Frisco-based FC Dallas is hiring a graphic designer for a couple positions: general assignments, business and social media. The position would involve designing collateral, print, and other promotional materials for the soccer club. The ideal candidate would have experience in graphic design and an understanding of how to create content that aligns with the brand's identity. The position would be based in Frisco, Texas, and candidates should have strong communication skills and the ability to work independently. More details can be found on the FC Dallas website.
Checkered Past

How a Presidential Candidate Saved His Political Career with a Speech — and a Dog

Man’s next best friend (after his dog) is a speech about his dog. And never was this adage, which I just made up, more evident than in 1952, when Richard Nixon, president, went on national television to talk about his hound, Checkers.

Nixon was driven to unusual lengths to counter a firestorm of criticism. The media had learned of a fund established by his supporters to help cover political expenses such as travel costs and postage. These days, such an accusation would barely merit a tweet, but in 1952 the press tore into Nixon: United Press called it a “scandal fund,” and another paper termed Nixon “the pet” of special interest groups.

The problem — here come the juicy PR angles — was that Nixon had made government integrity a signature campaign theme. So he was simultaneously living in a glass house and handing out stones to throw at it. On Sept. 20 and 21, dozens of newspapers published editorials saying Nixon should withdraw as a candidate. Adding to the intrigue, his running mate, Dwight Eisenhower, publicly told Nixon to release all the documents related to the fund. Behind the scenes, arrangements had been made to replace Nixon on the ticket.

Nixon and his team considered their options, including withdrawing. But eventually he decided to take his case straight to the American people, in the form of a televised speech. The Republican National Committee agreed to buy airtime for $75,000 — a sizable amount but, as Nixon’s campaign “Eisenhower and Nixon” buttons and posters.

So on the afternoon of Sept. 23, Nixon prepared to go on TV. The high stakes quickly got even higher: A top Republican official called to say that Eisenhower was announcing his withdrawal. There was no word on where Eisenhower stood, but his closest aides all agreed that Nixon should conclude by saying, “We’re behind you all the way, Senator.”

Nixon spoke for about 30 minutes. He defended the fund, saying, “Every penny of it was used to pay for political expenses that I did not think should be charged to the taxpayers.” Wisely, he also discussed his humble beginnings, his work ethic and his modest finances (in today’s dollars, a senator’s salary then was about $160,000). He mentioned the family’s small apartment and his wife’s cloth, not mink, coat.

Then he told about the one gift that did benefit him personally: A man in Texas (of course) had sent them a cocker spaniel, which had become the darling of the family. “Our little girl — I just want to say this right now, that regardless of what they say about it, we’re gonna keep it.”

The speech succeeded in rallying support behind Nixon. He remained on the ticket and was nominated by the convention. Nixon spoke again before the American people in 1956, but this time it was to accept the nomination. If Attorney General John N. Mitchell had had a Greek chorus to praise him in 1952, Nixon had a hound to praise him in 1956. Checkers... and I just want to say this right now, that regardless of what they say about it, we’re gonna keep it. The end.
African-American and anti-Semitic stereotypes "are pervasive ways of thinking that are not limited to the United States," she said.

The breakthrough, she said, was that it was possible to find a way to make people see that the stereotypes were not true, and that they were not valid.

And it was not just white people who were affected by the stereotypes. African-Americans, Hispanics, and Jews were all affected in different ways.

"The stereotypes are not just a matter of opinion, but are a matter of fact," she said.

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