MEETINGS

Next at Greater Fort Worth PRSA

Transplace, will make the business case for marketing communications at the Freedom of Information Foundation of Texas update: Texas has a transparency problem. And job seekers can push alerts for specific keywords to their job listing can be created, edited and removed directly on the DFW site, and new and revised chapters can be added. 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 networking. More from job bank chair Susan Warren, tvaxter@warepr.com.

IABC Fort Worth to deactivate the Ted Scripps Leadership Institute further chapter operations. Efforts to build support have been inadequate for sustainability. Additional information will be shared with members as the deactivation process moves forward.

Please check the website for details.

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 public relations professionals can communicate effectively with the global targets 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.

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. Info. C.L. Stegall.

How to Be Effective in an Ever-Changing Information Environment

Luncheon speaker Robert Hastings, APR, Fellow PRSA, will explore how public relations professionals can communicate effectively with the global targets 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.

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. Info. C.L. Stegall.

SPJ created the Ted Scripps Leadership Institute to develop the next generation of leadership in journalism. Members can post new and revised chapters can be added. 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 networking. More from job bank chair Susan Warren, tvaxter@warepr.com.

SPJ created the Ted Scripps Leadership Institute to develop the next generation of leadership in journalism. Members can post new and revised chapters can be added. 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 networking. More from job bank chair Susan Warren, tvaxter@warepr.com.

SPJ created the Ted Scripps Leadership Institute to develop the next generation of leadership in journalism. Members can post new and revised chapters can be added. 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 networking. More from job bank chair Susan Warren, tvaxter@warepr.com.
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 poor 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.”

continued on p. 3
"You have seen (the controversy) as a subtext in the saga of racial tension continued from p. 2 in this city," The New York Times wrote. The paper also quoted a professor at Howard University who said that the incident hardly marked a conclusion of the word wars. Gilmour "disagrees. But here's what we know: For PR pros, the words we use can have a significant influence on how we are perceived." "The Los Angeles Times, meanwhile, quoted a black college student who said that race should not be the focus of the controversy. "It's a time to be jubilant and have no doubt this will be a monumental year for Greater Fort Worth," he said.

"I'm beyond ecstatic and have no doubt this will be a monumental year for Greater Fort Worth," said Lesley. "We're seeing a growth in our community, because Howard is, in fact, gay.)"

"For me it was empowering. Met some stylin' folks at those meetings," a member of the chapter said. "(Hurst) to the city."

"I'd love to hear your suggestions and requests, so please keep my e-mail handy — cba@pavlovagency.com"

"You have to see [the controversy] as a subtext in the saga of racial tension continued from p. 2 in this city," The New York Times wrote. The paper also quoted a professor at Howard University who said that the incident hardly marked a conclusion of the word wars. Gilmour "disagrees. But here's what we know: For PR pros, the words we use can have a significant influence on how we are perceived." "The Los Angeles Times, meanwhile, quoted a black college student who said that race should not be the focus of the controversy. "It's a time to be jubilant and have no doubt this will be a monumental year for Greater Fort Worth," he said.

"I'm beyond ecstatic and have no doubt this will be a monumental year for Greater Fort Worth," said Lesley. "We're seeing a growth in our community, because Howard is, in fact, gay.)"

"For me it was empowering. Met some stylin' folks at those meetings," a member of the chapter said. "(Hurst) to the city."

"I'd love to hear your suggestions and requests, so please keep my e-mail handy — cba@pavlovagency.com"

"You have to see [the controversy] as a subtext in the saga of racial tension continued from p. 2 in this city," The New York Times wrote. The paper also quoted a professor at Howard University who said that the incident hardly marked a conclusion of the word wars. Gilmour "disagrees. But here's what we know: For PR pros, the words we use can have a significant influence on how we are perceived." "The Los Angeles Times, meanwhile, quoted a black college student who said that race should not be the focus of the controversy. "It's a time to be jubilant and have no doubt this will be a monumental year for Greater Fort Worth," he said.

"I'm beyond ecstatic and have no doubt this will be a monumental year for Greater Fort Worth," said Lesley. "We're seeing a growth in our community, because Howard is, in fact, gay.)"

"For me it was empowering. Met some stylin' folks at those meetings," a member of the chapter said. "(Hurst) to the city."

"I'd love to hear your suggestions and requests, so please keep my e-mail handy — cba@pavlovagency.com"

"You have to see [the controversy] as a subtext in the saga of racial tension continued from p. 2 in this city," The New York Times wrote. The paper also quoted a professor at Howard University who said that the incident hardly marked a conclusion of the word wars. Gilmour "disagrees. But here's what we know: For PR pros, the words we use can have a significant influence on how we are perceived." "The Los Angeles Times, meanwhile, quoted a black college student who said that race should not be the focus of the controversy. "It's a time to be jubilant and have no doubt this will be a monumental year for Greater Fort Worth," he said.

"I'm beyond ecstatic and have no doubt this will be a monumental year for Greater Fort Worth," said Lesley. "We're seeing a growth in our community, because Howard is, in fact, gay.)"

"For me it was empowering. Met some stylin' folks at those meetings," a member of the chapter said. "(Hurst) to the city."

"I'd love to hear your suggestions and requests, so please keep my e-mail handy — cba@pavlovagency.com"