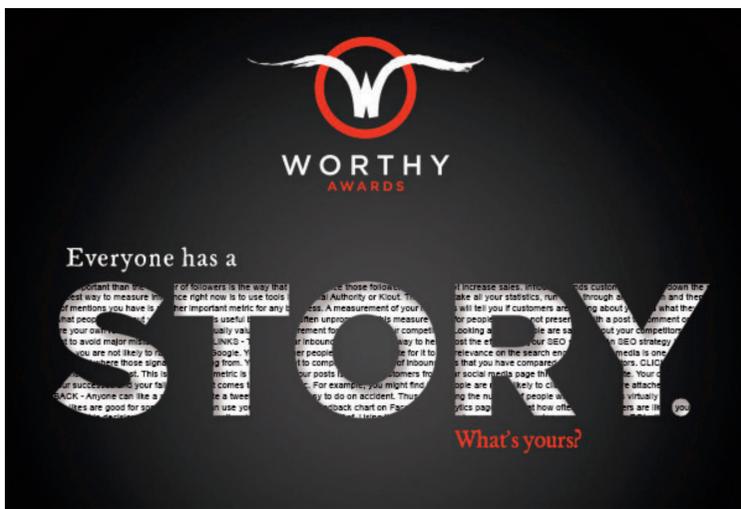


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Thursday, Nov. 3, 2016

The Fort Worth Club  
306 W. 7th Street

6:30 p.m. cocktail reception  
7 p.m. seated dinner  
7:30 p.m. awards program

Tickets:  
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Non-Members - \$100  
Students - \$50  
Table of 10 - \$750  
cocktail or business attire

Featuring Sportsradio 1310/96.7 FM The Ticket's Donovan Lewis as Master of Ceremonies

Complimentary parking at The Fort Worth Club parking garage on W. 7th Street

CLICK HERE TO RSVP BY OCT. 28



## MEETINGS

Next at IABC Fort Worth ...

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 support has increased enough to sustain a viable program.

Chapter members will soon receive information regarding the status of IABC Fort Worth and their alternatives regarding local chapter affiliation.

Members may send comments and questions to [iabcfortworth@gmail.com](mailto:iabcfortworth@gmail.com).

Next at Greater Fort Worth PRSA ...

Think You're Ready for Your Next Crisis?

Test your preparedness during a three-hour simulation workshop Wednesday, Oct. 12, led by Fran Stephenson, APR, of San Antonio-based Step In Communication. Participants will work in teams to solve a surprise crisis scenario using role playing, critical thinking, project management and negotiation to prepare their spokesperson to go on camera and "meet the media."

A group debrief will help participants develop a framework for future crisis response. After the event is over, Stephenson will provide a detailed written critique of each spokesperson's media briefing, along with video clips.

Following the morning session, Stephenson will present "The 7 Heavenly Acts and 7 Deadly Sins of Companies in Crisis." Think 7 is a lucky number? It may be during this lighthearted lunchtime look at companies in crisis. She will examine crises in the world today and how organizations have responded during their time in the spotlight. [Details.](#)

A vote will be taken on 2017 officers at the annual membership meeting over lunch. See the slate in the chapter president's column, [p. 3.](#)

Next at Fort Worth SPJ ...

Keeping the Tradition Alive

As per custom, the new SPJ national president's first chapter appearance will be at Fort Worth SPJ.

Lynn Walsh, investigative executive producer at NBC 7 San Diego, was sworn in as president at the recently concluded national convention. She will outline her goals and highlight the past year's accomplishments at a reception Saturday, Oct. 1, 6-9 p.m. at Paul and Paula LaRocque's home in 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](mailto:pirtlemk@yahoo.com) to coordinate with the food list or to otherwise RSVP.

Walsh 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 data and investigative reporting. An Emmy Award winner, she heads the KNSD investigative team.

She joins president-elect Rebecca Baker and secretary-treasurer Alex Tarquinio 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.

## STRAIGHT STUFF

The Pulitzer prize winning husband-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: Turning Oppression into Opportunity for Women Worldwide." More [here](#) and on the Maverick Speakers Series [here](#). ...

Just in time for Halloween, explore the horror genre and learn what goes into making a terrifying villain at the Writers' Guild of Texas meeting — "Make 'em Cry, Make 'em Scream" — at 7 p.m. Monday, Oct. 17, Richardson Public Library. Whether a writing preference, reading preference or merely a curiosity, the topic is sure to scare up some interesting ideas. Author Russell Connor, who has been writing horror since he was 5, will tell how he began and provide a few rules to live (or die!) by. 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 short story collections, four eNovellas and nine novels, all published through his imprint, Dark Filament Books. His book "Good Neighbors" won the silver medal for horror in the 2016 Independent Publisher Awards. He lives in Grand Prairie with rabid dogs, a dementia-infused film collection, his mistress of the dark and their demonspawn daughter.

[more eChaser on p. 2](#)

The Gallery



At the September PRSA meeting, panelists **Brian Chatman, Luke Hejl, Stephanie Scott, Amy Peterson, Julia O'Rourke and Lisa Albert**, above from left, mined the notion of applying best practices to managing social channels. Among their tips:

- Post rules for your page so that users clearly understand what is prohibited, such as comments that are violent, profane or defamatory.
- Negative comments can be a great opportunity for service recovery. Respond publicly and get the person offline to continue the conversation. Instead of deleting negative feedback, leave the comments up and show users how you responded to the question or fixed the problem.
- When hiring a social media manager, find someone who has a mind for creating content and who is highly ethical. Don't just give the job to the youngest person in the office.
- Discourage clients who want to create a fake account for responding to negative comments. Authenticity is key on social media.

It all made sense to, below from left, **Colleen Fielder, Amoya Edwards, Luke Hejl, Stephanie Scott, Caitlin McNeely and Neha Sharma** from the Fort Worth social media marketing agency Social Factor. — William Moore photos



**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.]

**Cash and Carry**  
 In 2008 a Well-deserved Vacation Resulted in a Well-deserved PR Debacle

One of the best ways to unwind is to go on vacation. One of the worst ways to unwind is to go on vacation with someone else's money — and get caught.

Which is what U.S. Rep. **Henry Waxman**, D-Calif., pointed out Oct. 7, 2008, during a congressional hearing. Waxman, then chairman of the House 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.

He opened the hearing by talking not about how the company worked, but how it relaxed. Within two weeks of receiving the bailout, AIG executives and associates were treating themselves to an eight-day vacation at the ultra-plush St. Regis Resort in California.

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 spa services. Who knew insurance guys were such gluttons for pampering? All told, the tab hit \$440,000, which included three grand the AIGs wrote off for gratuities.

This is the stuff of headlines. Business Insider teased, "After An Exhausting Bailout, AIG Execs Needed A Break" and featured a photo of a businessman receiving a hand massage. ABC ran a story titled, "After 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 sometime.

"Average Americans are suffering economically," Waxman said. "Yet less than one week after the taxpayers rescued AIG, company executives could be found wining and dining at one of the most exclusive resorts in the nation." In the presidential debate that night, then-Sen. **Barack Obama** scolded AIG for the extravagance, calling on the execs to give back the money, or at least share a few of the hotel robes.

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 agents and was a standard practice in the industry. "In the insurance business, it's as basic as salary as a means to reward performance," the spokesman said. "It was not AIG executives running away to California."

The insurance superintendent of New York State chimed in as well, noting that the trip may have helped stem an exodus of employees, although he did not specify whether they would be leaving for other jobs or for jail.

The economic crisis had already crimped the hospitality business, and the St. Regis scandal did not help. Companies, even if they had not received a bailout, began canceling their lavish trips, a trend that became known as "the AIG effect." This would later prompt the Las Vegas convention bureau to release a statement saying it was "unfair to punish an entire industry" because of the excesses of a few companies. Well, some. Many. Anyway, in 2009 the St. Regis was foreclosed on.

But there is a season for everything, including, presumably, a stay at the Four Seasons. By 2010 the hospitality industry was on its way to recovery, and today the St. Regis has reacquired its swanky. The AIG CEO back then, **Martin Sullivan**, is doing okay, too. His severance package was \$47 million, easily enough to cover the valet parking.

No doubt PR pros can find some helpful tips here. The best may have come from the hospitality industry executive in trying to explain how the luxury hotel business rebounded from near-ruin so quickly.

"People are feeling good again," he said. "We have short memories."

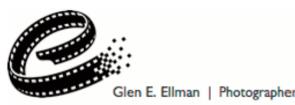
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**IABC local update:** International speaker/mediator/author **Robyn Short** will examine one of her favorite topics, "De-escalating Conflict in the Workplace," at the IABC Dallas luncheon Tuesday, Oct. 11, at The Clubs of Prestonwood ([map](#)). [Info](#).

**PRSA local update:** The annual Communication Summit has been transformed into the 2016 PRSA Dallas UnSummit: PR Deconstructed. The venue has shifted from a hotel to the historic Granada Theater and the format from breakout sessions to half a day — Friday, Oct. 7 — of seven-minute speakers delivering thought-provoking content that should have participants looking at communication through a fresh filter. And everything is hosted by a funny guy, humorist **Dave Fleming**. What can be learned in seven minutes? Twenty-plus speakers will cover a range of topics, each with a lesson for communicators that organizers vow will be profound. [Info](#).

[more eChaser on p. 3](#)

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Freedom of Information Foundation of Texas update: **Joe Larsen**, FOI Foundation of Texas board member: "The bedrock laws providing Texans with access to information of and regarding their government were passed in 1973 in the wake of the Sharpstown scandal. All areas of government, with very few exceptions, benefit from transparency. But sunlight is perhaps most beneficial and necessary at that juncture where private enterprise is paid out of the public purse. That is why the ruling in the 2015 Texas Supreme Court case of *Boeing v. Paxton* is so pernicious. It allows both governmental bodies and the people they do business with to withhold even basic information regarding contracts. We find ourselves, like the Talking Heads' **David Byrne**, slapping our foreheads and asking, 'How did I get here?' " [More](#). ... The Texas Supreme Court heard arguments recently on whether to write a loophole into state public records law that would allow government agencies to avoid public scrutiny and disregard basic public records procedures simply by invoking "magic words." Most of the court's public records decisions in recent years have favored government secrecy over the transparency that Texas law used to be known for. If the court rules for Dallas in a lawsuit the city filed against state Attorney General **Ken Paxton**, government agencies in Texas will be granted a new advantage over the decisions of the attorney general's office that require them to disclose records. [Details](#).

GET A JOB

From UTA Shorthorn ex **Bianca Montes**: "Want to escape humidity? We're looking for a photojournalist at the Amarillo Globe-News. Not only would you get to go on assignments with my cool newsroom friends and me, you'd get to work closely with the famous photographer **Donald Winslow**." E-[donald.winslow@amarillo.com](mailto:donald.winslow@amarillo.com). ... UT Arlington's School of Social Work seeks a communications assistant to document student, faculty, alumni and staff achievements by writing news stories and news releases, and editing and designing newsletters, among other duties. [Info](#). ... ProPublica needs a research editor. Work with reporters across the newsroom to do the deep digging required to produce rigorous, powerful investigations. [Info](#). ... Ameriprise Financial Services has an opening for a part-time marketing coordinator — 25 hours/week, \$18-\$20/hour plus bonus potential — to manage its social media presence, community involvement and public relations. Requirements include at least two years of marketing experience, excellent attention to detail and organization skills, and a professional appearance and demeanor. E- **Derrick Kinney** at [derrick.t.kinney@ampf.com](mailto:derrick.t.kinney@ampf.com).

NEW AND REINSTATED MEMBERS

PRSA ... **Michael Berry**, State Fair of Texas ... **Alyssa Born**, Greater Fort Worth Association of Realtors ... **Megan Carradine**, Eagle Mountain-Saginaw ISD ... **Rachelle Cooper**, Eagle Mountain-Saginaw ISD ... **Amanda Moore**, Eagle Mountain-Saginaw ISD ... **Brooke Bailey**, South Carolina Department of Health and Human Services

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

As fall gets underway, Greater Fort Worth PRSA has plenty of activities to lift your spirits and fortify your soul. On Wednesday, Oct. 12, the chapter will hold its annual membership meeting during the half-day professional development seminar focused on crisis communications. Our single agenda item at the luncheon will be the vote on 2017 officers.

Please plan to attend as we welcome next year's leadership team. Register for the luncheon [here](#). Many thanks to past president **Michelle Clark** and the nominating committee, and to the volunteers who commit their time and expertise to serve the chapter.

Here's who you're voting on, quality people all: **Claire Bloxom Armstrong**, president; **Lisa Albert**, VP membership/president-elect; **Beth Lamb**, VP programs; **Brian Murnahan**, treasurer; **Jill Anderson**, APR, treasurer-elect; **Tracy Greene**, secretary; **Lesley Dupre**, **Richie Escovedo**, APR, and **Kay Barkin**, APR, Fellow PRSA, directors at large; **Carol Murray**, APR, **Margaret Ritsch**, APR, Fellow PRSA, and **Gigi Westerman**, APR, Fellow PRSA, Assembly delegates.

I also would like to thank everyone who worked so hard to prepare for our Fifth Annual Worthy Awards Gala. All who submitted entries and those who served on the committee have the gratitude of our entire group.

Don't miss the gala Thursday, Nov. 3, with master of ceremonies **Donovan Lewis** from Sportsradio 1310/96.7 FM The Ticket. Get information on tickets and sponsorships at [worthyawards.com](http://worthyawards.com). I look forward to seeing everyone there as we celebrate the successes of our peers and colleagues.

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

When Republicans rule the world. A committee of Texas educators and historians recently released a 54-page report examining a proposed social studies textbook that has come under fire for "dripping with racism." The report details 68 factual errors along with 73 interpretive and omission errors. [The Houston Chronicle has more](#). ...

From DC-based journalist **Kathryn Foxhall**: "After eight months the White House is not answering the complaints of journalism and other groups that the **Obama** administration has entrenched the practice of prohibiting federal employees to speak to journalists without surveillance by public information offices, and that it often blocks them from communicating at all. ¶ A year ago 53 national organizations sent a letter to Obama urging changes to these policies that constrict information flow. The groups also complained about agencies holding official briefings "on background," restricting reporters from naming the officials who are talking. ¶ In December a delegation led by SPJ met with White House press secretary **Josh Earnest** and others on the issue. Despite a promise that officials would get back to SPJ, emails to Earnest and **Eric Schultz**, principal deputy press secretary, have gone unanswered. ... " [More](#).

Caught my eye. [Hungry mealworms could keep Styrofoam out of landfills](#). ... [Is crowdinvesting a platform for climate solutions?](#) ... [France's road of the future paved with solar panels](#). ... [High-efficiency, low-cost solar cells can be made from recycled car batteries](#). ... [100 percent recyclable polymer points to future pollution-free plastics](#). ... [Urban Algae Folly produces protein equivalent of a glass in 6 months](#). ... [little black rectangle quickly and effortlessly disinfects water](#). ... [Solar-powered Pipe desalinizes 1.5 billion gallons of drinking water for California](#).

Closing words: "**Hillary Clinton** belongs in the White House. **Donald Trump** belongs on my show." — **Jerry Springer** tweet after the first presidential debate ... "I'm not a heavy eater. I'm just heavy, and I eat." — **Alfred Hitchcock**, who also said, "The length of a film should be directly related to the endurance of the human bladder." ... "That would be a good thing for them to cut on my tombstone: Wherever she went, including here, it was against her better judgment." — writer and wit **Dorothy Parker**

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— **Maya Angelou**



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