



# eChaser

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## 14th annual First Amendment Awards and Scholarship Banquet

Society of Professional Journalists,  
Fort Worth Professional Chapter

Keynote Speaker  
*Kelley Shannon*  
Executive Director  
Freedom of Information Foundation of Texas

Honoring  
*Bob Ray Sanders*  
with the chapter's  
Open Doors Award

Friday, April 28, 2017  
cash bar 6 p.m., dinner 6:30

Sheraton Arlington Hotel  
1500 Convention Center Drive  
Arlington, Texas 76011

\$50 per person | RSVP by April 26

click [here](#) to RSVP and pay by check at the door; click [here](#) to RSVP and pay online

### MEETINGS

Next at [Greater Fort Worth PRSA](#) ...  
"To Succeed in PR, It Takes A Pro"

Registration is open for the PRSA membership meeting and luncheon April 12 spotlighting the APR process.

The Accreditation in Public Relations demonstrates a PR professional's mastery of strategic communications and a commitment to lifelong learning and ethical standards. Some of the chapter's newest APRs will share their APR journey and receive a pin to recognize the accomplishment.

In addition, account executives from Roxo, TCU's student-run ad agency, will discuss some of the campaigns they have spearheaded over the past year.

Follow tweets during the luncheon using the hashtag #FWPRSA.

**Time & date:** 11:30 a.m.-1 p.m. Wednesday, April 12  
**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 April 7**

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

New location, same glitz and glitter — the 14th annual First Amendment Awards and Scholarship Banquet, April 28, Sheraton Arlington Hotel. Register using the links attached to the invitation above.

### STRAIGHT STUFF

Ever wondered if your novel has the potential for a sequel? Have you encountered setbacks while planning your novel? **Brian Smith** will provide guidance on how to structure a series of novels and then how to sell them at the Writers' Guild of Texas meeting at 7 p.m. Monday, April 17, Richardson Public Library. Smith is a best-selling author of 15 novels, including "Quagmire," "Deadbeat" and "If These Trees Could Talk." In 2004 he endured a personal trauma that inspired him to write his first book, "Mama's Lies – Daddy's Pain"; a year later, he formed his publishing company, Hollygrove Publishing, and in 2006 he self-published the semi-autobiographical novel. Smith's other novels have earned spots on the Dallas Morning News, Amazon and Black Expressions best-seller lists, and in 2011 he sold the rights of "Nina's Got a Secret" to Strebtor/Simon & Schuster. More on the Writers' Guild of Texas at [wgtonline.org](#).

**IABC local update:** In the marketing communicator's world, data is king. The communicator needs to convert everything she knows into marketing strategies that expand business. Ah, but how to leverage all of this data for stronger positioning, enhanced customer loyalty and a stronger bottom line? Join IABC Dallas on Tuesday, April 11, at The Clubs of Prestonwood ([map](#)) for the chapter's first "Marketing Analytics Speed Dating" session — one-on-ones with experienced marketing and communications measurement professionals. [Info](#).

**PRSA local update:** Roxo, TCU's student-run advertising agency, is helping Weatherford build a tourism program and promote economic development.

Students worked with city leaders and area businesses to create a social media campaign — #SomethingForEveryone — that highlights what the city has to offer. The campaign includes contests, photos and videos on the city's [Facebook page](#).

"We have branded this campaign [Experience Weatherford](#) and are putting a spotlight on all of the tourist attractions to get adventurous types from all over DFW to come visit," said Roxo account executive **Gunnar Wilbert**, a TCU senior majoring in strategic communications.

The students kept the text on the lighter side. They used puns such as "We ap-PEACH-iate you, Weatherford!" referring to the area's famous peach festival, and "Oh, Weatherford, you are never PASTURE prime," as a nod to the city's country-western reputation.

The social media campaign is an extension of a new website that highlights attractions and upcoming events with a comprehensive calendar, "book a room" tool, itinerary builder and local business directory.

"This campaign is designed to capture what it feels like to be in Weatherford and promote our authentic atmosphere," said **Blake Rexroat**, the city's director of communications and marketing.

**PRSA local update II:** PRSA Dallas' annual Pro-Am Day is right around the corner — Friday, April 21 — when students and professionals will be matched for a morning of shadowing and mentoring across the metroplex. Attendees will then gather for a luncheon at Brinker International and a program from consumer insights expert **L. Michelle Smith** on "How AT&T is Leveraging Cultural Diversity to Get Ahead." [Info](#).

[more eChaser on p. 2](#)

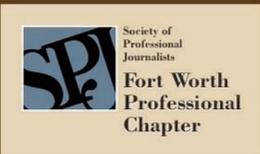
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The Gallery

Friday, April 28 | 6-9pm

FIRST AMENDMENT AWARDS & SCHOLARSHIP BANQUET



Sheraton Arlington Hotel  
1500 Convention Ctr. Drive,  
Arlington, TX 78001

FOR MORE INFORMATION, VISIT  
WWW.SPJFW.ORG



Ken Molestina, CBS11 Emcee

Kelley Shannon, Keynote Speaker  
FOI Foundation of Texas



**Sarah Schimpff**, left top, has joined J.O. as a public relations account executive. Previously, she spent 3 1/2 years at Apex Capital as a public relations coordinator managing media relations, social media strategy and content marketing. A member of Greater Fort Worth PRSA, she was voted to the Fort Worth Business Press' "20 in their 20s." Meanwhile, Goodwill Industries of Fort Worth has announced the hiring of **Liz Confiliano** as public relations director and the promotion of **Shay Dial Johnson** to vice president of community engagement. Confiliano, left center, most recently served as community outreach coordinator for the Moncrief Cancer Institute, following stints at various local PR and advertising agencies, including J.O., where she managed the Goodwill Fort Worth account. She is immediate past president of Greater Fort Worth PRSA. Johnson will lead marketing, public affairs, media and community engagement and special fundraising activities for the nonprofit. She has been a part of the Goodwill team since 2006, serving as director of marketing and administration and, prior to that, regional retail director.



Greater Fort Worth PRSA programs VP **Beth Lamb** welcomes Dr. **Joe Trahan III**, APR, Fellow PRSA, and **Joseph Trahan IV** to the March meeting. The father and son team of crisis management specialists shared war stories, insights and tactics at the chapter's half-day professional development workshop.

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.]

Dewey Decimated System  
Disastrous PR Ploy was Truly One for the Books

There are two ways to get a lot of free, fast publicity. Do something really great. Or do something really dumb.

Dallas radio station KYNG-FM chose the latter April 6, 1994, when it decided to host a little stunt. Around 5 p.m. a DJ announced that the station had hidden \$5 and \$10 bills in the fiction section of the Fort Worth Central Library.

Within minutes, newly minted bibliophiles hit the library and were literally tearing at the pages. "More than 500 people stampeded through the Fort Worth Central Library on Tuesday evening looking for the money," the New York Times News Service reported.

The library's PIO said the marauders ranged in age from the teens to the 60s, with the one common bond their crazed desire for, uh, knowledge. She described the scene:

"Books were sailing, and elbows were flying. ... People started climbing the bookshelves; they started climbing on each other, and books became airborne."

If only the station had said the money was in the classics section, then nobody would have known where to look.

Library staff tried contacting the radio station, but the phone lines were clogged, presumably with people calling to request Shenandoah's No. 1 hit, "If Bubba Can Dance (I Can Too)." It really was a hit song. Honest.

Ultimately the librarians got the situation under control with the shrewdest of tactics. They told everyone that the money had been found. Google can do many things that librarians used to do, but thinking on your feet is not one of them.

When the dust settled, some 3,500 books were on the floor, and at least 100 books were damaged beyond repair, none of them, regrettably, "The Bridges of Madison County."

The radio station maintained that only about \$100 had been hidden, but rumors jacked the amount to \$10,000. (And you thought "Telephone Line" was just an activity for schoolkids.) But the station also admitted that it had not anticipated the scale of response — or destruction. As a result, as the Times Service reported, "The station was re-examining its procedures for such impromptu promotions."

Re-examining, indeed. It's just further proof why every organization needs its PR people close at hand: Because if you don't have them write the rules, they may have to write the apology.

[more eChaser on p. 3](#)

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Freedom of Information Foundation of Texas update: Montgomery County case tests strength of open meetings law. ... Kelley Shannon, FOIFT executive director: "We Texans are fortunate when it comes to access to government information. Correction. We were fortunate. For more than 40 years, Texas' open records law was one of the nation's strongest. The Texas Public Information Act, originating during a time of scandal in the early 1970s, presumes all government records are available to citizens, unless there's a specific exception preventing release of the document. But our modern era of openness shifted dramatically with two state Supreme Court decisions in 2015 known as the Boeing ruling and the Greater Houston Partnership ruling. Both put many government financial records off limits to citizens. If the damage isn't repaired in this legislative session, Texas will be way back in the pack compared with other states' transparency laws. Details on the spending of many millions of dollars in taxpayer money will be secret." More.

GET A JOB

The city of Arlington seeks a broadcast specialist to join the Office of Communications. Should be able to produce, shoot, edit and report on camera for broadcast to be aired on the city's multiple media outlets, including cable channel, website, social media and YouTube. Successful candidates will have the ability to create motion graphics. This position also provides broadcast and audio-visual support for meetings and events. Info. Closes April 3. ... From the Victoria Advocate: "One of our reporters was named the Journalist of the Year by the Local Media Association. We want another like her. Nationally recognized for online convergence and First Amendment reporting, we're looking for a reporter skilled in both worlds. You're the right reporter if you want to join our quest to be one of the best community newspapers and digital delivery systems in the country. Must be comfortable telling and producing stories in multiple platforms. Ability to speak Spanish a plus. We are a progressive, family-owned company that sees the opportunities for growth. A 25,000-circulation daily in South Texas about 30 miles from the Gulf of Mexico, our newspaper is close to the beach and the big, fun cities of Austin, San Antonio, Corpus Christi and Houston." E- resumé, work samples and cover letter to editor Chris Cobler at ccobler@vicad.com. ... From UTA Shorthorn alumna Shelly Conlon: Waco NPR affiliate KWBU seeks a full-time producer. Info. Position closes March 31. ... How can a programmer help The New York Times report stories? ... From Shorhorn alumnus Anthony Williams: A friend says The Seattle Times is hiring an editor for its investigative team. "Does not need to look like Michael Keaton in 'Spotlight.' Does need to love visuals!" Info.

NEW AND REINSTATED MEMBERS

PRSA ... Amy Estrada, Merlin Entertainments ... Shannon Iwaniuk, Nestlé Skin Health ... Hannah LaCamp, Pavlov Agency ... Hannah Llach, Ronald McDonald House of Fort Worth ... Claire Lukeman, Kimbell Art Museum ... Casey Norton, DFW Airport ... Daniela Otero, OCG | PR ... Ken Roberts, Elbit Systems of America ... Nataaka Singleton, Blue Cross Blue Shield of Texas ... Daquirie Thanphirom, Freese and Nichols ... Rebecca Walden, Texas A&M University School of Law ... Sharon Clarkson, Elbit Systems of America

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

"Truth is the foundation of all effective communications." That's the opening sentence of PRSA's excellent rebuke of the term "alternative facts." As professional communicators, none of us should question that.

The practice of PR can present thought-provoking ethical issues, and protecting integrity and the public trust are fundamental. In challenging times, it helps to have resources like PRSA's Code of Ethics on hand when addressing ethical dilemmas. Check it out here: prsa.org/aboutprsa/ethics/.

I've always heard that "good ethics begin at home," and for me, this was the case. My mom and dad taught me right from wrong and the importance of honesty, and their teachings guide every decision I make both personally and as a PR professional. I try to help clients communicate ethically and with integrity to the audiences they depend on for success. With this approach, good things usually come.

September is PRSA Ethics Month, so more on this later.

On a separate note, April is PRSA's APR Month, and accreditation chair Laura Van Hoosier and programs VP Beth Lamb (two outstanding leaders!) have been hard at work on a great program to commemorate the occasion.

Mark your calendars for Wednesday, April 12, for a special luncheon featuring many of our chapter's APRs, both "recent grads" and seasoned pros, who will discuss how earning their Accreditation in Public Relations is one of the best career decisions they ever made and how it continues to pay dividends.

- Cheers to ...
A – A new month
P – Push yourself
R – Rejuvenate
I – Inspire others
L – Laugh a lot

OVER & OUT | John Dycus, Fort Worth SPJ

Like you need another reason to embrace FW SPJ's right to shine — the 14th annual First Amendment Awards and Scholarship Banquet (Friday, April 28) — I'll give you two. Bob Ray Sanders. Kelley Shannon. Bob Ray championed the little guy throughout his career at the Star-Telegram. Kelley champions the First Amendment as director of the Freedom of Information Foundation of Texas. Bob Ray wrote the stories that Kelley, among other things, tries to protect. I'm excited about seeing him again, excited about hearing her, excited about the banquet's new venue, the Sheraton Arlington Hotel. Go back to p. 1, pull that invitation into your day planner and click the appropriate RSVP link. Then let's all get excited together.

Caught my eye. EPA cutbacks threaten Great Lakes. ... Swedish wave energy buoy boasts 5x the output of existing technology. ... Large quantities of synthetic spider silk spun on demand. ... New technique stores summer heat until it's needed in winter. ... Let there be light: The inspiring story of solar power in Israel's Arava Desert. ... Methane impact on global climate change 25% greater than previously estimated. ... Why are Dutch kids the happiest in the world?

Closing words [with gratitude each month to Garrison Keillor and American Public Media, a source for many of these public domain pearls]: "My candle burns at both ends; / It will not last the night; / But ah, my foes, and oh, my friends – / It gives a lovely light!" — Edna St. Vincent Millay ... "I never knew what I wanted, except that it was something I hadn't seen before." — filmmaker Robert Altman ... "The writer must believe that what he is doing is the most important thing in the world. And he must hold to this illusion even when he knows it is not true." — author John Steinbeck

back to p. 1
back to p. 2

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