

eChaser

MEETINGS

Next at [IABC Fort Worth](#) ...
IABC Fort Worth to deactivate

Over the past few months, leaders of IABC Fort Worth have worked to revive interest in activities and to recruit the additional volunteers needed to further chapter operations. Efforts to build support have been inadequate for sustainability.

Members have voted to deactivate the chapter. A request to deactivate will be sent to IABC Southern Region leadership to begin the process. Additional information will be shared with members as the deactivation process moves forward.

Next at [Greater Fort Worth PRSA](#) ...
How to Be Effective in an Ever-Changing Information Environment

Luncheon speaker **Robert Hastings**, APR, Fellow PRSA, will explore how to communicate effectively when the global targets are always moving. He will share precise corporate communications strategies, plus how to use research to better target audiences, focus strategies, measure success and improve your ROI.

Note: Reservations must now 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, Jan. 11
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 Jan. 6](#)

Next at [Fort Worth SPJ](#) ...
Journalism Ethics in the Trump Era
Saturday, Jan. 21
panel presentation, UT Arlington
check the website for details

STRAIGHT STUFF

SPJ created the [Ted Scripps Leadership Institute](#) for busy journalists, working hard to be better leaders in their newsrooms and in the industry, and the Region 8 installment rolls through Dallas on Feb. 10-12. Hear about fundraising, membership, programming and ideas based on other chapters' successes at motivating members and solving conflict. Expect networking, brainstorming and evening fun in Large D. [Apply by Jan. 6](#) ...

Attention, WGTers and guests, take a deep dive into what goes into writing thrillers at the Writers' Guild of Texas meeting at 7 p.m. Monday, Jan. 23 (fourth Monday, January only), Richardson Public Library. Learn from thriller expert **C.L. Stegall** (a.k.a. "Clayton Nicolas") what makes a novel a page-turner. How do you keep the reader begging for more? And what are some tips to turning a boring tale into a thrilling ride? Stegall's work ranges from young adult (the Progeny series) to his darker offerings, "The Ordeal" and "White Sands." His short stories have been published in such anthologies as "Past the Patch," edited by horror maestro **Brian Fatah Steele**, and "Twice Upon a Time" from Bearded Scribe Press. He is currently working on a science fiction novel, "Zero Level."

IABC local update: **Jennifer Cortez**, marketing communications director for Transplace, will make the business case for marketing communications at the IABC Dallas luncheon Tuesday, Jan. 10, at The Clubs of Prestonwood ([map](#)). [Info](#).

PRSA local update: Greater Fort Worth PRSA meets the second Wednesday of the month, networking 11:30 a.m., luncheon/presentation at noon, at City Club of Fort Worth, 301 Commerce St. Type the 2017 schedule into your iPhone so Siri can tell you where to be: Jan. 11, Feb. 8, March 22 (half-day professional development program and luncheon), April 12, May 10, June 14, Aug. 9, Sept. 13, Oct. 11, Nov. 8, Dec. 13. There's no luncheon in July.

PRSA local update II: PRSA Dallas is launching the new year with a luncheon topic as *right now* as the sunrise — "The Changing Face of Media Relations in 2017: A Conversation with Bloomberg News Bureau Chief and Editor **Susan Warren**" — Thursday, Jan. 12, at Seasons 52 at NorthPark Center ([map](#)). [Info](#).

PRSA local update III: 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.

Freedom of Information Foundation of Texas update: [Texas has a transparency problem](#). ... Former East Texas county judge **Joel Baker** entered a no contest plea deal Dec. 12 on one of three charges brought against him. The other counts were dismissed per the deal. Baker must pay a \$200 fine as a part of the agreement. The trial for the former Smith County judge ended before it even began in a Smith County courtroom. The three charges stem from a now-suspended contract with American Traffic Solutions to deploy speed monitoring cameras in county school zones. According to the indictment, the grand jury found that Baker "did knowingly close or aid in closing a regular meeting of the Smith County Commissioners Court to the public." [Details](#).

[more eChaser on p. 2](#)

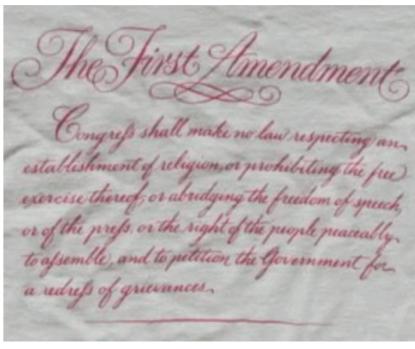
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The Gallery

SPJFW
SCHOLARSHIPS
 DEADLINE:
FEBRUARY 3, 2017
 #SPJFWScholarships

First Amendment Awards
 entry deadline March 3, 2017



PRSA makes the FW scene

PRSA members **Brenna Jefferies, Ali Baer, Victor Henderson, Morgan Godby and Jordan Goss, above from left, and Brian Murnahan, Greg Heitzman and John Velleux, left,** gathered for a holiday happy hour Dec. 1 at Wild Salsa in downtown Fort Worth.



Awards and accomplishment were on the menu at the December meeting. The chapter named **Brenna Jefferies, far left,** with the Pavlov Agency its "Rising Star" and Balcom's **Lesley Dupre** its "Unsung Hero." Public relations students **Desiré Nesmith** (UT Arlington) and **Erin Arnim** (TCU), *above from left,* each received a \$500 scholarship, as did **Hillary Green** from UTA.

Deck the halls with books, by golly!



More than 80 journalists and PR types — party hounds, all — enjoyed each other, the barbecue and the gift-drawing bounty in December at the JPS book benefit / communicators Christmas party at the UNT Health Science Center.



More photos!
 (thanks, Mary Dulle)



all from left, top: Tim Evans, Joe Dulle; Carolyn Poirot; Linda Swift
 second row: Steve Kaskovich; Janet Neff, John Dycus, Carmen Goldthwaite
 third row: Verlie Eward, Donna Darovich, Ann Gilliland; Dave Lieber, Louis Begin
 below: Tasha Tsiaperas; Chris Whitley, Melissa Dease; Britney Tabor



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.]

Was It Something I Said?
 How the Right Word Caused the Wrong PR Problem

It's not just what our clients say that can cause controversy. It's also what others hear.

Such was the case Jan. 15, 1999, when **David Howard**, a top aide to the mayor of Washington, D.C., inadvertently ignited a firestorm during a budget discussion. Howard told two of his colleagues that money was tight, concluding, "I will have to be niggardly with this fund." Oh, dear.

First, Howard is white. Second, one of the colleagues is black. And third, "niggardly" surely is one of the most misunderstood words in the language. It's a sad common tarry on the pore quality of our educational cistern.

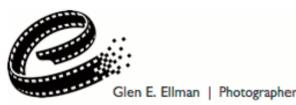
In the days that followed, rumors circulated that Howard had used a racial slur, resulting in high tension. On Jan. 25, concerned that he had become a distraction, Howard resigned. "I would never think of making a racist remark," he said. "I regret that the word I did use offended anyone."

Now there were three more complicating factors: First, Howard's boss, D.C. Mayor **Anthony Williams**, is black. Second, Williams was new to the office and eager to establish his credibility. And third, he had been accused of not being "black enough," whatever that means. He accepted the resignation, likening Howard to someone "caught smoking in a refinery that resulted in an explosion."

But Howard's departure left the mayor holding the cigarette.

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PR/MARKETING HISTORY continued from p. 2

"You have to see [the controversy] as a subtext in the saga of racial tension in this city," The New York Times wrote. The paper also quoted a professor who said Williams "is not a fellow who looks like he's spent a lot of time hanging out with a bunch of black guys."

The Los Angeles Times, meanwhile, quoted a black college student who said niggardly was "the wrong term to use with black listeners," explaining, "If I were talking to a homosexual and intended to say that he is a happy person, I wouldn't say, 'Oh, you're so gay.'" (Williams also riled the gay community, because Howard is, in fact, gay.)

Admirably, the sides were not divided strictly by race. Jesse Jackson was sympathetic to Howard, and Julian Bond, chairman of the NAACP, was blunt. "Mayor Williams should bring him back," he said, "and order dictionaries issued to all staff who need them."

And Feb. 4 the mayor did bring back Howard, conceding that he had "acted too hastily."

Despite the stumble, Williams went on to serve two terms, and his administration is generally viewed positively. However, resolving the Howard incident hardly marked a conclusion of the word wars.

That same year, a black student at the University of Wisconsin-Madison complained that a professor had repeatedly used niggardly, and The Dallas Morning News banned its use after a restaurant review drew complaints. And in 2002, a white fourth-grade teacher who had used the word was reprimanded, assigned to sensitivity training and, presumably, told to skip recess for the rest of the week.

On the other hand, in 2010 a billboard went up in California calling President Obama "niggardly," a gesture that likely was not so innocent.

So ultimately who was at fault — Howard or Williams? People may still disagree. But here's what we know: For PR pros, the words we use can make all the difference.

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GET A JOB

Brynn Bagot Public Relations in Dallas has an opening for an account executive. Send résumés, writing samples and clips to brynn@brynnbagot.com. ... Ronald McDonald House of Fort Worth seeks a communications coordinator. Send résumé, cover letter with salary expectations and three references to resumes@rmhfw.org. Info. ... SPM Communications in downtown Dallas seeks a senior account executive. SPM serves major food, restaurant and retail brands. Send résumé and two writing samples to Mary Kate Jeffries at marykate@spmcommunications.com. Info.

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NEW AND REINSTATED MEMBERS

PRSA ... Mia Edwards, North Texas Community Foundation ... Tracy Gilmour, Sundance Square ... Lekun Oguntoyinbo, UT Arlington ... Christy Cain Nielson, Christy Nielson Communications

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PRESIDENT'S COLUMN |

Claire Bloxom Armstrong, Greater Fort Worth PRSA

2017 is here, and it's already shaping up to be a fabulous year for GFW PRSA. But before looking ahead, let's reflect on several key items from late last year.

- Congrats to our "Unsung Hero" and our "Rising Star," Lesley Dupre and Brenna Jefferies. Lesley stepped up in a variety of roles, including organizing a nearly sold-out professional development program, serving as a Worthy Awards co-chair, and taking the lead on our annual scholarship selection process. Brenna utilized her exceptional planning skills on four PR After Dark activities and the Masters SIG event, and she regularly updated our Facebook and Twitter pages.
• Hooray for past president Liz Confiliano on the arrival of her beautiful boy, J.J., born Nov. 23. Liz, I'm sure you are a terrific mother already.
• Shout-out to chapter member Sarah Schimpff for being named one of the Fort Worth Business Press' "20 in their 20s."
• A huge thank you to Jeff Rodriguez and Skyla Claxton for organizing our end-of-the-year community service project, where chapter members volunteered on the Salvation Army's Angel Tree distribution efforts.
• Join me in applauding our 2016 scholarship recipients, Erin Arnim (TCU), Desiré Nesmith (UTA) and Hillary Green (UTA).

I'm proud to say that we enter 2017 with a record number of chapter members — 209 — and strong programming already planned. On Jan. 11, our own Bob Hastings, APR, Fellow PRSA, who serves as EVP of strategic communications at Bell Helicopter, will present a lunch session on how to be effective in a changing information environment. See p. 1 for details and to register.

Then save March 22 for a half-day professional development workshop (replacing our second-Wednesday luncheon in March). Crisis mastermind Dr. Joe Trahan, APR, Fellow PRSA, and his son, (also) Joe Trahan, the Dallas Cowboys' media relations manager, will ask, "Are You Ready for a Crisis?" If you're not when the program starts, you will be when it's over!

I'd love to hear your suggestions and requests, so please keep my e-mail handy — cba@pavlovagency.com. Thank you for entrusting me with the responsibility and privilege of serving as your 2017 president. I'm beyond ecstatic and have no doubt this will be a monumental year for Greater Fort Worth PRSA. ©

OVER & OUT | John Dycus, Fort Worth SPJ

It's scholarships and awards time, per the colorful graphics atop p. 2. Click and apply and make yourself proud. ...

I mourn the passing of IABC Fort Worth, a partner in this newsletter since the first issue (as an e-mail!) and a personal source of much enjoyment. A few years back, I loved to catch the TRE to downtown Cowtown for a meeting. For anyone else it might have been just a train ride from a suburb (Hurst) to the city. For me it was empowering. Met some stylin' folks at those meetings, too — the late Claude Crowley, a dear man; Cecilia Jacobs, Tim Tune, Lori De La Cruz, Betsy Deck, Susie Sweeton. Friendships were forged, and remain. ...

SPJ has initiated a legal brief joined by 20 other media groups in support of Gawker journalists. The proposed Chapter 11 Liquidation Plan for Gawker would remove a protective clause for former employees, no longer requiring the company to provide legal defense should they be sued for actions taken during the course of their work. This leaves those journalists at risk of having to pay their own legal bills without assistance from the company or its insurers. A "third-party release" provision proposed in the plan is a viable safeguard option, SPJ argues in the amicus brief. Details.

Caught my eye. 9 reasons 2016 wasn't as bad as you think. ... Students can't tell fake news from real. ... 20-mile crack shows West Antarctic ice sheet breaking up from within. ... Heat stress from climate change may cost global economies \$2 trillion by 2030. ... Dallas is building America's biggest urban nature park. ... Flexible solar tiles to make move inside and recycle artificial light. ... Diamonds turn nuclear waste into nuclear batteries.

Closing words: "Those who can make you believe absurdities can make you commit atrocities." — Voltaire ... "Life is for each man a solitary cell whose walls are mirrors." — playwright Eugene O'Neill ... "Nothing takes the taste out of peanut butter quite like unrequited love." — "Peanuts" creator Charles Schulz

Closing words II, hate has a cost division: "There will be a significant economic impact in Texas if we continue down this path of legislation that is very much discriminatory. Why go there when we're one of the top states in which to do business?" — Texas Association of Business president Chris Wallace on an analysis that found Texas could lose \$8.5 billion and 185,000 jobs if the Legislature enacts anti-LGBT laws

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Get the 2016 Media Directory



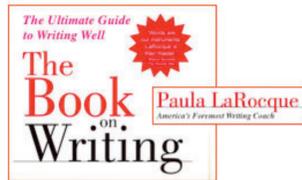
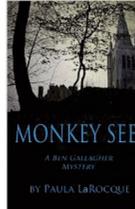
All about the community of model railroading and rail enthusiasts in the Midwest and Southwest



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

UNSUNG: REMEMBERING JEWELL HOUSE

the LaRocque Family catalog ...



Insight into How Our Words Work — and Don't Paula LaRocque



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
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Computer-Assisted Reporting
Reporters Committee for Freedom of the Press
Poynter Online Pew Research Center
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