17 Apartments in Uptown Dallas. [RSVP](#) for attendees and number of books; check or cash preferred. Parking is on the second level of Gables Park 17. Ask for a parking pass when you leave. A fiction novel set between 1930 and 1947, "A Private War" follows two black soldiers from Alabama fighting in the European campaigns and three black journalists sent to cover the conditions of the black soldier. The book documents the contributions of the Tuskegee Airmen and the Buffalo Soldiers. Historical figures make appearances, including **Josephine Baker**, **Ernest Hemingway**, **Ernie Pyle** and other journalists who covered the war in Europe. ...

Published authors **Scott Bell** and **Pat Haddock** will explain how to "Power Up Your Prose" — read: formatting like a pro, tighten those verbs and adverbs, editing for excess words and filtering, show vs. tell — at the Writers' Guild of Texas meeting at 7 p.m. Monday, Aug. 15, Richardson Public Library. Bell and Haddock are longtime WGT members who love helping other writers develop their craft. More on the Writers' Guild of Texas at [wgtonline.org](#).

PRSA local update: PRSA members receive 20 percent off the cost of fall TCU Executive Education open enrollment programs. A variety of courses are offered, including the 10-week Strategic Marketing Essentials and a two-day workshop, Innovation@Work. [More here.](#)

PRSA local update II: Everyone has a story. What's yours? Entries are being accepted for the 2016 Fifth Annual Worthy Awards. Early-bird savings apply through Aug. 8, with final deadline Aug. 29. **Carolyn Bobo, APR**, Fellow PRSA, has been there, done that, and has tips for those considering entering their work. [More here.](#) The awards gala will be Thursday, Nov. 3, at the Fort Worth Club. Tickets — members \$85, nonmembers \$100, students \$50, table of 10 \$750 — go on sale later this summer.

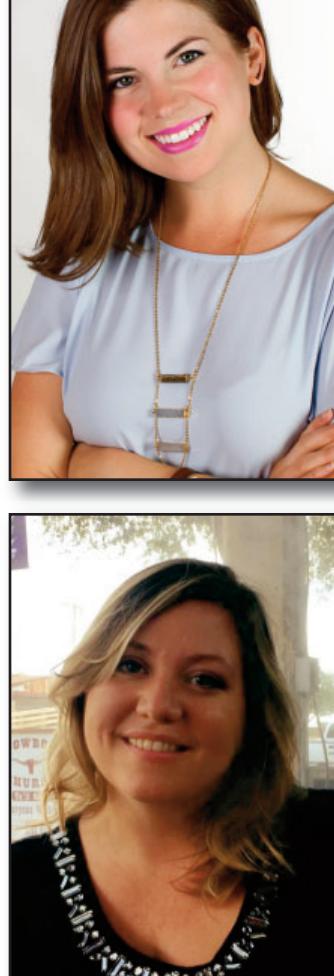
PRSA local update III: Acclaimed SMU professor **Maria Dixon Hall**, a top-ranked blogger, national media commentator and communication consultant, will provide her experience-based guidance on how to respond to a crisis involving issues of race at the PRSA Dallas monthly luncheon Thursday, Aug. 18, at Seasons 52 at NorthPark Center ([map](#)). [Info.](#)

PRSA local update IV: 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.

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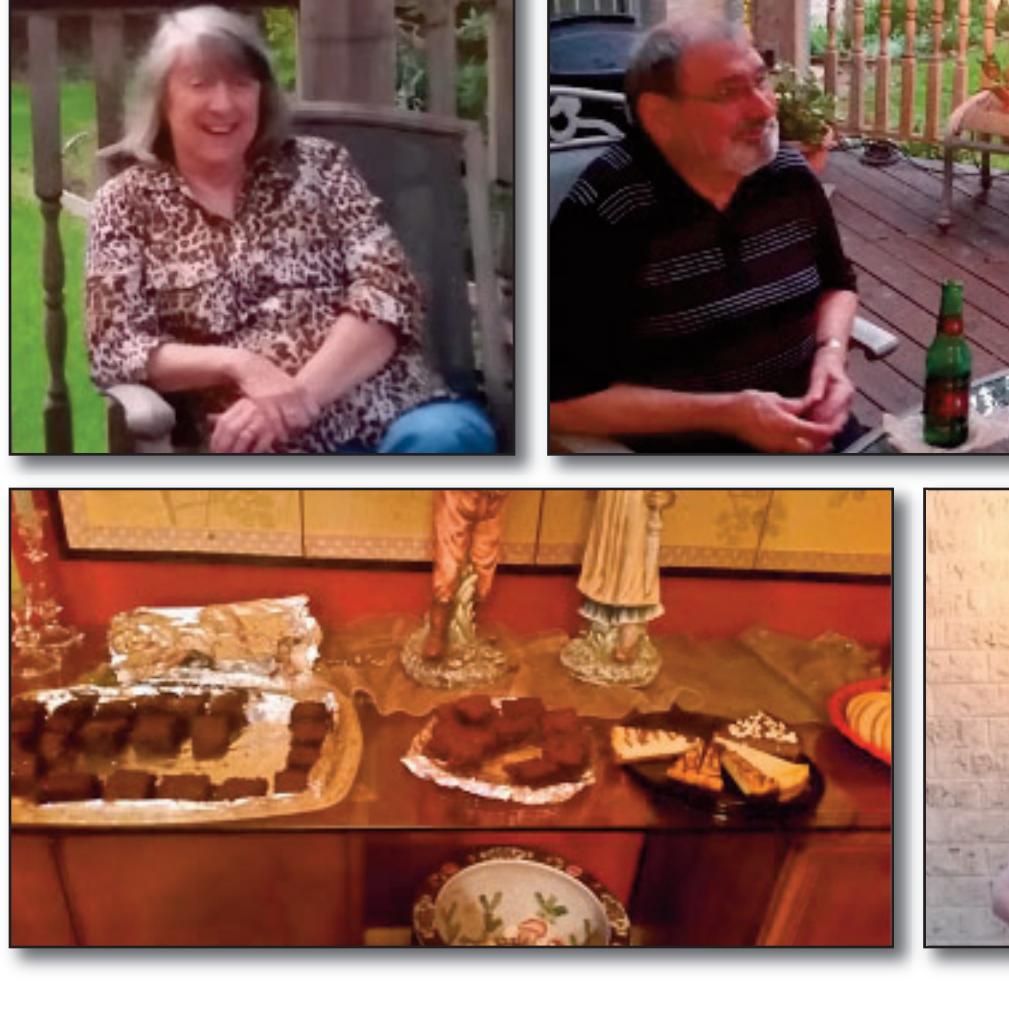
more eChaser on p. 2

The Gallery

Balcom Agency has promoted **Jenna Simard** from account coordinator and PR specialist to account executive and PR specialist. A member of the Balcom team since 2014, Simard has helped execute PR plans and develop social media content for regional and local clients including LifeGift, USMD Health System, Presbyterian Night Shelter and Mrs Baird's Bread.



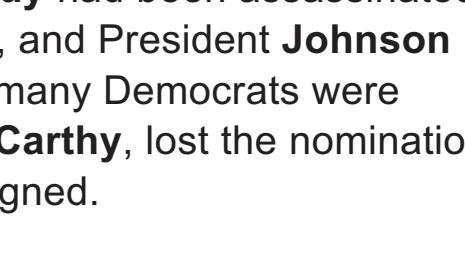
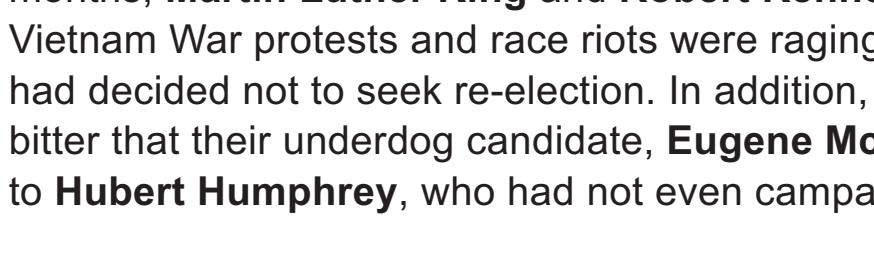
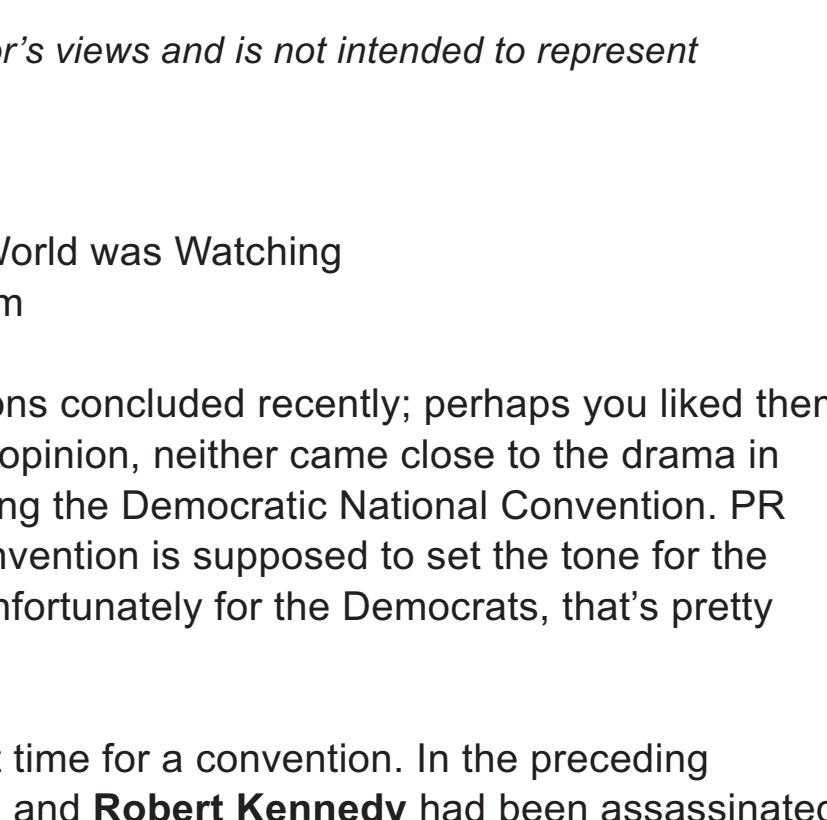
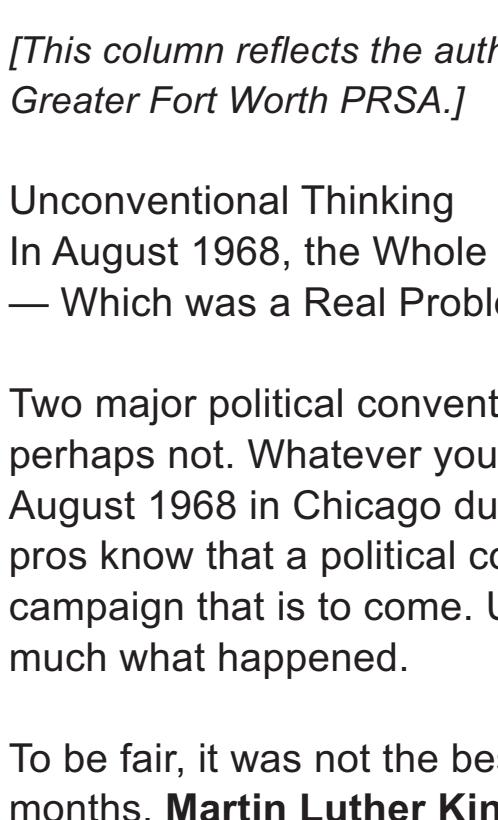
Jill Anderson, marketing director at ACH Child and Family Services, has earned her APR, and the experience left an impression: "Before pursuing the APR, I was torn between beginning a master's degree and going after the accreditation. Through a PRSA panel discussion on that very topic, I decided that achieving the APR was the way to go for me. I knew it would give me an edge in the PR field, but I also knew I would learn so much and be able to fine-tune my skills. And I did! It was a yearlong commitment at considerably less cost than a master's program. I feel it fully prepared me for the next step in my career. It was an incredible journey and well worth the time and effort." The Accreditation in Public Relations is a voluntary certification program for PR professionals. For more on the APR contact **Laura VanHoosier**, APR, lauravanhoosier@texashealth.org.

**Splash Day!**

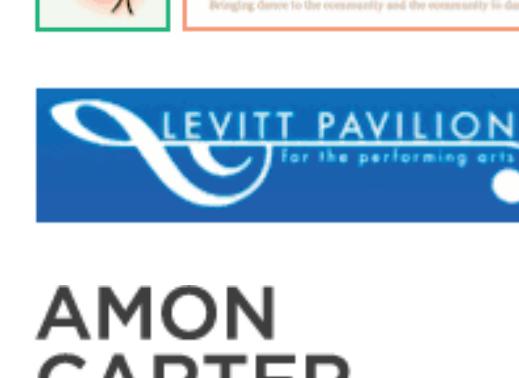
SPJ's summer mixer is rarely on water anymore, but it will forever be Splash Day! Welcome to good food, tall tales (**Mike Cochran**) and friendships for the ages in **Paul and Harriet Harral's** back yard. More pictures [here](#).

— *Buddy Jones photos*

above, from left: Ann Gilliland, Rita Vinson, Phil Vinson, Tracey Smith; below: Shirley Jinkins, Mike Cochran, Sondra Cochran; bottom: Harriet Harral



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**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.]

Unconventional Thinking

In August 1968, the Whole World was Watching

— Which was a Real Problem

Two major political conventions concluded recently; perhaps you liked them, perhaps not. Whatever your opinion, neither came close to the drama in August 1968 in Chicago during the Democratic National Convention. PR pros know that a political convention is supposed to set the tone for the campaign that is to come. Unfortunately for the Democrats, that's pretty much what happened.

To be fair, it was not the best time for a convention. In the preceding months, **Martin Luther King** and **Robert Kennedy** had been assassinated, Vietnam War protests and race riots were raging, and President **Johnson** had decided not to seek re-election. In addition, many Democrats were bitter that their underdog candidate, **Eugene McCarthy**, lost the nomination to **Hubert Humphrey**, who had not even campaigned.

Adding to the angst, war protesters saw the convention as a showcase for their agenda. They vowed public nudity, attacking delegates and lacing the city's water supply with LSD. Chicago Mayor **Richard Daley** did not take the threats lightly.

Police patrolled the candidates' hotels, and the Illinois National Guard had been called up, with permission to shoot to kill if, you know, somebody needed killing. Suffocating security at the International Amphitheater elicited the Chicago Tribune phrase "a veritable stockade."

Daley canceled all permits for marches and parades, and he refused to allow protesters to sleep in the parks. Inside the convention venue, tensions ran high. One journalist who was there remembered "daily shouting matches between red-faced delegates and party leaders, often lasting until 3 o'clock in the morning."

Shoving matches broke out on the convention floor, and cameras captured security forces roughing up **Dan Rather**, to which **Walter Cronkite** said on air, "I think we've got a bunch of thugs here, Dan." If it wasn't a full-blown crisis communications scenario, it was at least a full-blown pre-crisis.

Then came Aug. 28, when some 10,000 protesters confronted police in Grant Park. The situation escalated, and then escalated some more — protesters, journalists and bystanders, seemingly the police attacked them all. While this was going on, protesters could be heard shouting, "The whole world is watching!" More than 700 people were injured and more than 100 hospitalized.

The fact that much of the drama was captured on film and television created a PR disaster. As the conflict was unfolding, a Democratic senator snared the convention rostrum to decry police "Gestapo tactics," drawing the ire of Mayor Daley, which also was caught on camera.

"Many convention visitors were appalled at what they considered unnatural enthusiasm of police for the job of arresting demonstrators," the Chicago Tribune reported, while Life magazine said, "The police behaved, even to the ordinary citizen, as though they had finally been granted license, long desired, to run the city their way." Popular newspaper columnist **Mike Royko** added, "Never before had so many feared so much from so few."

On the other hand, surveys conducted afterward found Americans generally backed the mayor and were critical of the protesters. Daley also claimed to have received thousands of letters of support.

Regardless of who was at fault, the message was sent of a nation in turmoil and a political party in disarray. People disagree on the long-term impact, but one fact is indisputable: Democrats lost the 1968 presidential election — and six of the next nine as well. Not exactly a good ROI.

So let us reflect on the teachable moments here: 1) Don't ban peaceful protests; 2) Don't taunt cops and throw things at them; 3) Don't assault unarmed protesters and bystanders; 4) Be careful how you behave on national TV.

Seems easy enough for PR pros to grasp. Maybe the real challenge is teaching it to everyone else.

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Greater Fort Worth PRSA Member Spotlight

Margaret Ritsch APR

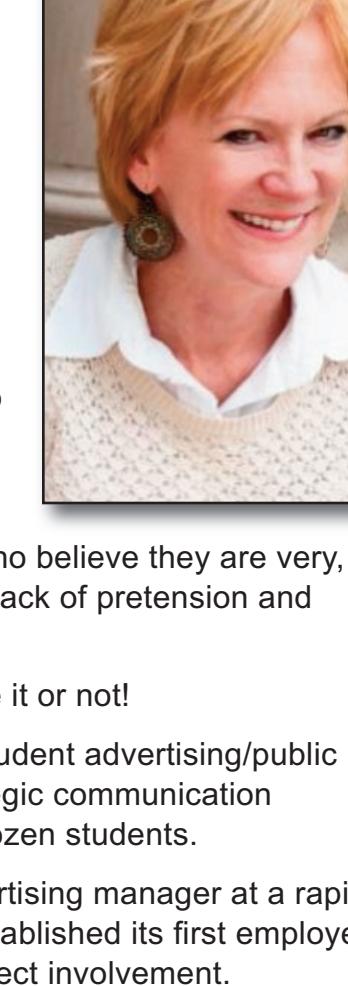
director, Roxo, and instructor at TCU

M.A. journalism, University of Wisconsin-Madison 1987

B.A. English, College of William and Mary 1980

hometown Greenville, S.C.

what is it about your hometown that makes it cool? I don't really have a hometown. I was born in Greenville, S.C., but have no memories, and we moved frequently during my childhood. I have lived longest in the Washington, D.C., area (11 years) and in Fort Worth (12 years). Fort Worth is much cooler than D.C.! To me, D.C. means traffic, a high-pressure work culture and too many people who believe they are very, very important. I absolutely love Fort Worth's big sky, slower pace, lack of pretension and friendly people. This is now my hometown.



what did you want to be when you grew up? An actress, believe it or not!

what are you actually doing now as a grown-up? I oversee a student advertising/public relations agency at TCU called Roxo. I also teach courses on strategic communication campaigns and diversity and provide academic advising to a few dozen students.

first PR job Straight out of college I got a job as an assistant advertising manager at a rapidly growing video-electronics company, Erols, in northern Virginia. I established its first employee publication, which grew quickly in popularity and won the CEO's direct involvement.

what do you know now that you wish you'd known then? I was unaware that internal communications is an important subset of the public relations profession. I had majored in English at a liberal arts college, which offered no coursework in professional fields like public relations.

best PR advice you ever received Trust your gut.

greatest professional or personal accomplishment Building a wildly successful student advertising/public relations firm at TCU.

if you weren't in PR... I'd be creative director at Droga5 in New York!

desired legacy To inspire young people to pursue a career in public relations and to find a way that they can contribute to the social good.

why did you join PRSA? I had landed a job as communications director for a small company in Delaware and realized I knew nothing about corporate communications! I owe my entire education in public relations to PRSA workshops, conferences and seminars.

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GET A JOB

The Dallas Morning News sports desk has three openings. **High school call taker:** Get a chance to work inside the fortress and help compile scores and stats. Needed most Tuesdays, Thursdays and Saturdays. **Sports stats editor:** Compile stats for print edition and digital. Needed Thursday through Saturday nights. For both of these, e- résumé to **Paula Luna**, pluna@dallasnews.com. **Part-time digital producer:** Develop aggregation, editing and social media skills producing content for SportsDay's digital properties. Mostly needed weekend evenings. E- résumé to **Mark Francescutti**, mfrancescutti@dallasnews.com....

ProPublica is hiring a senior reporting fellow. The fellowship lasts a year. **Info** ... Nashville Public Radio is hiring a reporter focused on growing pains. The boom in and around Middle Tennessee has created friction — transit, preservation, gentrification, rising rents, crowded schools, changing neighborhoods. WPIN says it has a newsroom "committed to doing our jobs really well, with the time and resources to make it happen. We understand the demands of the daily news cycle and embrace experimentation. Our staff has diverse interests and backgrounds. And we aspire to better reflect the increasing diversity in Nashville." E- résumé, references and reporting samples to jobsearch@wpln.org. ... Denverite, a startup from the founders of Business Insider, seeks a social media journalist. Launched in June, Denverite has a staff of nine and would make it 10 with someone who can develop new ways of telling complete stories on Instagram, Facebook and Twitter. **Info** ...

Eastfield College in the Dallas County Community College District has fall-semester openings for adjunct professors in broadcast journalism, photojournalism, advertising and public relations; the advertising and PR classes can be taught online. Master's degree required, professional experience preferred. E- **Lori Dann**, communications program coordinator, loridann@dcccd.edu. ... KLT-TV, the dominant ABC affiliate in East Texas, seeks a full-time creative producer to conceptualize, write and produce effective ad campaigns for local clients. **Info**.

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NEW MEMBERS

SPJ ... **Lee Williams**, Star-Telegram ... **John McCaa**, WFAA-TV

PRSA ... **Holly O'Hara**, Bell Helicopter ... **Cheryl Sawyers**, Strategic Government Resources ... **John Veilleux**, Texas Wesleyan University

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

Greater Fort Worth PRSA is honored to have three members elected to the prestigious College of Fellows in 2016. Election requires 20 years of professional experience, PRSA accreditation and submission of a rigorous application describing career achievements, service to the profession and community involvement. Applications are reviewed by a committee of current members and forwarded to the PRSA Board of Directors.

We congratulate **Robert Hastings Jr.**, APR+M; **Margaret Ritsch**, APR; and **Kay Barkin**, APR, for this tremendous achievement. New fellows are honored at a dinner held in conjunction with the PRSA International Conference, this year Oct. 22 in Indianapolis.

Robert is executive vice president for Bell Helicopter and served as assistant secretary of defense for public affairs in President **George W. Bush**'s administration. While he was in Washington, D.C., Robert served on the chapter board, chaired the APR committee and judged local and Bronze and Silver Anvil awards.

Margaret is an instructor and faculty adviser for Roxo, TCU's thriving student-driven agency for strategic communication. She has served in many capacities with the chapter's Board of Directors, including, in 2011, doing all the research and legwork to establish the Worthy Awards.

Kay is a social marketer at MHMR of Tarrant County and was a charter member of the chapter. She served as secretary, president-elect and president of the PRSA North Texas Chapter and spearheaded the effort to create the Fort Worth chapter after previous efforts had failed.

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

There's print journalism, electronic journalism and ... virtual journalism! All the blogs and updates, reactions and reviews at Excellence in Journalism 2016, the annual conference presented by SPJ and the Radio Television Digital News Association (this year with a third cohost, the Native American Journalists Association), has a [Twitter home here](#).

Caught my eye. [Global impact: Great Salt Lake is drying up](#). ... [UK solar power outshines coal power plants for all of May](#). ... [Houston mayor uses search firm to keep police chief candidates from public view](#). ... [World's first carbon capture plant can convert CO2 into usable energy](#). ... [The international movement working to preserve the night's dark skies](#). ... [\\$900 home-sized biogas unit turns organic waste into cooking fuel, fertilizer](#).

Closing words: "Art is the means we have of undoing the damage of haste. It's what everything else isn't." — poet **Theodore Roethke** ... "True maturity is only reached when a man realizes he has become a father figure to his girlfriends' boyfriends — and he accepts it." — **Larry McMurtry** ... "I may not be a first-rate composer, but I am a first-class second-rate composer." — **Richard Strauss** ... "A successful book is not made of what is in it, but of what is left out of it." — **Mark Twain**

Closing words II, lying to the children division: "Our state, our country has a rich history of diversity that deserves praise — but the proposed Mexican-American history book in Texas fails to even adequately recognize contributions from Mexican-Americans, let alone praise them. The new textbook has yet again thrown Texas' poor state of education into the national spotlight, bringing embarrassment upon our students. No Texan should tolerate that." — Dallas Morning News writer **Mac McCann**, on the controversial Mexican-American studies textbook that's under consideration by the State Board of Education

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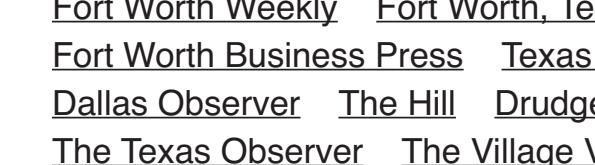
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"There is no greater agony than carrying an untold story."
— Maya Angelou

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