

eChaser

MEETINGS

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

IABC Fort Worth is at a crossroads — invigorate or disband. A recent survey garnered useful preferences for meeting times, locations and topics, but only one of the 23 respondents expressed willingness to take a leadership role.

A self-imposed deactivation deadline of Sept. 9 looms. Contact IABC lifers **Melyssa Prince** (melyssa57@gmail.com) or **Tim Tune** (tim.tune@timtune.com) with your ideas and inspiration, your energy and commitment and maybe a plan. And do it, Tune says, “immediately.”

“Without steady leadership and support from volunteers, the IABC Fort Worth chapter is unsustainable,” Prince and Tune wrote to chapter members in August. “However, we could save the chapter if more members or interested communications professionals would commit to leadership or other volunteer roles. We could once again offer members and nonmember participants the value they expect and deserve.”

Should the chapter go away, members would have the option of shifting to another chapter. IABC Dallas is the nearest, followed by the Brazos Valley Chapter in Bryan-College Station.

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Next at [Greater Fort Worth PRSA](#) ...
To Post or Not to Post? That is the Question

For Ethics Month, a panel of experts from higher education, agency and corporate social media teams will explore challenges PR pros face on their social media platforms and offer best practices to help smooth the path.

Time & date: 11:30 a.m.-1 p.m. Wednesday, Sept. 14
Place: City Club of Fort Worth, 301 Commerce St. ([map](#))
Cost: members \$30, nonmembers \$35, students \$20; walk-ups add \$5; park in the garage \$2.50
[Register by Sept. 9](#)

Next at [Fort Worth SPJ](#) ...
Financing Your Education

For many college students, higher education comes with the dreaded D word: debt. Get valuable money management tips and learn how to navigate the world of grants, scholarships and loans during a morning workshop Saturday, Sept. 24, at UTA.

Panelists will describe their experiences and give directions on where to find the money (so you can avoid owing it) in a give-and-take session geared toward journalism and communication students and their parents.

When: 10 a.m.-noon Sept. 24
Where: room 258, UT Arlington Fine Arts Building Center Section, 700 W. Greek Row Drive ([map](#))
Cost: free; RSVP at spjfundeducation.eventbrite.com

STRAIGHT STUFF

At the next Writers' Guild of Texas meeting — 7 p.m. Monday, Sept. 19, Richardson Public Library — Uber geek (and proud of it!) **Monalisa Foster** will present a mix of basic and advanced Scrivener tips and tricks, best practices, and do's and don'ts to help you spend more time writing and less time formatting, organizing and looking for things. You'll have to concoct a whole new batch of excuses not to get that manuscript done. A recovering scientist and engineer, Foster has been a voracious reader her entire life. “Writing puts all that reading to use,” she says. “Waste not.” More on the Writers' Guild of Texas at wgtonline.org.

IABC local update: **Gail Cooksey**, president and founder of Cooksey Communications, will keynote IABC Dallas' third annual Fall Communications Conference, Thursday, Sept. 15, at The Clubs of Prestonwood ([map](#)). [Info](#).

PRSA local update: Save the Date: The [Worthy Awards Gala](#) will be Thursday, Nov. 3, at the Fort Worth Club. Tickets — Greater Fort Worth PRSA members \$85, nonmembers \$100, students \$50, table of ten \$750 — go on sale soon.

PRSA local update II: An expert panel will explore “Presidential Politics and Corporate Communication: What's Next?” at the PRSA Dallas monthly luncheon Thursday, Sept. 8, at Seasons 52 at NorthPark Center ([map](#)). [Info](#).

Freedom of Information Foundation of Texas update: When Yellow Cab Austin president **Ed Kargbo** went to the Capitol to address state lawmakers in June, he hammered on one issue in particular: transparency. There was no way to verify Uber's and Lyft's claims that they serve minority communities and disabled people, or how much their drivers were making, he said, because the ride-hailing giants refuse to release any data. However, in the weeks after Kargbo made that statement, Yellow Cab sought to block the American-Statesman from obtaining those very reports from the city of Austin, even though they were routinely made public in the past. [Details](#). ...

Thanks to the Texas Supreme Court, McAllen taxpayers cannot find out how much their city paid **Enrique Iglesias** to belt out his Latin pop lyrics at a holiday parade. And Houston cannot release, among other information, how many driver permits it has issued Uber. A Kaufman County school district's food service deal? Much of that is now secret, as are details of a Texas Department of Insurance contract for interpretation services. Those are a few instances among many over the past year in which Texas Attorney General **Ken Paxton**'s office told local governments not to release information to the public because it is now shielded by a state Supreme Court ruling protecting the secrets of private companies doing business with government agencies. [Details](#). ...

The Victoria County Sheriff is not releasing mug shots to the public at the same time other departments in the region are becoming more transparent. Sheriff **T. Michael O'Connor** is concerned he will be sued by those whose mug shots he releases who are later found innocent of a crime. However, no sheriff has ever been sued for that reason and lost, reports **Joe Larsen**, a board member for the Freedom of Information Foundation of Texas. [Details](#).

GET A JOB

From UTA Shorthorn ex **Bianca Montes**: “We're [hiring at the Amarillo Globe-News](#) for a couple positions: general assignment, business and public safety. The Globe-News is a pretty awesome place to work with three impressive editors (whom we refer to as our unicorns) and a strong, growing economy that makes for great stories and a fun, funky environment. If you want to know more about the job or city, message me — or just apply. Do it.” ... Michaels is in the market for an enthusiastic video marketing specialist. [Info](#). ... Frisco-based FC Dallas is hiring a graphic designer to create content for the soccer club and all concerts and events put on by Toyota Stadium, Toyota Soccer Complex, MoneyGram Park and upcoming National Soccer Hall of Fame properties. [Info](#). ... The Duncan Banner, a daily in Duncan, Okla., seeks a reporter. Gain experience covering a wide range of topics. E- editor@duncanbanner.com. ... From UTA Shorthorn ex **Anthony Williams**: “Foreign Policy in Washington, D.C., is looking for [two staff journalists](#) to help us revamp and run our news blog. We're looking for fresh voices and quick writers as part of a two-person team that will ensure the FP blog is a must-read in and beyond the Beltway.” Apply by Sept. 9.

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The Gallery

They came, they saw, they informed



all from left, above: Brandon Todd, Fox 4; Deanna Boyd, Star-Telegram; Tyler Cox, WBAP; moderator Rick Hadley, former WBAP news director; below: Robert Francis, Business Press; John McCaa, WFAA — Jeff Rodriguez photos

Takeaways from the PRSA media panel in August:

- In a crisis, don't wait to respond. Issue a statement right away and don't turn a one-day story into a two-day story. Have headshots and bios of executives within reach.
- "No comment" is the worst possible response. Prepare your spokesperson; think about what you're going to say before you say it and remember to include a positive comment. Ask yourself the questions a journalist might ask and have those answers ready.



- Staffing is limited at media outlets, so give as much notice as possible if you are requesting coverage. Don't expect coverage. Take time to find out which reporters cover your industry and pitch them directly. Use a strong e-mail subject line that summarizes why this is important to their audience.



Saturday, Sept. 24 UT Arlington | Fine Arts Bldg | Room 258 10 AM-Noon

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Fort Worth SPJ directors, officers, support staff and one roadie — including, above from left, Brandon Gray, Tom Williams, Beth Francesco, Karen Gavis and Shirley Jenkins and, below, Max Baker, Kim Pewitt-Jones, Rebecca Aguilar and Kay Pirtle — hit the ground running for fiscal 2015-16 at the board retreat in August. Actually, it was more like a stroll.



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.]

Checked 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**, then a senator and the Republican candidate for vice 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.

In truth, the fund was not only modest, about \$18,000, but legal. The real 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 called on 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 manager pointed out, a lot less than the cost of reprinting millions of "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's closest aides all agreed that Nixon should conclude by announcing his withdrawal. There was no word on where Eisenhower stood, but there seldom was. 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 — **Tricia**, the 6-year-old — named it Checkers ... and I just want to say this right now, that regardless of what they say about it, we're gonna keep it."

Nixon ended by urging the audience to contact the Republican National Committee directly and state whether he should be dropped from the ticket.

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Greater Fort Worth PRSA Member Spotlight

William Moore

communication director, Grapevine Chamber of Commerce
 finance/integrated marketing communications,
 Abilene Christian University 2010
 hometown Arlington, TX



GFW PRSA position: 2016 Worthy Awards co-chair

childhood ambition I loved basketball and wanted to be **Michael Jordan**.

current livelihood I am the Michael Jordan of Chamber of Commerce marketing and communication. Specifically, I lead the marketing and communication effort to keep our membership informed about what's happening in the Chamber via e-mail marketing, newsletters and other publications while also managing our social media, event marketing and website content strategy.

first PR job In college I had the opportunity to work in the Abilene Christian University Office of Public Relations for four years, writing news releases and assisting with media relations. The job helped develop my writing skills, and I was able to learn from excellent mentors.

what you know now that you wish you'd known then You'll never know everything you need to know, but you need to keep learning anyway.

best advice you ever received Be confident in yourself.

greatest professional or personal accomplishment Professionally — having the Grapevine Chamber of Commerce be recognized at the state level for social media marketing among chambers of commerce. Personally — convincing my wife she should marry me.

if you weren't in PR... I would be some combination of architect or interior designer.

desired legacy To be thought of as someone who loves God, loves family, loves others and always gives 110 percent to whatever the task.

why did you join PRSA? I was in the Public Relations Student Society of America at Abilene Christian and always planned to get involved in PRSA after graduating to continue my professional development and network. It took me four years to get there, but I'm glad I made the effort to get involved!

what makes your hometown cool? Arlington is home to the national office of American Mensa, the largest and oldest high IQ society in the world. (I am not a member.) I enjoyed growing up in Arlington because you're always halfway to anywhere in the DFW Metroplex.

PR/MARKETING HISTORY *continued from p. 2*

Afterward, Nixon was despondent, convinced he had flopped. But for once, he was fortunate to have his political instincts fail him. More than 60 million Americans watched or listened to the speech, including a record-setting TV audience. And the candidate had connected: Even a studio cameraman got teary-eyed.

Nixon's success was evident the next day. The New York Times praised his "composure and assurance," another paper said his performance gave Republicans "a shot in the arm," and a third said he had been "simply magnificent." On the other hand, The Baltimore Sun griped that he failed to "deal in any way with the underlying question of propriety," and another media source called it a "soap opera," but the malcontents were in the minority. Also worth noting, Eisenhower took some heat for leaving his running mate to fend for himself.

In the ensuing days, the RNC received more than four million letters, postcards, phone calls and telegrams (no, not Star-Telegrams) supporting Nixon. People even sent money to help cover the airtime purchase.

Another great PR aside: Even after it was clear how well Nixon had done, Eisenhower continued to hedge. In a speech that evening following Nixon's, he remained noncommittal. A furious Nixon prepared a message announcing his resignation and was ready to send it, but his campaign manager, **Murray Chotiner**, countered with a more measured response. Thus a PR guy's thoughtful counsel literally saved Nixon's candidacy and, for better or worse, changed the course of history.

Nixon, with the full support of the RNC and Eisenhower, stayed on the ticket, and two months later they cruised to victory over **Adlai Stevenson**. Stevenson had stayed quiet during the fund furor, perhaps because the day before Nixon's speech, the media learned that he had a similar fund, a fact that curiously generated far less media coverage.

While some writers have criticized Nixon's "maudlin" performance and "phoniness," the consensus is that it was a PR masterpiece. He created a powerful narrative that engaged millions of Americans, both logically and emotionally. One biographer noted that the speech particularly appealed to middle-class Americans — voters who would support Nixon's future presidential runs and stand by him through his Watergate troubles.

Checkers died in 1964, but his legacy endured. Nixon celebrated the anniversary of the speech each year, no doubt by distributing generous portions of crow to his detractors. And "the Checkers speech" became part of our lore; even today, people still use the term to describe a political speech with great emotional appeal.

And while the experience clearly has many insights for PR pros, perhaps none is more important than this: Make sure your clients own a dog.

PEOPLE & PLACES

The UTA newspaper, The Shorthorn, has been named a **Pacemaker finalist**. Given by the Associated Collegiate Press, the Pacemaker is one of college journalism's highest honors. ...

TCU lecturer **Jean Marie Brown**, a former Star-Telegram editor and former Fort Worth SPJ director, was promoted to a professor of practice recently and will be Student Publications director in the fall. ...

Fort Worth SPJ former president **Yamil Berard** left the Star-Telegram and was considering an accounting career before joining KTVT-TV as a writer.

NEW AND REINSTATED MEMBERS

PRSA ... **Jerri Jean Cawelti**, Bell Helicopter ... **Brian Chase**, Bell Helicopter ... **Donna Dawson**, AECOM ... **Leslie Ensign**, DFW Airport ... **Bridget Garcia**, DFW Airport ... **Lindsey Hughes**, Bell Helicopter ... **Ashley Moore**, Bell Helicopter ... **Dana Schenck**, Bell Helicopter ... **Eric Vere** ... **Glenda Moreno**, Girl Scouts of Texas Oklahoma Plains ... **Rosalynn Ann Vasquez**

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

Each September, PRSA focuses on Ethics Awareness Month. This year's theme is "Ethics, the Heart of Leadership."

Our September luncheon will touch on ethics as related to social media challenges. Join us Wednesday, Sept. 14, at City Club for a panel of social media experts representing a variety of industries, including higher education, agency and corporate social media, to hear how they have addressed issues encountered in their industry. [Register](#).

PRSA national also has many resources available to brush up on ethics topics and contribute to the conversation, including:

- Twitter Chats: 7:30 p.m. Sept. 13 and 7 p.m. Sept. 22. Use [#PRethics](#) to join the conversation.
- Ethics Webinar: "The Art and Courage of Dealing with Ethical Issues," 2 p.m. Sept. 8. [Register](#).
- Ethics Quiz and App: Test your PR ethics knowledge by taking the [EQ Ethics Quotient Quiz](#).
- Ethics Essential Ingredients Print/Cut/Fold Poster: Click [here](#) to print a small copy or [here](#) for the full-size version. Download the PRSA Code of Ethics [here](#).

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

They're beating the drum for the SPJ Reaves-King Mid-Career Grant. "Did you know that Fort Worth SPJ has a \$500 grant available to assist media professionals in journalism projects or skills development?" reminds chapter director **Beth Francesco**. "It's open to professionals in Texas and Oklahoma who have earned most of their income as journalists — reporter, editor or photographer; broadcast, print or online — for at least five years. The years do not have to be consecutive, nor do applicants have to be currently employed by a news organization. Find out more [here](#) — and APPLY. There is no deadline; awards are given based on need."

Caught my eye. [Hottest half-year on record sinks Arctic ice to new lows. ... Ozone hole could close by mid-century. ... Pacific Ocean headed for normal rectenna turns light directly into usable electricity. ... 'Thirsty' concrete absorbs 880 gallons a minute to minimize urban floods.](#)

Closing words: "Much of our lives involves the word 'no.' In school we are mostly told, 'Don't do it this way. Do it that way.' But art is the big yes. In art, you get a chance to make something where there was nothing." — poet **Marvin Bell** ... "A little bit of too much is just enough for me." — writer **James Agee** ... "In questions of science, the authority of a thousand is not worth the humble reasoning of a single individual." — scientist and writer **Galileo Galilei**

Closing words II, he just forgot division: "By the way, under those eight years, before **Obama** came along, we didn't have any successful radical Islamic terrorist attack in the United States." — **Rudy Giuliani**, who was mayor of New York City on Sept. 11, 2001, speaking at an event with **Donald Trump**; **Barack Obama** was first elected president in 2008

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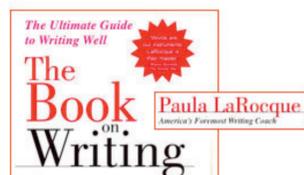
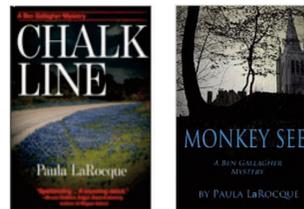


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