




YOU'RE INVITED

SPJ HOLIDAY PARTY & SPLENDIFEROUS GIFT DRAWING

Host: *Society of Professional Journalists*

Phone: 817-264-3106

When: *Wednesday, December 14 at 6:30 PM*

Where:
[UNTHSC MET Building \(northwest corner, Montgomery and Camp Bowie\)](#)
 1000 Montgomery St.
 Fort Worth, TX 76107

MEETINGS

Next at [Greater Fort Worth PRSA ...](#)

Five Uncomfortable Truths About Elevating Strategic Communication to Strategic Relevance

As PR pros work to position themselves to have a seat at the table, the December luncheon speaker will explore how they can help the C suite understand the value of properly managing the company's reputation. **Alan Hilburg**, president and CEO of Hilburg Associates, also will address emerging challenges facing Fort Worth companies.

Hilburg is an author of two New York Times bestsellers, a filmmaker with an Academy Award nomination and a television producer with five Emmy nominations.

Again note the new luncheons reservation policy. Beginning in January, full payment must accompany all reservations. Due to catering guarantees, payments are non-refundable and non-transferable to another event.

Time & date: 11:30 a.m.-1 p.m. Wednesday, Dec. 14
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 Dec. 9](#)

Next at [Fort Worth SPJ ...](#)

It's a party, open to pretty much the whole town and handsomely proclaimed in the graphic above.

STRAIGHT STUFF

Gather 'round for food, games and announcement of the winners of the 2016 flash fiction contest at the Writers' Guild of Texas holiday party, 7 p.m. Monday, Dec. 19, in the basement conference room of the Richardson Public Library. More at [wgtonline.org](#).

IABC local update: IABC Dallas and seven other area organizations are gearing up for the [Jingle Mingle](#) networking fundraiser Thursday, Dec. 1, benefiting the DREAM Fund, a support link serving advertising, PR and media communities throughout the Southwest. The nonprofit fund aids colleagues in Texas, Oklahoma, New Mexico, Arkansas and Louisiana facing an unexpected medical emergency or life crisis and needing financial assistance. Since 1991, the [DREAM Fund](#) has gifted hundreds of thousands of dollars to individuals in hardship.

PRSA local update: Celebrate another successful year at the final PRSA happy hour of 2016 at the new Wild Salsa in downtown Fort Worth, Thursday, Dec. 1, 5:30-7 p.m. Cost is \$5 per person. [Details.](#)

PRSA local update II: Greater Fort Worth PRSA presented more than 60 awards to area public relations and communications professionals for strategic communications programs and campaigns at the Fifth Annual Worthy Awards Gala, Nov. 3 at the Fort Worth Club. Best of Show went to Cook Children's Health Care System for its campaign on awareness and prevention of child drownings. The Cook Children's team was led by **Winifred King**, assistant vice president, corporate and community affairs. See all the winners [here](#).

PRSA local update III: Application deadline is Friday, Dec. 2, for a \$500 PRSA scholarship. Greater Fort Worth PRSA will award up to three scholarships this year to students at TCU, UT Arlington and/or Abilene Christian University. An applicant must be a full-time student majoring in public relations or communication and currently attending one of the schools. [Details.](#)

PRSA local update IV: Follow the chapter on [Twitter](#), [Facebook](#) and [LinkedIn](#) for the latest on activities, members and programs.

PRSA local update V: It's a tradition. Representatives of Big Brothers Big Sisters will again be on hand to collect voluntary donations at the PRSA Dallas holiday party Wednesday, Dec. 7, at Dallas Chop House on Main Street. The money will provide \$20 gift cards for parents to fulfill wishes of children in the program. [More info.](#)

PRSA local update VI: 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.

[more eChaser on p. 2](#)



The Gallery



Mercury Mambo president and partner **Becky Arreaga** presents at the November PRSA luncheon on how to tailor communication to the growing Latino millennial demographic. Here's a tip: Engage young Latinos with culturally relevant content that generates shareable moments on social media. A month earlier, Greater Fort Worth PRSA members **Margaret Ritsch**, APR, below left; **Kay Barkin**, APR; and **Robert Hastings**, APR+M, were among 23 senior public relations practitioners and educators inducted into the Public Relations Society of America's College of Fellows at a dinner at the PRSA International Conference in Indianapolis. Participants in the ceremony included **Philip Tate**, APR, Fellow PRSA, chair of the 2016 College of Fellows, and **Julie Fix**, APR, Fellow PRSA, chair of the 2017 College of Fellows.



It's tough out there
 Star-Telegram deputy managing editor **John Gravois**, below, enlightened an SPJ packed house at Joe T. Garcia's in November on how politics is impacting journalism. Seen in the crowd, all from left, above: **Tracey Smith**, **Tom Williams**, **Dylan Bradley**, **Max Baker**, **Sandra Baker**; left, **Britney Tabor**, **Rebecca Aguilar**, **Eddy Gallagher**; below left, huddling with Gravois, **General Berry**, **Bill Lawrence**, **Linda Pavlik**, **Pam Lawrence**.



— Kay Pirtle 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.]

White House Rock
 When the President Met the King, It was a Moment to Remember — Eventually

There's no way to settle on the greatest PR moment ever seen. But picking the greatest PR moment that almost wasn't seen would be much easier. One of them surely occurred Dec. 21, 1970, when **Elvis Presley** met President **Richard Nixon**. It was truly an historic meeting, and one that almost got overlooked.

Synopsis: In addition to collecting platinum records, Presley collected police badges. He also had developed a distaste for the drug culture associated with rock 'n' roll and wanted to fight back. So he found a way to pursue both interests: He would volunteer for the federal Bureau of Narcotics and Dangerous Drugs and get one of its badges.

On a red-eye flight from L.A. to D.C., Elvis, using American Airlines stationery, wrote a six-page letter to the president, outlining his plan. A snippet:

I am Elvis Presley and admire you and have great respect for your office. I talked to Vice President Agnew ... and expressed my concern for our country. The drug culture, the hippie elements, the SDS, Black Panthers, etc. do NOT consider me as their enemy or as they call it The Establishment. Sir, I can and will be of any service that I can to help The Country out. ... I have done an in-depth study of drug abuse and Communist brainwashing techniques and I am right in the middle of the whole thing ... I can and will do more good if I were made a Federal Agent at Large.

A noble gesture, this, but not entirely altruistic.

Once in D.C., Elvis personally delivered his note to the White House gate and then proceeded to the Bureau of Narcotics and Dangerous Drugs. Although he met with a deputy director, he did not snag a badge, and had to return to sender.

Meanwhile, Presley's letter had reached a Nixon aide named **Egil Krogh**. Krogh was a fan, and the letter had him all shook up. Soon the White House wheels were turning; **Dwight Chapin**, Nixon's appointments secretary, wrote a memo to Chief of Staff **H.R. Haldeman** in support of the meeting. "If the President wants to meet with some bright young people outside of the Government," Chapin wrote, "Elvis might be a perfect one to start with." To which Haldeman scribbled in the margin, "You must be kidding."

Chapin was not kidding, and later that day, Elvis arrived at the White House wearing a purple velvet suit, a huge gold belt buckle and sunglasses (remember, it was the '70s). Ironically, the conversation was not recorded, but Krogh took notes. Presley, he wrote, sincerely wanted to help restore respect for the flag, and he told Nixon he was "on your side."

The meeting did not last long, but it was long enough: More than two dozen photos were taken, and by that afternoon Elvis had his narcotics bureau badge.

For both men it should have been a PR coup. Instead, at Elvis' request, the meeting was kept secret. Theories abound as to why, including Presley being worried about alienating his fans, but one fact is worth noting. Elvis was an avid gun collector, and, as we now know, he also had an appreciation for prescription drugs. With the badge, the King may have hoped he could legally enter any country with both. Suspicious minds, indeed.

And so the story remained dormant for more than a year. Then on Jan. 27, 1972, Washington Post columnist **Jack Anderson** broke it under the headline "Presley Gets Narcotics Bureau Badge." "It was another happy ending for the swivel 'n' way idol," Anderson wrote.

But the happiness was short-lived. Nixon could not make any headway with younger Americans, and in a few years he would be confronting much bigger problems. Presley died in 1977, and the toxicology report identified 14 drugs in the system of the federal agent at large.

Even so, the epic encounter took on a life of its own. At least three books have been written about it, including one by Krogh. A made-for-TV movie was released in 1997, and earlier this year "Elvis & Nixon" was released, starring **Kevin Spacey** as the president; it garnered a 76 percent "fresh" score on Rotten Tomatoes.

Elvis' special assistant's badge is at Graceland, and the photo documenting the meeting is in the National Archives. It is one of the most requested photographs in the collection, and the image can be found on T-shirts, coffee mugs, refrigerator magnets and snow globes.

The story is part teddy bear, part heartbreak hotel. Either way, it's a good reminder: When you're doing public relations, don't forget the public part.

[more eChaser on p. 3](#)

Each logo in the ad rail links to the sponsor's website!



Greater Fort Worth PRSA Member Spotlight

Jill Anderson, APR

marketing director, ACH Child and Family Services

B.A., Journalism: Baylor University

lives in Arlington, Texas

GFW PRSA position: secretary

childhood ambition I wanted to be a teacher most of my childhood, then a writer, and as a freshman in college I wanted to be a psychologist.

current livelihood As the director of marketing for ACH, I get to do most of what I wanted to do as a kid. I write stories, teach through speaking events and tours, and study audience trends. Plus all the other things — PR, agency communications, graphic design, social media management and web management.

first PR job public relations officer at Methodist Children's Home

what you know now that you wish you'd known then In a leadership role, there are a lot of difficult decisions and situations to deal with daily. The challenge is to handle them appropriately and quickly, and still be an encouraging leader that your team wants to follow to success with each project.

best advice you ever received Some recent advice really resonated with me. It was from a woman, now a grandmother and successful business owner, who said there's always time to do what I want to do. There's no need to rush. Enjoy life and enjoy my children while they're young because the time will go by quickly.

greatest professional or personal accomplishment Earning my bachelor's degree from Baylor University; I was the first in my family to earn a four-year degree. Secondly, it would be achieving my Accreditation in Public Relations credential this year. Next is to earn the MBA!

if you weren't in PR... I would own an independent bookstore and bakery.

desired legacy To raise my two girls to be loving, kind and generous people willing to help those who need it most. One day I hope to foster children who need a safe home. I'd like to say I made a positive difference in someone's life.

why did you join PRSA? My career has been in nonprofit and government PR, and generally we're limited to the number of staff we have in the PR department. So I initially joined to network with other professionals in the field and continue my education.

tell us about your home state and what makes it cool I'm a military brat, so I've moved around. Born in Selma, Alabama, lived in North Dakota, Alaska and Texas. I'll go with Alaska since that's where I spent most of my childhood. It was dark during most of the day in the winter, but what people may not realize is the incredible displays of the Northern Lights we got to enjoy throughout winter. They were beautiful, and I miss seeing them. As a teen, my vehicle of choice was a snowmobile. And I lived 15 miles from the Santa Claus House in the town of North Pole, Alaska.



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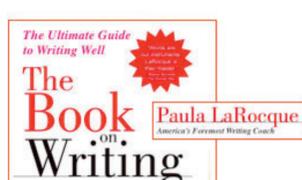
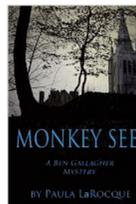
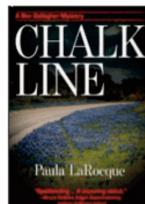
All about the community of model railroading and rail enthusiasm in the Midwest and Southwest



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

UNSUNG: REMEMBERING JEWELL HOUSE

the LaRocque Family catalog ...



RESOURCES

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- San Francisco Chronicle USA Today
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- Fort Worth Business Press Texas Monthly
- Dallas Observer The Hill Drudge Report
- The Texas Observer The Village Voice
- FrontBurner (D Magazine) Salon
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- the industry / tools of the trade
- 11 Rules of Writing, Grammar and Punctuation
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- organizations
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- National Lesbian & Gay Journalists Association
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- Society of Environmental Journalists

antidote
The Onion

send additions for the list to:
john@xdycus.com

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Freedom of Information Foundation of Texas update: Faced with a rising death toll from opioid abuse, Texas public health officials in May decided to apply for a \$1 million federal grant to purchase Naloxone, a drug that, if administered during an overdose, can save the life of a person addicted to heroin or pain pills. The Texas Department of State Health Services hired an outside grant writer to begin drafting a proposal, which was due at the end of the month. As the deadline drew closer, outside researchers and public health workers were brought in to help. If the grant was approved, community health workers and first responders hoped to have the Naloxone on hand by year's end, courtesy of funding by the **Obama** administration. But state officials never submitted the application. Advocates who contributed to the grant process said they were surprised to learn their work was for naught. They said state officials never offered an explanation for why the grant was not pursued. Now the public health agency is going to unusual lengths to keep the public from seeing government records related to the grant. Details. ... Why would a state agency voluntarily publish information for years and then, when directly asked for the same material, suddenly decide it's confidential? That's what the Texas Racing Commission did in October, in what open records experts call the latest example of the erosion of laws designed to pry essential information from the government. Details. ... State Board of Education member **David Bradley**, R-Beaumont, is under fire for allegedly not releasing board-related e-mails from his private server in response to an open records request. The Texas Freedom Network says Bradley did not hand over all of his e-mails in October when the organization filed a request under the state Public Information Act. Bradley said Texas Education Agency staff are responsible for handling those requests and that he's sure they have been thorough. Details.

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GET A JOB

Fort Worth-based architectural/engineering firm Huckabee seeks a proposal/content writer with a minimum of five years experience in marketing, business development or a creative design environment. Expert-level skills in MS Office Suite and basic skills in Adobe Creative Suite are preferred, as is a bachelor's degree in communications, marketing, journalism, mass media, English or related field. Info. ... It's all happening at the zoo. The Dallas Zoo has openings for a membership specialist and for a graphic designer to create a variety of print and digital support for the zoo's Advancement Division and the Children's Aquarium at Fair Park. Info here and here.

NEW MEMBERS

SPJ ... **Nikki Sorensen-Evans** ... **Fred Stewart**, Texas A&M-Commerce

PRESIDENT'S COLUMN | Liz Confiliano, Greater Fort Worth PRSA

As 2016 draws to a close, let me give a heartfelt thanks to all who volunteered their time and talents to make this 30th anniversary year one of the chapter's best.

Many thanks to the PRSA board officers: **Claire Bloxom Armstrong**, VP membership and president-elect; **Lisa Albert**, VP programs; **Beth Lamb**, treasurer; **Brian Murnahan**, treasurer-elect; **Jill Anderson**, APR, secretary; **Michelle Clark**, APR, past president; directors **Kay Barkin**, APR, Fellow PRSA, **Lesley Dupre** and **Laura Van Hoosier**, APR; and Assembly delegates **Carol Murray**, APR, and **Gigi Westerman**, APR, Fellow PRSA.

I also hold in highest regard our committee chairs: **Holly Ellman**, advocacy; **Laura Van Hoosier**, APR, accreditation; **Vanessa Joseph**, bylaws; **Megan Murphey**, digital media; **Anthony Spangler**, APR, diversity; **Cindy Vasquez**, ethics; **Jeff Rodriguez** and **Skyla Claxton**, community service; **Jeff Rodriguez**, historian; **Tracy Greene**, hospitality; **Trameika Vaxter**, job bank; **Richie Escovedo**, APR, Masters SIG; **Jessamy Brown**, newsletter/PR; **Michelle Clark**, APR, nominating committee; **Jenna Simard**, Nu Pros; **Brenna Jefferies**, PR After Dark; **Tom Burke**, APR, Presidents Council; **Lesley Dupre**, professional development; **Brian Murnahan**, sponsorships; **Claire Olson**, student liaison; **Andrea Hunt**, website; and **William Moore**, **Lesley Dupre** and **Bill Lawrence**, APR, Fellow PRSA, Worthy Awards.

Thanks to each of you for serving our chapter, despite the work and family obligations that everyone faces. Your dedication did not go unnoticed.

We've had a great year, from gaining two new APRs (Jill Anderson and Anthony Spangler) and three new fellows (Kay Barkin, **Margaret Ritsch** and **Robert Hastings**) to Dr. **Doug Newsom**, APR, Fellow PRSA, receiving the 2016 Gold Anvil Award for Lifetime Achievement, PRSA's highest individual honor.

On a personal note, thank you for the opportunity to lead and to serve. I wish you all a wonderful holiday season and look forward to seeing what 2017 will bring for our chapter!

OVER & OUT | John Dycus, Fort Worth SPJ

For the journalists at CNN — everywhere, really, but especially at CNN — now is an appropriate time to become very afraid. ...

Trump an unmitigated disaster for the environment. ...

Depressed? Come to the JPS book benefit/barbecue/gift drawing jolly-up Wednesday, Dec. 14. That'll lift your spirits. Or perhaps a parable is in order.

The rabbi met a rich man who lived frugally, eating only bread with salt and drinking only water. The rabbi told him that he must start eating meat and drinking wine. When a student asked why, the rabbi said:

"If the rich man dines on meat and wine, then he will at least feel that the paupers in his town should be given bread and salt. But if he himself subsists on dry bread and salt, he might think that poor people could live on stones."

Caught my eye. Complaints against police plummet in presence of body cams, study says. ... For the first time, scientists transmit data across a national electricity grid. ... Renewables rising: Global clean energy capacity leaves coal in the dust. ... Revolutionary graphene water filters could save millions of lives. ... Berlin vertical micro-farm reimagines the future of produce departments. ... Reverse photosynthesis could be ultra-efficient biofuel game changer.

Closing words: "Suppose you were an idiot. And suppose you were a member of Congress. But I repeat myself." — **Mark Twain**

Closing words II, he shoots, he scores! division: "And then you read how he was embraced by conservative Christians. Evangelical Christians. I'm not a religious guy, but what the hell Bible are they reading? I'm giddy. What Bible are you reading?" — Detroit Pistons coach **Stan Van Gundy** on the ascension of **Donald Trump** to the presidency of the United States

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