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 one that gets shared. Learn practical tips and tactics from convicted PR fraud and Other Lessons About Carousel Messaging. Photo: Facebook

The luncheon is sponsored by Ensemble Coworking.

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河北人 has the answers and will give writing tips for why anyone should be interested in it. Info.

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.

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. Info.

Has spent more than a decade working for professional and collegiate basketball teams, the NBA Basketball Development Organization, the NBA 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 evening session is scheduled for Feb. 25, at the TCC Trinity River Campus. Details in the big splashy graphic.

Each logo in the ad rail links to the sponsor’s website!
By Robert Hastings, Jr.

Shreveport; Fort Worth PRSA.

This column reflects the author’s views and is not intended to represent Greater Fort Worth PRSA.

THIS MONTH IN PR/MARKETING\nBy Jeff Rodrigue

Acting Rashly

A Look Back at an Impulsive Woman — 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 the story of her life. On that day, the then-colonel of the Air Force was reported to have driven 950 miles from Houston to Orlando, considere

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 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.)

“Mean, don’t you think?” she said. “The woman committed a crime, and the mean, don’t you think?” she said. “The woman committed a crime, and the

Later, both Nowak and her attorney would deny that she had suited up.

“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.”

When Nowak confronted the story of her life, the idea was to prevent the gutter press from reporting a story that was too salacious. But that didn’t happen.

Trump, journalism, ethics

SPJ panel probes a topic for our times

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TOP 11 RULES OF WRITING, GRAMMAR AND PUNCTUATION

1. UNLESS THERE IS A DECLARATION OF WAR... What happened to our code of ethics? Seems unethical reporting has become more and more acceptable. How did we get to a point where we no longer require high moral standards from our journalists? The media has always played a key role in society, providing us with the information we need to stay informed and make decisions. But sometimes, the news we read or watch feels more like entertainment than a service to the public.

2. MEDIA HAS THE POWER TO... Journalists have the power to shape public opinion and influence the course of events. What we report can make a difference in people's lives. As有这样的一位记者曾经说过的：“We are the second draft of history.” 记者们必须忠实于事实，而不是被自己的个人偏见或利益所驱动。他们必须能够看清大局，而不被眼前的琐事所迷惑。他们必须有能力去讲故事，而不只是在报告。

3. WHAT DO YOU THINK OF... People need reliable media sources now more than ever and don't know what to turn to. Their reputation as a reliable source is key, and print helps preserve that. We need them to take on our politicians when they clearly act against our interests. They need to be the watchdogs they were trained to be.

4. TRUMP... Donald Trump was elected President of the United States in 2016, but his reputation as a reliable source is still questionable. His statements and actions have often been challenged by fact-checkers and other media outlets.

5. PAPER... An open letter to Donald Trump, Jr. from a journalist about the importance of the press and freedom of the press.

6. LIVES IN ARLINGTON, TEXAS... I was born and raised in Fort Worth, Texas, and have lived my entire life there. My career has been in nonprofit and government PR, and generally I have enjoyed it. As the director of marketing for ACH, I get to do what I wanted to do as a kid. I write stories, teach through speaking events and tours, and work with a team of talented professionals.

7. IT ISarrings the East Texas Digital... Lutheran school of public relations, and the first recipient of the Educator of the Year award from the Public Relations Association of Ohio in 1987. She was also a member of the PRSA's Educator of the Year (1982), the first public relations educator to be honored by the organization.

8. OVER & OUT... John Dycus

9. USEFUL MEDIA... UNBELIEVABLE MEDIA. What happened to our code of ethics? Seems unethical reporting has become more and more acceptable. How did we get to a point where we no longer require high moral standards from our journalists? The media has always played a key role in society, providing us with the information we need to stay informed and make decisions. But sometimes, the news we read or watch feels more like entertainment than a service to the public.

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