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? In addition, avoid even more waste from Roxo's TXU student-run agency and discuss some of the company's campaigns they have spearheaded over the past year.

Follow tweets during the luncheon using the hashtag #FWPRSA.

Next at Fort Worth SPJ

Register by April 7

Cost: members $30, nonmembers $35, students $20; walk-ups add $5; park in the garage $2.50.

Next at Greater Fort Worth PRSA

Register using the links attached to the invitation above.

This campaign is designed to capture what it feels like to be in Weatherford — 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, the city's director of communications and marketing.

**STRAIGHT STUFF**

Ever wondered if your novel has the potential for a sequel? Have you encountered setbacks while planning your novel? To Succeed in PR, It Takes A PRo — Brian Smith

Next at Fort Worth IABC

Register by April 17

Cost: members $30, nonmembers $35, students $20; walk-ups add $5; park in the garage $2.50.

**OUR PAGE:**

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PRSA local update: Roxo, TCU's student-run advertising agency, is helping professionals. Info.

STRAIGHT STUFF

This is the future of marketing communications — April 12.

 Aptly called "Experience Weatherford," the city's marketing campaign is an extension of a new website that highlights the city's country-western reputation.

The social media campaign is an extension of a new website that highlights the city's country-western reputation. The website is www.experienceweatherford.com, where visitors can book a room, itinerary builder and local business directory. The social media campaign is an extension of a new website that highlights the city's country-western reputation.

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This MONTH IN PR/MARKETING 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.
I've always heard that “good ethics begin at home,” and for me, this was the heat until it's needed in winter. 

of synthetic spider silk spun on demand. 

energy buoy boasts 5x the output of existing technology. 

LIKE YOU NEED ANOTHER REASON TO Embrace FW SPJ’s night to shine — the 14th annual First Amendment Awards and Scholarship Banquet (Friday, April 28 at the Sheraton Arlington Hotel. Go back to p. 1

Mark your calendars for Wednesday, April 12, for a special webinar. You'll hear from our UNT students, both “recent grads” and seasoned professionals, 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 off.

Cheers to …

A – A new month

P – Push yourself

R – Read a book

S – Seek an interview

L – Like others

Laugh a lot

OUT & ABOUT 

Furniture IP

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