Keeping the Tradition Alive

Think You’re Ready for Your Next Crisis?

Chapter members will soon receive information regarding the status of their next planned crisis simulation workshop. The simulation will be held Saturday, Oct. 1, from 9 a.m. to noon at the University of Texas at Arlington, 1301 Sylvan Court. Cost is $10 or a dish to share. Iced tea, ice, desserts and salads are always appropriate. Contact Kay Pirtle at pirtlemk@yahoo.com for more information.

Over the past few months, leaders of IABC Fort Worth have worked to revive interest in activities and to recruit additional volunteers to support chapter operations. Despite these efforts, neither interest nor volunteer participation increased in sufficient numbers to establish a new “Second Thursday” program.

Chapter members will receive notice regarding the status of their next planned crisis simulation workshop. Members may send comments and questions to iabcfortworth@gmail.com for consideration.

Russell Connor

Russell Connor is the author of two short story collections, four eNovellas and nine novels, all published through here. Connor’s short fiction has appeared in the magazines Black Petals, Sanitarium, Burial Day, Beware the Dark and others. He is the author of two "Make 'em Cry, Make 'em Scream" — at 7 p.m. Monday, Oct. 17, atop the SPJ hierarchy — the first time in the organization’s 107-year history that three women will lead it for the coming year. Baker is managing editor at the New York Law Journal, and Tarquinio is special issues editor at The Real Deal.

STAFF WRITER

The Pulitzer prize-winning husband-and-wife duo Nicholas Kristof and Sheryl WuDunn will discuss "A Path Appears: How an Individual Can Change the World," Thursday, Oct. 6, at UT Arlington as part of the university’s Maverick Speakers Series. Kristof, a columnist for The New York Times, and WuDunn, a business executive and entrepreneur, are known for covering international events and economics and for their groundbreaking work regarding women’s advocacy and the sex-trafficking trade across the globe. They received a Pulitzer in journalism for their coverage of China’s Tiananmen Square democracy movement, making them the first married couple to achieve the honor. Their co-written novels include "China Wakes: The Struggle for the Soul of a Rising Power" and the best-selling "Half the Sky: Turnful women can change the world," 2009. Their latest book "Proud Women: What every woman should know for her own self" was released in 2016.

Sheryl WuDunn graduated from the Ohio University E.W. Scripps School of Journalism and has worked as a journalist nationally for the E.W. Scripps national desk as well as locally across California, Ohio, Texas and Florida in broadcast journalism, print media and “meet the media.”

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Authenticity is key on social media. Scott
• Discourage clients who want to create a fake account for responding to negative comments.
  who is highly ethical. Don't just give the job to the youngest person in the office.
• When hiring a social media manager, find someone who has a mind for creating content and comments that are violent, profane or defamatory.
• Post rules for your page so that users clearly understand what is prohibited, such as
best practices to managing social channels. Among their tips:
the person offline to continue the conversation. Instead of deleting negative feedback, leave the
more
Cash and Carry
Greater Fort Worth PRSA.
[This column reflects the author's views and is not intended to represent
THIS MONTH IN PR/MARKETING BY JEFF RODRIGUEZ
At the September PRSA meeting, panelists
Brian Chatman
and associates were talking business. Instead of
after AIG's $85 billion bailout
In 2008 a Well-deserved Vacation Resulted in a Well-deserved PR Debacle
Committee on Oversight and Government Reform, was preparing to attack,
er, question, executives of AIG, the insurance giant that just a few days
earlier had received an $85 billion bailout.
Waxman held up a picture of the resort, but that was just the start. He also
had a copy of the bill. The AIG contingent had occupied 60 rooms and spent
$7,000 for golf, $5,000 at the tavern, $1,500 at the salon and $23,000 for
food and lodging. This is the stuff of headlines. Business Insider teased, "After An Exhausting
Bailout, AIG Execs Needed A Break" and featured a photo of a
Bailout, AIG Execs Head to California Resort," which opened with the line,"The AIG executives went right back to their old ways." ABC also showed
footage of the resort, which looks quite nice, and we really should go
"Average Americans are suffering economically," Waxman said. "Yet less
be found wining and dining at one of the most exclusive resorts in the
nation." In the presidential debate that night, then-Sen.
scolded AIG for the extravagance, calling on the execs to give back the
bailout money.
There are two sides to every good story, of course, just as there are two
sides (at least) to every good massage. An AIG spokesman disputed
Waxman's characterization of the retreat, saying the event had been
scheduled a year earlier as a way to reward top-performing independent
participants looking at communication through a fresh filter. And everything
is hosted by a funny guy, humorist
The Gallery
The Galvanizing Power of Humor: A Review of the 2016 PRSA Dallas UnSummit

In 2016 the PRSA Dallas UnSummit: PR Deconstructed, or UnSummit for short, transformed into the 2016 PRSA Dallas UnSummit: PR Deconstructed. The
eChaser
3
Caitlin McNeely
and
OCTOBER 2016
on p. 3
Julia O'Rourke,
below from left
Neha Sharma
from the Fort Worth social media marketing agency
— William Moore photos

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Drudge report. I look forward to seeing everyone... ProPublica needs a... Cnn... CBS 11... The Dallas Morning News... Solar-powered Pipe desalinizes 1.5 billion... Financial Times... WFAA-TV... Texas Monthly... Editor & Publisher... newsweek... BBC... The Texas Supreme Court heard arguments recently on whether to... USA Today... The new republic... ABC news... From DC-based journalist... Freedom of Information Foundation of Texas update: Jon Letron... Journalist Express... 9/11: That's all she wrote... The Onion... The New York Times... US news & World report... Donald Winslow... Boeing v. Paxton... Ken Paxton... E-mail... computer-assisted reporting... Computer-Assisted reporting... Center for American Progress... The Dallas Morning News... The Onion... The New York Times... "My life of the mind..." — Maya Angelou... "There is no greater...