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**WHEN:** 9:30 a.m. to 2 p.m. • Saturday, Feb. 25  
**WHERE:** Tarrant County College Trinity River Campus, Downtown Fort Worth  
**COST:** Free (low-cost lunch available)  
**BRING:** Your résumé and work samples for 1:1 sessions with the pros  
**DRESS:** Professional (You are meeting with professionals!)  
**FOR:** Advertising, journalism, marketing, public relations, visual art and communications majors  
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SOCIETY OF PROFESSIONAL JOURNALISTS

MEETINGS

Next at [Greater Fort Worth PRSA](#) ...  
 Media SMARTS From the Field: 2016 Democratic National Convention

In today's eight-second news cycle, PR pros need to know how to best approach media relations to ensure that their organizational message is the message. Learn practical tips and tactics from **Linda Jacobson**, APR, who will share her experiences at the 2016 Democratic National Convention.

She will give insight into the many moving parts of a national media event and explore how to navigate unforeseeable complexities. Follow tweets during the luncheon using the hashtag #FWPRSA.

The luncheon is sponsored by Ensemble Coworking.

**Time & date:** 11:30 a.m.-1 p.m. Wednesday, Feb. 8  
**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 Feb. 3](#)

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

The chapter's world-class student careers conference rolls out Saturday, Feb. 25, at the TCC Trinity River Campus. Details in the big splashy graphic (above).

STRAIGHT STUFF

What makes for good romance fiction, and what exactly is romance fiction anyway? **Virginia Boylan** has the answers and will give writing tips for why it all matters at the Writers' Guild of Texas meeting at 7 p.m. Monday, Feb. 20, Richardson Public Library. Boylan (pen name Virginia E. Lee) writes the Valor futuristic romance series. Before it was published by Soul Mate Publishing, "Untamed Valor" was a 2012 finalist in the prestigious Sheila writing contest. Its cover won the 2015 Ultimate Fantasy Books cover contest. Boylan is president-elect of Dallas Areas Romance Authors, past president of the Writers' Guild of Texas and a member of Romance Writers of America and Lesser North Texas Writers. More on the Writers' Guild of Texas at [wgtonline.org](http://wgtonline.org).

**IABC local update:** **Rich Oppel** spent 45 years as a newspaperman, including hitches as Knight Ridder Washington bureau chief and editor of the Austin American-Statesman, Tallahassee Democrat and The Charlotte Observer, which should give him all the cover he needs to discuss "Trump's Wall and Other Lessons About Concrete Messaging from Today's Political World" at the IABC Dallas luncheon Tuesday, Feb. 14, at The Clubs of Prestonwood ([map](#)). [Info](#).

**PRSA local update:** Save the date — Wednesday, March 22 — for a half-day workshop on crisis communications with the in-demand father-son Trahan team. A New Orleans native, **Dr. Joseph V. Trahan III**, APR, Fellow PRSA, has more than 35 years of public relations/public affairs experience. Since 1998 he has trained more than 3,500 people each year in media relations throughout the U.S. and abroad. His son, **Joseph Van Trahan IV**, has spent more than a decade working for professional and collegiate sports organizations, including the National Football League, National Basketball Association and the NCAA. Currently, he is a media relations and corporate relations coordinator with the Dallas Cowboys. Workshop registration will open in mid-February. The morning session is scheduled for 8-11:30, followed by the regular monthly luncheon.

**PRSA local update II:** Volunteers needed. In March, Greater Fort Worth PRSA will judge contest entries of the PRSA Colorado Chapter. To be a judge, e-mail 2017 Worthy judging co-chair **William Moore** at [william@grapevinechamber.org](mailto:william@grapevinechamber.org).

GET A JOB

EFE News Services seeks a junior journalist to fill a full-time position for its operations based in New York. Qualifications: Spanish language skills, high level of English and specialization in parliamentary and international organizations, economics/finance and culture, plus on-camera narration experience and ability to edit news videos in Premiere. Send letter of motivation and curriculum vita by Feb. 15 to **Hernan Martin** at [hmartin@efe.com](mailto:hmartin@efe.com). Start date: March 1. ... **Active**, a lifestyle/events/activities outfit that likes to say things in all caps, seeks a social media coordinator to join its consumer content team. [Info](#). ... UTA Shorthorn ex **Anthony Williams'** friend **Jeremy Perkins** writes, "my company **Let's Build** is seeking freelance graphic designers for some kickass projects coming up. we're looking for someone with a strong portfolio and the flexibility to work remotely with our LA office. aside from projects for top entertainment clients, we'll be rebuilding our own website and looking for someone who's up for wearing a creative director's hat too. shoot me ([jeremy@letsbuild.la](mailto:jeremy@letsbuild.la)) your portfolios, looking to interview soon!" [Info](#). ... The Society for News Design has an opening for a part-time or full-time correspondent to aggressively cover issues at the intersection of design, journalism and technology. This is a new position, supported by a recent grant from the Knight Foundation, to amplify the role of visual design and design thinking in news media. [Info](#). ... Another Shorthorn connection. Graduate **Joan Khalaf**: "I am hiring an SEO coordinator at [Dealeron](#). We are located in Addison and I LOVE working here. Great atmosphere. Really chill. Lots of opportunity." [Info](#).

NEW AND REINSTATED MEMBERS

SPJ ... **Eilene Wollslager**, Our Lady of the Lake University, San Antonio

[more eChaser on p. 2](#)

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## The Gallery



Balcom Agency has promoted **Lesley Dupre** from account manager to account director and PR specialist; she will continue to work with clients such as the Neeley Executive MBA Program at TCU, Mrs Baird's Bread and Ball Park Buns. A member of the Balcom team since 2010, Dupre also will continue to own her secondary moniker at the agency, "Les Is More," a play on her talent for developing marketing strategies that go above and beyond for clients. She is a director on the Greater Fort Worth PRSA board.



Dr. **Doug Newsom**, APR, Fellow PRSA, has received the Public Relations Society of America's highest individual honor, the Gold Anvil. The award was presented in October at the PRSA 2016 International Conference in Indianapolis. A PR professional for more than 40 years, Dr. Newsom got her own news release to announce the achievement. It noted that she was the first woman to win PRSA's Educator of the Year Award, the first public relations educator to lead the Association for Education in Journalism and Mass Communication, and the first Educator of the Year as named by the Public Relations Foundation of Texas. "Public relations has been my career path as long as I can remember. Many colleagues guided that path, offered advice and wise counsel," she told PRSA. "Doing the same for others is what I try to do through LinkedIn, articles, textbooks and during conferences. My mantra at TCU was 'the most important part of your education was learning how to learn.'"



**Robert Hastings, Jr.**, APR, Fellow PRSA, spoke at the January PRSA luncheon on how to plan and implement strategic communications in a corporate world. He is Bell Helicopter executive vice president, strategic communications, and chief of staff.



## Trump, journalism, ethics

SPJ panel probes a topic for our times



all from left, top: **Kim Pewitt-Jones, Max Baker**  
 above: panelists **Beth Francesco, Samuel Belyly, Mike Wilson** (not pictured, **Neil Foote**)  
 below: **Victoria Shirley, Madison Brady and Nick Lawton** from KSLA-TV Channel 12 in Shreveport; **Brandon Limone, Meredith Velazquez**



### 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.]

Acting Rashly  
 A Look Back at an Impulsive Woman — and, Maybe, an Equally Impulsive Press

PR pros always ask themselves, "How will this play out in the media?" But sometimes we don't have to ask. We just know.

Take the events of Feb. 5, 2007, when **Lisa Nowak** confronted **Colleen Shipman** in the parking lot of Orlando International Airport. Nowak, who worked for NASA, considered Shipman a romantic rival for fellow astronaut **William Oefelein**. Nowak had set out to solve the matter by scaring, kidnapping or perhaps killing Shipman.

A NASA love triangle would be news in itself, but what elevated the story was Nowak's unorthodox approach. In two days she drove 950 miles from Houston to Orlando, carrying with her a steel mallet, pepper spray, a BB gun, a folding knife, garbage bags, a trench coat and a wig. And she reportedly made the trip with minimal stops by wearing highly absorbent space diapers.

Such a story is a headline writer's dream, and the media did not disappoint. Time magazine: "Houston, She's Got Some Problems." The Atlantic: "Space Oddity." Newsweek published an article about "Lisa Nowak's Strange Spacewalk," and the Los Angeles Times wrote about the sudden interest in diapers.

"It's the diaper that boldly goes where no incontinence product has gone before," began the story, which featured an interview with the makers of Depends. "In space," the Times concluded, "no one can hear you pee."

Pop culture embraced the story. It garnered a reference on "30 Rock," and the rapper Common sang about a woman who was "drivin' / herself crazy / like the astronaut lady." Other artists, even a Spanish punk band, also recorded songs about Nowak.

Nowak originally faced charges including attempted kidnapping and battery. In November 2009 she pleaded guilty to lesser charges, and in court she apologized to Shipman. The next year, the Navy discharged her under other than honorable conditions. (NASA had booted Oefelein in 2007.)

As for the space diapers, that information came from the police report. "I then asked Mrs. Nowak why she had the baby diapers," the detective wrote. "Mrs. Nowak said that she did not want to stop and use the restroom, so she used the diapers to collect her urine."

Later, both Nowak and her attorney would deny that she had suited up. "The biggest lie in this preposterous tale that has been told," her attorney said, "is that my client drove from Houston, Texas, to Orlando, Florida, nonstop, wearing a diaper. That is an absolute fabrication." When Nowak faced a naval review board in 2010, she also denied having worn diapers.

And that about wraps up the story. In 2011 the court granted Nowak's petition to have the record of her criminal proceedings sealed, meaning we likely will never know the truth about the diapers.

Perhaps that's just as well. From a PR perspective, this is a good example of how salacious details, true or not, can easily take over a story — and how hard we sometimes have to work to prevent that from happening. Colleen Shipman may have said it best in an interview a few years later.

"I don't mean to be offensive or anything, but that's pretty superficial. I mean, don't you think?" she said. "The woman committed a crime, and the headlines are saying that she wore a diaper."

[more eChaser on p. 3](#)

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Freedom of Information Foundation of Texas update: University of Texas System regent Wallace Hall Jr. is not entitled to confidential records of an investigation into UT admissions, the Texas Supreme Court ruled Jan. 27. The unanimous court ruled that Chancellor Bill McRaven did not exceed his authority in denying the records to Hall over concerns that access to private student information would violate the federal Family Educational Rights and Privacy Act. Details here and here. ... Republican Rep. Giovanni Capriglione and Democratic Sen. Kirk Watson filed two pieces of identical legislation in January to close loopholes in the Public Information Act created by recent Texas Supreme Court rulings. "Taxpayers have a right to know how their money is being spent," Capriglione said. "The original intent of the Public Information Act was to be as permissive as possible in favor of the citizens of Texas." Watson added that the Texas Public Information Act exists to enable the people to remain informed so they can retain control over their government, but, he said, that purpose has been undermined by court rulings that have closed access to information once clearly deemed public. Watson and Capriglione worked with a broad coalition to craft their bills, including the Attorney General's Office, Freedom of Information Foundation of Texas, Texas Press Association, Texas Association of Broadcasters, Texas Municipal League, the Texas Association of Counties and the Texas Conference of Urban Counties. Details. ... Text messages between El Paso Mayor Oscar Leeser and city Rep. Jim Tolbert may show that City Council members violated state law when they cycled in and out of a closed-door meeting to discuss alternative sites for a planned \$180 million downtown arena. Tolbert texted Leeser on the same day that the mayor and several City Council representatives met behind closed doors with opponents of a plan to place the voter-approved arena in Union Plaza's Duranguito neighborhood. In his text, Tolbert expressed his frustration at not being invited because of concerns that too many elected officials would constitute a quorum, which would trigger a requirement that the meeting be posted and open to the public. Details.

PRESIDENT'S COLUMN | Claire Bloxom Armstrong, Greater Fort Worth PRSA

Many of our chapter members' professional accomplishments were brought up at the January board meeting, and I wanted to share this information with you. All of us who practice PR in Fort Worth should be excited to work among such influential industry leaders who not only make an impact on our profession but who represent our chapter with such high esteem.

At the PRSA 2016 International Conference, Dr. Douglas Ann Newsom, APR, Fellow PRSA, was honored with the society's highest individual award, the Gold Anvil. Considered PRSA's lifetime achievement award, the Gold Anvil goes to a PR practitioner who has made a major contribution to the profession. With more than 40 years experience in public relations and education, Dr. Newsom is a trailblazer — the first woman to be named PRSA's Educator of the Year (1982), the first public relations educator to be president of the Association for Education in Journalism and Mass Communication (1985), and first recipient of the Educator of the Year award from the Public Relations Foundation of Texas (2008).

Did you know that GFW PRSA has nine PRSA fellows? PRSA's College of Fellows is an honorary organization composed of more than 350 senior practitioners and educators, each of whom has left a significant footprint on the profession. Our fellows are Dr. Doug Newsom, Kay Barkin, Carolyn Bobo, Mary Dulle, Amiso George, Robert Hastings, Jr., Bill Lawrence, Margaret Ritsch and Gigi Westerman.

And another thing: 31 chapter members — Jill Anderson, Cheryl Bacon, Kay Barkin, Andra Bennett, Carolyn Bobo, Sandra Brodnicki, Samra Jones Bufkins, Tom Burke, Michelle Clark, Mary Dulle, Richie Escovedo, Amiso George, Rod Gibbons, Robert Hastings, Jr., Linda Ld Jacobson, Bill Lawrence, Cathy Mueller, Carol Murray, Doug Newsom, Suzanne Lee Ogle, Lisa Orr, Margaret Ritsch, Kenneth Ross, Susan Schoolfield, Anthony Spangler, Kim Spears, Paul Sturiale, Laura Van Hoosier, Gigi Westerman, Andrew Wilson and Julie Wilson — have attained their Accreditation in Public Relations credential, thus demonstrating their mastery of strategic communications and commitment to lifelong learning and ethical standards.

Add it up: 5 percent of our members are PRSA fellows, and 15 percent are APRs. Both percentages are among the highest of all local PRSA chapters. Be proud to count yourself in this illustrious group of skilled practitioners. As your president, I encourage you to take advantage of this network of mentors, who can provide unparalleled guidance and expertise.

OVER & OUT | John Dycus, Fort Worth SPJ

Laser-sharp East Texan P.A. Geddie, the journalistic pride of Ben Wheeler, has this to say about that.

Two thoughts scream at me these days about journalism. These are pre-Trump issues but likely to get worse if we don't get a handle on it.

1. UNBELIEVABLE MEDIA. What happened to our code of ethics? Seems like the internet knocked us off our foundation. In an effort to stay afloat, media outlets sacrificed their integrity and credibility. TV news reporters started becoming entertainers instead of respected reporters. Journalists who never would have placed political signs in their yard or bumper stickers on their car now carelessly splash their opinions on the internet. College-graduating journalism students don't understand that they can't have their opinions all over social media.

Just the other day CNN put out an article with unsubstantiated content. It will be hard for me to trust what CNN says again. Locally, a former employee of a major attraction issued a press release that the company had let all employees go and shut down for good. Two major TV stations and the daily newspaper ran her statements as an article although they left out the part where she said she was looking for a job. None of them waited or sought confirmation from the corporate office until those of us who did confirm put out the truth (the enterprise did not close).

Most internet news stories I read are full of errors in facts and style and are unacceptable for professional journalists. Although fake news is the new dragon we have to slay, erroneous news is a different monster that seems to keep growing.

2. MISSED OPPORTUNITIES. Journalism has a responsibility to return to credibility, but it also has an opportunity that has been here all along. The public has a great need for reliable media. Newspapers forgot this as they tried to keep up with the internet and redefine themselves into what they thought the public wanted. They had the opportunity to dig deeper, to give us something we couldn't find on the internet — trust! — but they failed.

People need reliable media sources now more than ever and don't know where to turn. The opportunity for newspapers to rise and succeed is stronger than ever. They need to be the watchdogs they were trained to be.

We need them to take on our politicians when they clearly act against our Constitution, to go deeper for a story, to simplify complicated issues so the public understands. Yes, they need to have a presence on the internet, but reputation as a reliable source is key, and print helps preserve that.

Newspapers need to be warriors for the people. It would be so great to know of reliable news sources to refer people to when the rumors start flying, and to read articles that make our lives better. ...

A viewpoint seldom heard, from veteran journalist David House: "How will Trump change journalism? Only for the better, I hope, but it's an adversarial relationship as always. Which president has ever 'changed' us? Clinton didn't, Bush didn't, Obama damn sure didn't. Hillary has hated us for a long time. They all hated us. Trump? What's different? Name me one president who appreciated the First Amendment and the free press aside from FDR or maybe Lincoln, and they were master manipulators. I'd ask: How will the Trump presidency challenge journalism (and democracy)? He'll bring his style just as the others did." ...

An open letter to Donald Trump from the U.S. press corps. ...

Deadlines approach — Feb. 13 for the Sigma Delta Chi Awards and Feb. 20 for the New America Award. Sigma Delta Chi Awards are open to work published or broadcast in 2016 by a U.S. or international outlet. They recognize the best in professional journalism in print, radio, television, newsletters, art/graphics, online and research. The New America Award is open to media outlets, journalists, community and issue advocacy groups, individuals and others concerned with ethnic issues. More here and here or from the awards coordinator.

Caught my eye. White House website immediately scrubbed of climate change. ... Wyoming lawmakers launch bill that would ban selling renewable energy. ... More rogue national park Twitter accounts are popping up. ... Trump inspires 400 scientists to build for office. ... Google Timeline traces 32 years of construction and destruction. ... Australian seaweed found to eliminate more than 99% of cow burp methane.

Closing words: "America did not invent human rights. In a very real way, human rights invented America." — Jimmy Carter ... "The American male doesn't mature until he has exhausted all other possibilities." — novelist Wilfrid Sheed ... "Much of writing might be described as playful pregnancy with successive difficult deliveries." — British playwright J.B. Priestley

back to p. 1  
back to p. 2

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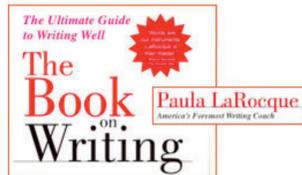
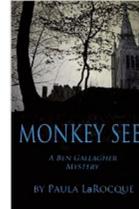


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