



# eChaser

2 3

MARCH 2017 • Back Issues • Advertise • Photo Archive

Each logo in the ad rail links to the sponsor's website!



SOCIETY OF PROFESSIONAL JOURNALISTS Fort Worth Professional Chapter

SATURDAY, MARCH 4  
Free event & open to the public

# DETECTING FAKE NEWS

9:30 AM - Check in  
10 AM - 12 PM - Panel discussion  
UT Arlington | Fine Arts bldg | Room 258  
\*please register via Eventbrite

UNIVERSITY OF TEXAS ARLINGTON  
SPJ UTA STUDENT CHAPTER

## MEETINGS

Next at [Greater Fort Worth PRSA ...](#)  
Jump in the Tranches with the Trahans

Put your crisis communications instincts to the test and learn from the experienced father-son team of Dr. **Joseph V. Trahan III**, APR, Fellow PRSA, and **Joseph Van Trahan IV** at a half-day workshop Wednesday, March 22.

No organization is immune, so prepare for the unknown and gain skills to react quickly, respond immediately and be part of the story before it gets away from you. If you've never handled or accounted for a crisis communications situation for your organization, this hands-on, interactive workshop is what you need.

A New Orleans native, Dr. Trahan has more than 35 years of public relations/affairs experience in the government, association, education and nonprofit sectors. His son is a sports media professional who has spent more than a decade in the professional and collegiate ranks; he's in his 10th season as the media relations and corporate relations coordinator with the Dallas Cowboys.

**Time & date:** 11:30 a.m.-1 p.m. Wednesday, March 22  
**Place:** City Club of Fort Worth, 301 Commerce St. ([map](#))  
**Cost:** luncheon only, chapter members \$25, national members \$30, nonmembers \$35, students \$20; morning program only, all registrants \$65; morning program and luncheon, all registrants \$75  
[Register by March 17](#)

Next at [Fort Worth SPJ ...](#)  
Detecting Fake News

Is it real or is it bogus text? A panel of seasoned journalists — **Max Baker**, metro editor, Star-Telegram; **Tracy Everbach**, former Dallas Morning News reporter and now UNT Mayborn School of Journalism associate professor; **Crystal Pratt**, 5 p.m. producer, Waco KCEN-TV; and moderator **Ken Molestina**, KTVT-TV — will probe the phenomenon of propaganda paraded as fact at a free discussion Saturday, March 4, at UT Arlington.

Admission is free, but [registration is requested](#).

Sponsored by the UT Arlington Communication Department, SPJ UTA and Fort Worth SPJ.

## STRAIGHT STUFF

At the next Writers' Guild of Texas meeting, 7 p.m. Monday, March 20, Richardson Public Library: What's a good short story without a good dilemma? Short story writer **Shawn Scarber** will use "Casablanca" as an example to show how dilemma propels dramatic suspense and helps form the narrative structure of character-driven fiction. Scarber has written a number of short stories that have appeared in magazines, collections and e-zines. A Clarion West '06 graduate, he is an active member of Future Classics Speculative Fiction Writers. More on the Writers' Guild of Texas at [wqtonline.org](#).

**PRSA local update:** **Joan Detz**, who has trained communications executives from Toyota to the Robert Wood Johnson Foundation to Southern Company, will share best-in-class techniques for improving writing in today's soundbite environment — both on paper and digitally — Friday, March 24, at Half Price Books on Northwest Highway. [Info](#).

**PRSA local update:** Standing reminders. Greater Fort Worth PRSA sponsorships provide a great way to promote one's company, favorite printer, photographer, videographer or other communications vendor. 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 an invitation to distribute materials to targeted prospects. [Info here](#). ... A job listing can be created, edited and removed directly on the [DFW Communicators Job Bank](#) site, and page view counts show the level of interest. And job seekers can push alerts for specific keywords to their personal e-mails. The job bank lists full-time, part-time and internship positions in PR, media affairs, advertising/sales, event planning, graphic design, marketing, and corporate and employee communications throughout North Texas. Employers who are members of the participating organizations may post a job for \$75; the cost for nonmembers is \$100, for nonprofits \$50. Each posting runs a month. Greater Fort Worth PRSA receives a portion of the proceeds when a member marks his or her membership status on the submission form. More from job bank chair **Trameika Vaxter**, [tvaxter@warepr.com](#).

**Freedom of Information Foundation of Texas update:** [Open Government Champions: Former teacher, Austin activist effectively uses Texas Public Information Act](#). ... Texas court clerks are resisting a state proposal they say would strip them of their constitutional authority by making court documents available online for easy public access. The statewide database, re:SearchTX, holds records from all 254 counties and is backed by the state's Supreme Court. It currently is used by judges and soon will be available to attorneys and the public — who could search for civil court records and review them, all from the comfort of home. Clerks say surrendering these records to a privately operated database would violate their role as custodians; the other side says this is an overstatement and that taxpayers, not clerks, own the records. [Details](#). ... Two Texas senators are promising to fight confidential agreements they signed before being allowed to view voter fraud complaints reported to the secretary of state's office. Their plan to make the information public follows newly nominated Secretary of State **Rolando Pablos'** declaration in a Senate committee hearing that "there is voter fraud in Texas, and we're doing everything we can to prevent it." In response, Democratic Sen. **José Menéndez** of San Antonio and **Kirk Watson** of Austin asked Pablos to provide them the number of complaints filed with his office after the November election. They also asked for the number of voter fraud allegations referred to the attorney general's office and the nature of the complaints. [Details](#).

## GET A JOB

The Victoria Advocate seeks a photo intern — six months, paid. "The staff is really friendly," writes UTA Shorthorn ex **Kathryn Cargo**, "and you get to live in the Advco house for free." E- résumé and clips to [Ana Ramirez](#) at [aramirez@vicad.com](#). ... Shorthorn ex **Amy Bombassaro Slinker** writes of an "awesome opportunity here in Anchorage, Alaska!" Northwest Strategies, a full-service brand marketing and communications agency, seeks a high-level senior art director to manage a team of graphic designers. E- résumé and cover letter to [info@nwstrat.com](#) with the subject line "Applying for Art Director/Graphic Designer position." [Info](#). ... Be a staff writer at Flower Mound Style and Southlake Style magazines. [Info](#). ... The subscriber-only digital arm of the San Antonio Express-News distributed a web producer to package all internet-based editorial content distributed across ExpressNews.com. Requirements include a bachelor's degree in journalism or another relevant field. Send résumé, writing clips and links to stories you've produced to **Graham Watson-Ringo**, executive producer, ExpressNews.com, [gwatsonringo@express-news.net](#). [Info](#).

[more eChaser on p. 2](#)

The Gallery



Welcome back, Linda!

Former Greater Fort Worth PRSA board member **Linda Jacobson** (who now lives in Seattle), APR, told the February PRSA luncheon crowd about her experiences providing public relations support for a Washington-based company that transported 12,000 delegates, media and congressional representatives at the 2016 Democratic National Convention.

from left: **Claire Bloxom Armstrong, Linda Jacobson, Beth Lamb**



Seen at the February meeting, from left: **Sandra Brodnicki**, APR; **Kay Barkin**, APR, Fellow PRSA; **Dr. Amiso George**, APR, Fellow PRSA; and **Gigi Westerman**, APR, Fellow PRSA

... and it's happy hour every hour somewhere in the world

GFW PRSA board members lifted their spirits Jan. 31 at Michaels Cuisine Restaurant & Bar, below, and gathered again Feb. 7 at Winslow's Wine Café for a welcome happy hour for **Linda Jacobson**.



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.]

What a Tangled Web  
How a Candidate's Awkward Choice of Words  
Created a Mountain of www.Woe

Perhaps the only thing worse than breaking protocol is breaking internet protocol. But that's what happened, sort of, March 9, 1999, when **Wolf Blitzer** interviewed then-presidential candidate **Al Gore** on CNN.

Blitzer asked Gore to discuss his qualifications, and in the course of responding, Gore said, "During my service in the United States Congress, I took the initiative in creating the internet." He then went on to say that he had supported a number of other initiatives intended to benefit the country.

It was standard political fare, and Blitzer thought it insignificant. But two days later, *Wired* published a story poking fun at Gore. Work on the internet had begun back in 1967, the article said, when Gore was still in law school.

And that was enough to get it started. Rep. **Dick Arme**y put out a spoof news release jabbing at Gore for his "ingenuity." "If the Vice President created the Internet," Arme>y wrote, "then I created the Interstate highway system." Then Senate Majority Leader **Trent Lott** released his own tongue-in-cheek statement, taking credit for having created the paper clip.

From there, the silliness became a full-blown PR crisis. On March 15, USA Today published an editorial praising Gore for his support of the internet; unfortunately, the headline was "Inventing the Internet." The Los Angeles Times, Boston Globe and Associated Press all wrote about it, and CNN's **Lou Dobbs** called Gore's comment a "case study ... in delusions of grandeur." ABC's **Cokie Roberts** said Gore "took credit for the internet," then she showed the snip from the Blitzer interview and said, "There you go — he did it, all by himself."

Almost 20 years later, the legend, or curse, lives on. Actually, Gore really did play a key role in nurturing the internet, including working two years to get funding for it. In fact, a respected Columbia University computer science professor said Gore was "perhaps the first political leader to grasp the importance of networking the country."

Over time, vindication began. **Vincent Cerf**, known as the real "father of the internet," praised Gore for his strong support. In 2005 the Webby Awards gave Gore a lifetime achievement award, and in 2012 he was inducted into the Internet Hall of Fame, making him, of course, a virtual hero.

Then the praise trailed off. Fox News Tech published an article that began, "Forget Al Gore. The Internet — at least as a concept — was invented nearly a century ago." In 2013, Louisiana Gov. **Bobby Jindal** described Gore as "the guy who says he invented the internet." And just last month, Red State published an article that led with, "Do you remember back a few years ago, before Al Gore invented the internet?" Even Salon, hardly a right-wing bastion, wrote an article with a subtitle noting that Gore "probably wishes he'd never invented the Internet."

In 2013 The Washington Post published a retrospective. "Here it is, years later, and Gore is still paying penance for an offhand remark, poorly phrased." The Post then asked why the lie is still in circulation. While you may not agree with the writer's answer, it's worth considering.

"The key reason is that the statement fit within an emerging narrative that Gore, fairly or not, was a self-absorbed stretcher of the facts. A gaffe sticks if it somehow validates preconceived notions about a politician. Gore had a real story to tell ... but with one awkward phrase, spun up by opponents and misreported by the media, he managed to obscure his accomplishments and instead become a recurring punch line."

And I know the reporter is right, because I Googled it.

[more eChaser on p. 3](#)

Each logo in the ad rail links to the sponsor's website!



## The Gallery II



### Student careers conference: the hits keep coming

The SPJ Careers Conference has existed, under various names, for 13 years, and each edition seems just a bit better than the one before. The 2017 version at the Tarrant County College Trinity River Campus — 20 presenters, more than 40 students, high-energy mentoring wall to wall — perfectly paralleled its predecessors.



— photos by Juan Antonio Ramos and Kay Pirtle

Fort Worth SPJ conference leadership team (above, from left): **Chris Whitley**, director **Beth Francesco**, **Eddy Gallagher**, **Max Baker**, **Juan Antonio Ramos**.



### NEW AND REINSTATED MEMBERS

SPJ ... **P.A. Geddie**, [County Line Magazine](#), Ben Wheeler, Texas

### PRESIDENT'S COLUMN |

[Claire Bloxom Armstrong](#), Greater Fort Worth PRSA

Who can believe it's already March? The year has flown and, by the look of things, isn't slowing down anytime soon.

I'm thrilled about our programming this month. On March 22 the esteemed father-son duo of Dr. **Joe Trahan** and **Joseph Trahan** will join us for a half-day professional development program where our crisis communications instincts will be put to the test.

Register ASAP, b/c this program is on its way to being a sellout. A huge thank you to **Lara Ingram**, **Beth Lamb** and **Gigi Westerman** for making this happen.

Our chapter has been assigned to judge the Colorado chapter's Gold Pick Award entries, and we need a few more last-minute judges. Judging usually takes only a few hours and can be done from the comfort of an airplane, your favorite lounge chair, or even poolside (if we keep having this weather!).

Contact our Worthy Awards judging co-chair, **William Moore**, at [william@grapevinechamber.org](mailto:william@grapevinechamber.org) to volunteer. And thank you to the 50 chapter members who have already volunteered. I promise it will be a rewarding opportunity to share your expertise and to advance the mission of the chapter and our profession.

Lastly, PRSA national has a spring break membership promotion running March 1-31, so if you or anyone you know is interested in joining, now's the time. New members receive a one-year local membership (\$50 value) when they join national (\$255 annual dues plus \$65 one-time initiation fee). Visit [prsa.org/membership](http://prsa.org/membership) and use the promo code SPRING17 when checking out.

And don't forget, as **Robin Williams** said, "Spring is nature's way of saying, 'Let's party!'"

### OVER & OUT | [John Dycus](#), Fort Worth SPJ

RIP. Texas writing legend **Gary Cartwright**. The tales oft were raucous — both in life and on the page. ...

Talk about ripped from the headlines. That's a killer info session FW SPJ is offering, free!, at UTA this Saturday on how to ferret out fake news. You don't have to be a journalist for this to matter. Go back to [p. 1](#), click on the graphic and register. Then go home and tell your neighbors what you learned. There's nothing at stake but the free world.

Twenty-eight scholarship applications from seven Texas schools were received by deadline. Providing scholarships dates to the chapter's early days in the 1940s. Since 2000 alone, \$291,500 has been awarded. Makes me proud.

Caught my eye. [America set to surpass the clean energy standards Trump wants to kill. ... Trump delays listing bumblebee as an endangered species. ... 6 reasons the clean energy revolution doesn't need Trump's blessing. ... Groundbreaking technology affordably captures CO2 from fossil fuel plants. ... China to spend \\$361 billion on green energy, predicts 13 million jobs. ... Wind power now runs all electric passenger trains in the Netherlands. ... 8 homes that generate more energy than they consume. ... Israel to test electric roads that wirelessly charge vehicles as they drive. ... Nation's first K-8 urban farm school teaches kids how to grow their own food. ... Storing solar electricity as hot water: The Sunamp Heat Battery.](#)

Closing words: "Sit down and put down everything that comes into your head, and then you're a writer. But an author is one who can lette his own stuff's worth, with spreading light; to be the candle or the mirror that receives it." — **Collette** ... "There are two ways of spreading light: to be the candle or the mirror that receives it." — **Edith Wharton** ... "To acquire the habit of reading is to construct for yourself a refuge from almost all the miseries of life." — **W. Somerset Maugham**

[back to p. 1](#)  
[back to p. 2](#)

Each logo in the ad rail links to the sponsor's website!



Get the 2016 Media Directory

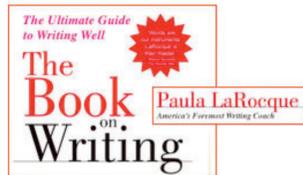
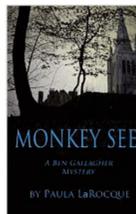
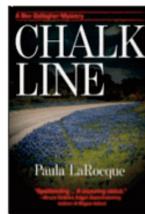


All about the community of model railroading and rail enthusiasts in the Midwest and Southwest



UNSUNG: REMEMBERING JEWELL HOUSE

the LaRocque Family catalog ...



### RESOURCES

- news/views
- [AP headlines](#) [Journalist Express](#)
- [The Washington Post](#) [Denver Post](#)
- [The New York Times](#) [Chicago Tribune](#)
- [San Francisco Chronicle](#) [USA Today](#)
- [Los Angeles Times](#) [Financial Times](#) [Time](#)
- [The Wall Street Journal](#) [BBC](#) [The Nation](#)
- [The Christian Science Monitor](#) [Newsweek](#)
- [The Sydney Morning Herald](#) [Bloomberg](#)
- [International Herald Tribune](#) [Cato Institute](#)
- [U.S. News & World Report](#) [ABC News](#)
- [CBS News](#) [CBS 11](#) [WFAA-TV](#) [CNN](#)
- [NBC 5](#) [ABC News: The Note](#) [Daily Kos](#)
- [Star-Telegram](#) [The Dallas Morning News](#)
- [Fort Worth Weekly](#) [Fort Worth, Texas](#)
- [Fort Worth Business Press](#) [Texas Monthly](#)
- [Dallas Observer](#) [The Hill](#) [Drudge Report](#)
- [The Texas Observer](#) [The Village Voice](#)
- [FrontBurner \(D Magazine\)](#) [Salon](#)
- [Burnt Orange Report](#) [The New Republic](#)
- [The American Conservative](#)
- [Center for American Progress](#)
- [The Texas Tribune](#)

- the industry / tools of the trade
- [11 Rules of Writing, Grammar and Punctuation](#)
- [writers.com](#) [wilbers.com](#)
- [Ethics AdviceLine for Journalists](#)
- [THE SLOT: A Spot for Copy Editors](#)
- [Center for Public Integrity](#) [Editor & Publisher](#)
- [Investigative Reporters and Editors](#)
- [Coalition of Journalists for Open Government](#)
- [National Institute for](#)
- [Computer-Assisted Reporting](#)
- [Reporters Committee for Freedom of the Press](#)
- [Poynter Online](#) [Pew Research Center](#)
- [Columbia Journalism Review](#)
- [Texas Legislature](#) [FOI Foundation of Texas](#)
- [Merriam-Webster](#) [Encyclopedia Britannica](#)
- [NewsLink](#) [Wikipedia](#)

- organizations
- [Asian American Journalists Association](#)
- [DFW Network of Hispanic Communicators](#)
- [National Lesbian & Gay Journalists Association](#)
- [Native American Journalists Association](#)
- [Society of Environmental Journalists](#)

antidote  
[The Onion](#)

send additions for the list to:  
[john@xdycus.com](mailto:john@xdycus.com)