





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 ...](#)
 Know Your Market: Latino Millennial Mindset

U.S. Latino millennials — accounting for nearly a quarter of the entire millennial population — are flexing their influence and buying power more than ever. As brands develop fresh marketing strategies, understanding the motivations, similarities and differences between Latino millennials and their Anglo counterparts is critical to success.

Becky Arreaga, president and partner, Mercury Mambo, will explore the Latino millennial mindset and how companies are harnessing this energy in unique and surprising ways. Highlights will include an overview of demographics, an understanding of macro trends, and examples of brands connecting with this audience to build lasting relationships.

Note a new reservation policy for luncheons beginning in January: All reservations must be accompanied by full payment. If no payment is received, it will not be considered a reservation. Due to catering guarantees, payments are non-refundable and non-transferable to another event.

Time & date: 11:30 a.m.-1 p.m. Wednesday, Nov. 9
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
Cost: chapter members \$30, national members \$35, nonmembers \$35, students \$20; walk-ups add \$5; parking in the garage \$2.50
[Register by 10 a.m. Nov. 7](#)

Greater Fort Worth PRSA honored JPS Health Network President and CEO **Robert Earley** as its 2016 Communicator of the Year. The award, presented Nov. 3 at the Fifth Annual Worthy Awards Gala, goes to a leader outside the public relations profession who exemplifies open, effective communication.

Factors in Earley's selection included his ability to lead substantial, positive change and turning around the once-poor reputation of the vital community resource that is JPS Health Network.

Three other strong nominations for Communicator of the Year were received — Dr. **Marcelo Cavazos**, Arlington ISD superintendent, who has sought out partnerships with business, civic, faith-based and higher education organizations to directly impact AISD students; **Elliot Goldman**, owner of GI2 Partners and Liberty Bags and the founder of the Greatest Gift Catalog Ever, an integral part of charitable giving in Fort Worth; and **Janet St. James**, former medical reporter for WFAA-TV and current assistant vice president of communications for HCA North Texas, who told her personal story of battling invasive breast cancer. All may be nominated again.

Earley joins previous Communicators of the Year **Patsy Thomas**, president of Mental Health Connection of Tarrant County (2015); former Fort Worth ISD Superintendent **Walter Dansby** (2014); Mayor **Betsy Price** (2013); and former Councilman **Joel Burns** (2012).

The Worthy Awards celebrate the region's best in public relations and strategic communications. More than 50 awards were presented for top strategic communications programs and campaigns. A list of winners will be in the December eChaser, and check the chapter's Facebook page for photos.

Next at [Fort Worth SPJ ...](#)
 It's a War Out There

Star-Telegram deputy managing editor **John Gravois** will discuss at the November meeting how reporters get a handle on the fractious political scene.

Time & date: Mingling at 6, dinner 6:30, then the program Wednesday, Nov. 16
Place: Joe T. Garcia's Mexican Restaurant, 2201 N. Commerce St., Fort Worth ([map](#))
Cost (includes dinner): cash or check \$17 members of any professional communicators organization, \$25 nonmembers, \$10 students, credit card add \$1, free if you join SPJ right then and there
Menu: Joe T.'s family-style enchilada dinner; cash bar
RSVP by Nov. 14: pirtlemk@yahoo.com

STRAIGHT STUFF

Next Writers' Guild of Texas meeting: November Critique Group, 6:45 p.m. Wednesday, Nov. 16, second-floor conference room, Richardson Public Library. By bringing their pages to read aloud, writers obtain constructive feedback from peers on their works-in-progress. Attendees should bring six or more copies of anything to be critiqued.

IABC local update: **Amy George** with Mothers Against Drunk Driving will discuss "Top 5 Lessons Causes & Companies Can Learn from Each Other" at the IABC Dallas luncheon Tuesday, Nov. 8, at The Clubs of Prestonwood ([map](#)). [Info](#).

PRSA local update: Members present at the annual membership meeting in October approved the 2017 slate of chapter leaders: **Lisa Albert**, VP membership/president-elect; **Beth Lamb**, VP programs; **Brian Murnahan**, treasurer; **Dill Anderson**, APR, treasurer-elect; **Tracy Greene**, secretary; **Lesley Dupre**, **Richie Escovedo**, APR, and **Kay Barkin**, APR, Fellow PRSA, directors at large; and **Carol Murray**, APR, **Margaret Ritsch**, APR, Fellow PRSA, and **Gigi Westerman**, APR, Fellow PRSA, Assembly delegates.

PRSA local update II: 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



5th Annual
Worthy
Awards
Gala

Ladies and gentlemen
... looking good!

[more photos on the Greater Fort Worth PRSA Facebook page](#)



top from left: **Robert Earley; Bill Lawrence, APR, Fellow PRSA; Winifred King, Janeen Walls**

above from left: **Laken Rapier, Brenna Jefferies, Sarah Rodriguez**



PRSA board members, left, **Gigi Westerman, APR, Fellow PRSA; Lesley Dupre; and Richie Escovedo** enjoy happy hour Oct. 11 with **Fran Stephenson, APR, of Step In Communication**. Stephenson presented a professional development program the next day on crisis communications. During a three-hour simulation, workshop participants such as Balcom Agency's rowdy crew — below from left, **Jenna Simard, Christine Cantrell, Lesley Dupre, Ashley Freer, Hailey Chivers, Rob Mart and Richie Escovedo** — worked in teams to solve a crisis scenario.

— Balcom photo by Jeff Carlton



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.]

To Air is Human
How a Great Football Game and a Great Children's Movie Created a Great PR Debacle

People can argue all they want about the greatest football game ever played. But there is little disagreement about the greatest game that wasn't seen — Nov. 17, 1968, New York Jets-Oakland Raiders in Oakland. The game resulted in a thrilling finish — and an epic sports television disaster.

The game began at 4 p.m. Eastern Standard Time on NBC. Scheduled to begin at 7 p.m. was "Heidi," a classic children's story about an orphan girl in Switzerland. Under the terms of sponsor contracts, "Heidi" had to hit the air promptly at 7 and could not be delayed or joined in progress for any reason. So it made sense for NBC president **Julian Goodman** to stress to his executives that "Heidi" would begin on time; after all, he was not about to let outstanding family programming be delayed by a football game.

As the fourth quarter began, it became apparent the game would run long. At 6:45, NBC operations supervisor **Dick Cline** called his boss, **Don Connal**, to discuss the situation. Connal agreed that the game should not be pre-empted. But he could not make that decision without his superiors' okay.

Connal began working the phones for approval; at the same time, viewers were calling the network to make sure that "Heidi" would air on time. As it got closer to 7, still more viewers called, wanting to make sure that "Heidi" would *not* start on time. The lines were so jammed that once Connal had secured permission to stay with the game, he couldn't reach Cline. Having received no other instructions, Cline stuck with the original plan.

With 65 seconds remaining in the game, the Jets took the lead. They kicked off, and an Oakland player was shown returning the kick. Then viewers on the East Coast were suddenly watching a sweet Swiss orphan girl walking in the Alps with her granddad.

In the game's remaining seconds, the Raiders scored twice to win. But the drama on the field could not match the drama occurring up and down the Atlantic Seaboard. Angry viewers blew their fuses, and then they blew 26 NBC switchboard fuses. They also jammed the phones at The New York Times and the NYPD.

Not content to leave bad enough alone, NBC reported the final score by using a "crawl" across the bottom of the screen — at a pivotal moment in the film.

His switchboard melted, Goodman released a statement about 90 minutes later. He called the incident "a forgivable error committed by humans who were concerned about children expecting to see 'Heidi.' ... I missed the end of the game as much as anyone else."

The apology would not spare the network a deluge of negative attention the next day, much of it laced with humor. One paper headlined, "Entire Jet, Raider Teams Blocked by Swiss Miss." The New York Times reported that "Heidi, the diminutive Swiss orphan girl ... scored a remarkable victory over two bruising professional football teams Sunday evening, and in the process enraged millions of fans who had been watching the game."

NBC news anchor **David Brinkley** also chipped in, saying, "Last night, somebody in the vast reaches of the NBC network didn't get the word. ... The result was that football fans by the thousands were aroused to a cold fury, and some probably haven't cooled down yet." Brinkley then re-broadcast the remaining moments of the game. The other networks joined in the fun, with the ABC Evening News anchor reading excerpts from "Heidi" while clips of the game were shown, and the CBS anchor sharing the result of the game, reporting, "Heidi married the goat-herder."

The next week, humor columnist **Art Buchwald** wrote, "Last Sunday ... men who wouldn't get out of their chairs during an earthquake rushed to the phones to scream obscenities." He added, "There is no reason to put on a football game if one sports to wait until the very last minute to find out who has won." And one sportswriter later observed, "Short of pre-empting 'Heidi' for a skin flick, NBC could not have managed to alienate more viewers."

The "Heidi" debacle forever changed football and television, as both suddenly realized that the game was more popular than people might have thought. Advertising contracts were revised to state that games would be shown in their entirety. And NBC installed a phone that games would be had its own exchange and switchboard. It was called "the 'Heidi' phone."

For PR pros who doubt the impact of these seemingly minor events, heed the words of Cline the NBC operations guy. In a 1999 interview, he said the legacy of the incident still amazed him. "It's been more than 30 years," he said, "and half the people who bring the 'Heidi' game up to me weren't even born when the game was played."

[more eChaser on p. 3](#)

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



Freedom of Information Foundation of Texas update: Pregnancy-related deaths among Texas women nearly doubled in recent years, a national study found last month, while a separate state-commissioned study found black women are especially vulnerable. Researchers can't say why maternal death rates are higher in Texas than any other state, and the reasons are likely to remain hidden. That's because the data and records that could provide answers are being kept secret by the Department of State Health Services, which has refused to disclose even an inventory of what data it keeps. This is part of a broader trend, the erosion of the state's open records law and withering access to information about how state government does business. [Details.](#)

PEOPLE & PLACES

For the second consecutive year, the UT Arlington newspaper, The Shorthorn, was named a Pacemaker among college newspapers in the U.S. Associated Collegiate Press presents the Pacemaker, which is judged on a number of factors, including consistent excellence in editorial judgment, reporting, design, editing and photography. Five issues were submitted from fall and spring 2015-16. In a separate competition, [theshorthorn.com](#) — in its first year to enter — was named a finalist in the prestigious Editor & Publisher awards (EPPYs). Overall, in ACP, College Media Association and Editor & Publisher judging, The Shorthorn snared 11 awards, including two 2nd place, two 3rd place, one 4th, one honorable mention and one finalist on the individual work of **Marian Bilocura**, **Mara Lopez**, **Kelsi Brinkmeyer** and, with five recognitions, **Daniel Carde**.

GET A JOB

From UTA Shorthorn ex **Bianca Montes**: "We are looking for a digitally minded person to come work at the Amarillo Globe News. It is for a job to distribute content to the web platforms and social media. This would be a great opportunity for a recent graduate or someone with experience. Contact **Barton Cromeens** at 807-376-4488 or barton.cromeens@amarillo.com." ... They're hiring at [Rosewood Creative](#). From UTA Shorthorn ex **Anthony Williams**, sharing a post: "Some dope jobs in Venice Beach for social media folks and graphic designers. This agency has done some badass work for Beats by Dre, Lady Gaga, Coachella and SXSW."

NEW AND REINSTATED MEMBERS

SPJ ... **Elizabeth Sehon Harris**, Alzheimer's Association – NCTC

PRSA ... **Kenn Dixon**, Southwest Region Conference of Seventh-day Adventists ... **Sunni Goodman**, Mattress Firm ... **Lydia Laske**, Lone Star Ag Credit

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

First, let me congratulate all who earned a Worthy Award this year! Special thanks to co-chairs **Lesley Dupre**, **William Moore** and **Bill Lawrence**, APR, Fellow PRSA, and their committee for creating a memorable evening for our fifth anniversary program.

And it's never too early to think about entries for 2017. Stay up to date about all things Worthy at worthyawards.com throughout the year.

Next up, we take a look at diversity and how it affects our industry. Although PRSA national celebrates Diversity Month in August, it's a year 'round topic. Our November luncheon will focus on the Latino Millennial Mindset. **Becky Arreaga**, president and partner at Mercury Mambo, will help us understand how brands are harnessing this energy in unique and surprising ways. Register today! Special thanks to **Anthony Spangler**, APR, for crafting this fantastic program.

Lastly, I'd like to thank all of the chapter members who committed to being on the Board of Directors and serving as committee chairs for 2017. If you are interested in being more involved in 2017, contact **Claire Bloxom Armstrong** to learn more about how you can get connected.

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

Fort Worth SPJ is now a [registered book seller](#) on Amazon and half.com, a subsidiary of eBay. Thanks, **Kim Pewitt-Jones**, for donating the first books to [spjfwbookshelf](#). Books should be listed on Amazon soon, and plans to host occasional eBay auctions are in the works. Contact **Karen Gavis** at 817-821-3547 or karen.gavis@mavs.uta.edu if you have books, music, DVDs or collectible items to donate. Proceeds go to the chapter's general fund. ...

Leave Wednesday, Dec. 14, wide open on your calendar for the SPJ/PRSA Christmas party/gift drawing benefiting the JPS Hospital readers library. If you've never been, you're in for a treat. If you have been before, expect the same killer barbecue and the same long tables piled high with enticing items. And welcome new emcee **Dave Lieber**, stepping in for living legend auctioneer for the ages **Bob Ray Sanders**, who retired after last season, his fan adoration at its peak. [More here.](#)

Caught my eye. [Coffee is severely threatened by climate change.](#) ... [Satellite-based radar links injection wells to Texas earthquakes.](#) ... [Eco Mushroom: A solar streetlight that absorbs vehicle pollution.](#) ... [Kinetic energy-harvesting shoes a step toward charging mobile devices on the go.](#) ... [Revolutionary new solar power plant makes energy all day and all night.](#) ... [Magnetic wand cleans up oil spills in a snap.](#) ... [All-weather solar cell generates electricity come rain or shine.](#)

Closing words: "There are worse crimes than burning books. One of them is not reading them." — science fiction and fantasy writer **Ray Bradbury**, who also said, "I don't try to describe the future. I try to prevent it" and "Go to the edge of the cliff and jump off. Build your wings on the way down." ... "All science is either physics or stamp collecting." — British physicist **Ernest Rutherford** ... 'Falling short of perfection is a process that just never stops.' — **William Shawn**, longtime editor of The New Yorker ... "I believe that a young journalist, turned loose in a large city, had more fun than any other man." — **H.L. Mencken**

Closing words II, [eloquence in troubling times](#) division: "To the anonymous caller who invoked the name of **Don Bolles** — he's the Republic reporter who was assassinated by a car bomb 40 years ago — and threatened that more of our reporters would be blown up because of the endorsement, I give you **Kimberly**. She is the young woman who answered the phone when you called. She sat in my office and calmly told three Phoenix police detectives what you had said. She told them that later, she walked to church and prayed for you. Prayed for patience, for forgiveness. Kimberly knows free speech requires compassion." — the beginning of Republic Media president **Mi-Ai Parrish's** response to threats after The Arizona Republic endorsed **Hillary Clinton** for president

[back to p. 1](#)
[back to p. 2](#)

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



Get the 2016 Media Directory

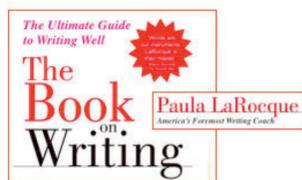
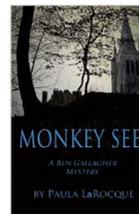


All about the community of model railroading and rail enthusiasm in the Midwest and Southwest



UNSUNG: REMEMBERING JEWELL HOUSE

[the LaRocque Family catalog ...](#)



RESOURCES

- news/views
- [AP headlines](#) [Journalist Express](#)
- [The Washington Post](#) [Denver Post](#)
- [The New York Times](#) [Chicago Tribune](#)
- [San Francisco Chronicle](#) [USA Today](#)
- [Los Angeles Times](#) [Financial Times](#) [Time](#)
- [The Wall Street Journal](#) [BBC](#) [The Nation](#)
- [The Christian Science Monitor](#) [Newsweek](#)
- [The Sydney Morning Herald](#) [Bloomberg](#)
- [International Herald Tribune](#) [Cato Institute](#)
- [U.S. News & World Report](#) [ABC News](#)
- [CBS News](#) [CBS 11](#) [WFAA-TV](#) [CNN](#)
- [NBC 5](#) [ABC News: The Note](#) [Daily Kos](#)
- [Star-Telegram](#) [The Dallas Morning News](#)
- [Fort Worth Weekly](#) [Fort Worth, Texas](#)
- [Fort Worth Business Press](#) [Texas Monthly](#)
- [Dallas Observer](#) [The Hill](#) [Drudge Report](#)
- [The Texas Observer](#) [The Village Voice](#)
- [FrontBurner \(D Magazine\)](#) [Salon](#)
- [Burnt Orange Report](#) [The New Republic](#)
- [The American Conservative](#)
- [Center for American Progress](#)
- [The Texas Tribune](#)

- the industry / tools of the trade
- [11 Rules of Writing, Grammar and Punctuation writers.com](#) [wilbers.com](#)
- [Ethics AdviceLine for Journalists](#)
- [THE SLOT: A Spot for Copy Editors](#)
- [Center for Public Integrity](#) [Editor & Publisher](#)
- [Investigative Reporters and Editors](#)
- [Coalition of Journalists for Open Government](#)
- [National Institute for Computer-Assisted Reporting](#)
- [Reporters Committee for Freedom of the Press](#)
- [Poynter Online](#) [Pew Research Center](#)
- [Columbia Journalism Review](#)
- [Texas Legislature](#) [FOI Foundation of Texas](#)
- [Merriam-Webster](#) [Encyclopedia Britannica](#)
- [NewsLink](#) [Wikipedia](#)

- organizations
- [Asian American Journalists Association](#)
- [DFW Network of Hispanic Communicators](#)
- [National Lesbian & Gay Journalists Association](#)
- [Native American Journalists Association](#)
- [Society of Environmental Journalists](#)

antidote
[The Onion](#)

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