A HOT PUPPY & SPLASHOUT GIFT DRAWING

Host: Steve Breakstone

[Map] 10 p.m. Wednesday, Nov. 9

Cost: $25 nonmembers; $15 students; $10 cash,

RSVP by Nov. 1: breakstone@breakstonetraining.com

Menu: Joe T.'s family-style enchilada dinner; cash bar

Communicators Job Bank

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. 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 exclusive audience feedback from peers on their works-in-progress. Attendees should bring six or more copies of anything to be critiqued.

STAFF

Amy George: Managing Director

George Furtado, APSR PRSA President, APR, Communications

Next Writers' Guild of Texas meeting: November Critique Group, 6:45 p.m.

Menu: Joe T.'s family-style enchilada dinner; cash bar

Cost (includes dinner): cash or check $17 members of any professional communicators organization, $25 nonmembers, $10 students, $8 cash, $5 cash or check

Greater Fort Worth PRSA (map)

Greater Fort Worth PRSA Honorable JPS Health Network President and CEO Robert Earley as its 2016 Communicator of the Year. The award, presented Wednesday, Nov. 3 at the 2016 Annual Worthy Awards Gala, goes to a leader outside the public relations profession who exemplifies open, effective communication. Factors in Earley's selection include his ability to lead substantial, positive change and bring about the better year-round performance of the health network.

Three other awards will be presented that evening at the JW Marriott: the Fort Worth Star-Telegram Award for Excellence. Among Earley's accomplishments at JPS Health Network, the PRSA chapter has sought out partnerships with business, nonprofits and the community to benefit the health system and its employees. Earley is a recipient of the ACM's Distinguished Service Award and the Texas Hospital Association's 2016 Hospital Communication Professional of the Year award. Additionally, Earley is on the Board of Directors of the Greater Fort Worth Chamber of Commerce, an integral part of Board of Governors of the Star-Telegram's Women's Advisory Board, and previous chair of the Greater Fort Worth Chamber of Commerce. As a former Board of Trustees member of the St. James, he is an active leader in the community and regularly speaks at local events.

Earley joins previous Communications of the Year Paul Thomas, president of the Dallas ISD_rp (map), Patsy Thomas, APR, Fellow PRSA, and Robert Earley as its 2016 Communicator of the Year. The award, presented Wednesday, 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 include his ability to lead substantial, positive change and bring about the better year-round performance of the health network.

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 date.

Next at Fort Worth SPJ

The Star-Telegram deputy managing editor Naomi Glass will discuss at the November meeting how reporters get a handle on the fractious political scene.

Factors in Latino millennial mindset and how companies are harnessing this energy in unique and surprising ways. Highlights will include an overview of the Latino market, motivations, similarities and differences between Latino and 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 the Latino market, motivations, similarities and differences between Latino and Anglo counterparts is critical to success.

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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 began at 4 p.m. Eastern Standard Time on NBC. Scheduled to start promptly at 7 and could not be delayed or joined in progress for any reason. So it made sense for NBC president Dick Cline to forfeit outstanding family programming be delayed by a football game.

As the fourth quarter began, it became apparent the game would run long. 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 be pre-empted. But he could not make that decision without his superiors’ okay.

With 65 seconds remaining in the game, the Jets kicked off, and an Oakland player was shown returning the kick. Then viewers on the West Coast were suddenly watching a scene from Swiss Miss, the live-action ad for the film.

NBC news anchor David Brinkley made an announcement: “Last Sunday … some boring old football game in the Alps with her granddad.” In the game’s remaining seconds, the Raiders scored twice to win. But the film 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 radio. 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 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.”

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 secured permission to stay with the game, he couldn’t reach Cline. Having received no other instructions, Cline stuck with the original plan.

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 … some boring old football game in the Alps with her granddad. It was with me.” He added, “There is no reason to put on a smile.” And one sportswriter later observed, “Short of pre-empting ‘Heidi’ has won.” And one sportswriter later observed, “Short of pre-empting ‘Heidi’ 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 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.”
First, let me congratulate all who earned a Worthy Award this year! Special thanks to the Quanah Committee for creating a memorable evening for our members, and to the auctioneer for the ages.

Put Saturday, December 14, 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. For reservations and more information, contact Karen Gavis at 817-821-3547 or karen.gavis@mavs.uta.edu.

Next up, we take a look at diversity and how it affects our industry. Although diversity and inclusion have been on the agendas of PRSA national in August, it's a year-round topic. Leave Wednesday, December 14, wide open on your calendar for the SPJ/PRSA Diversity Luncheon at 11:30 a.m. at the Plaza Hotel. Our November luncheon will focus on the Latino Millennial Mindset. Register today! Special thanks to the Dallas Morning News for hosting this event.

And it's never too early to think about entries for 2017. Stay up to date about this year'sUserProfile@prsa.org. Remember to look for your Academy Award in Diversity: To the anonymous young journalist, turned loose in a large city, had more fun than any other toward the end of the year.

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