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MEETINGS

Next at [Greater Fort Worth PRSA](#) ...

Fast, Faster, Fastest: How to Find Joy and Balance in Today's Lightning-Speed Life

Stress management consultant **Tatiana Miller** will offer tools at the May PRSA meeting to help busy PR professionals live a balanced life, no matter what life stage they are in.

Miller holds a bachelor of arts in public relations and marketing from UT Austin. In addition to her stress management credentials, she is a yoga teacher, Ayurvedic health counselor and clinical specialist. She is working on her doctorate in alternative medicine.

Luncheon sponsors are the Blue Zones Project and Murnahan Public Relations.

Time & date: 11:30 a.m.-1 p.m. Wednesday, May 10
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 May 5](#)

STRAIGHT STUFF

In the age of self-publishing, even traditional publishers have different expectations for the editing done on manuscripts. When does a writer need to work with an editor? Which type of editor do you need? These questions and more will be covered in a discussion-based talk by **Leslie Linton** at the Writers' Guild of Texas meeting at 7 p.m. Monday, May 15, Richardson Public Library. Linton has edited everything from flash fiction to poems and novels. She holds a bachelor's degree in English literature and secondary education, and she has been an executive director for Dallas-area nonprofits, a position that required strong writing and editing for grants and publications. She also worked on the exit testing for Texas high schools and braved reading through the tests. Since retiring, she has returned to her passion — editing. She reads voraciously, is married to an author, and lives with two dogs and three cats, two of which are collaboratively plotting their own publication. More on the Writers' Guild of Texas at [wgtonline.org](#).

IABC local update: For an insightful conversation about the landscape of communications and media, IABC Dallas rolls out "A Conversation ... **Glenn Hunter** and **David Johnson**," Tuesday, May 9, at The Clubs of Prestonwood ([map](#)). [Info](#). Johnson is a 40-year Wall Street veteran who, it is said, appears on radio and television 2,000 times a year. Hunter has been editor of D CEO, D Magazine's business publication, since 2007.

PRSA local update: A workshop for those interested in earning their Accreditation in Public Relations will be Thursday, June 8, noon-1:15 p.m. at Texas Health Harris Methodist Fort Worth Hospital (classrooms near the Senior Health and Wellness Center), 1275 W. Terrell, Fort Worth. Lunch will be provided, and parking will be validated. [Map](#). Click here for more details on the [APR preparation process](#). RSVP to chapter APR committee chair **Laura VanHoosier**, lauravanhoosier@gmail.com, text 214-609-4472. Obtaining the APR means a practitioner has demonstrated competency in the knowledge, skills and abilities required to conduct public relations effectively in today's business arena.

PRSA local update II: Add to your database the [PRSSA Internship Center](#), a free resource for employers to reach students around the country. To post an internship, log in with a MyPRSA username and give the job description, then submit the listing for approval. Employers may list as many positions as they need. Positions also can be shared on the PRSSA LinkedIn page. For local help, contact the GFW PRSA students liaison, **Claire Olson**, clairegolson@att.net. She will forward details to the PRSSA chapters at UT Arlington, TCU and Abilene Christian University.

PRSA local update III: Ripped from today's headlines! PRSA Dallas presents "Presidential PR: What Can We Learn From This Administration's First 100 Days in Office?" Thursday, May 11, at Seasons 52 at NorthPark Center ([map](#)) with SMU professor **Rita Kirk**; **Nicole Stockdale**, deputy editorial page editor, The Dallas Morning News; and **Denise Hamilton**, Marauder Political Consultants. [Info](#).

PRSA local update IV: 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. ... Subscribe to the GFW PRSA blog and receive an e-mail when news, articles and upcoming events are posted. Visit <http://fortworthprsa.org>, put your e-mail in the "Subscribe to our Blog" box and click subscribe.

Freedom of Information Foundation of Texas update: [Police withheld records of their son's death; now they know why](#). ... During a House committee hearing April 12, a bill authored by Rep. **Ken King**, R-Canadian, drew protests from prominent First Amendment attorneys who say it violates the U.S. Constitution and would suppress the reporting of information in the public interest. The bill attacks the reporter's shield law, which protects journalists from being forced to testify and reveal their sources in court and from having their records subpoenaed. It revokes that protection for reporters who worked for or donated to political campaigns within the last five years. It also would strip that protection from a reporter who works for a news organization owner who has done so, a broad qualification that could affect just about every reporter in the state. [Details](#). ... Major bills at the center of the FOI Foundation of Texas open government agenda had hearings April 25 in the House Government Transparency and Operations Committee, including proposals to restore public access cut off by two Texas Supreme Court rulings. "We have the right to know how much was spent, and we have the right to look at those contracts," said Rep. **Giovanni Capriglione**, R-Southlake, as he described House Bill 792, which he filed to address the court's Boeing ruling of 2015. That ruling placed hundreds of government contracts with private businesses off limits to public requests and created a "jumbo jet-sized hole" in the Public Information Act, Capriglione said. "We're not trying to do something new at all," he said. "We're trying to go to where we were two years ago," before the Boeing ruling. [Details](#).

[more eChaser on p. 2](#)

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The Gallery

A banquet of riches

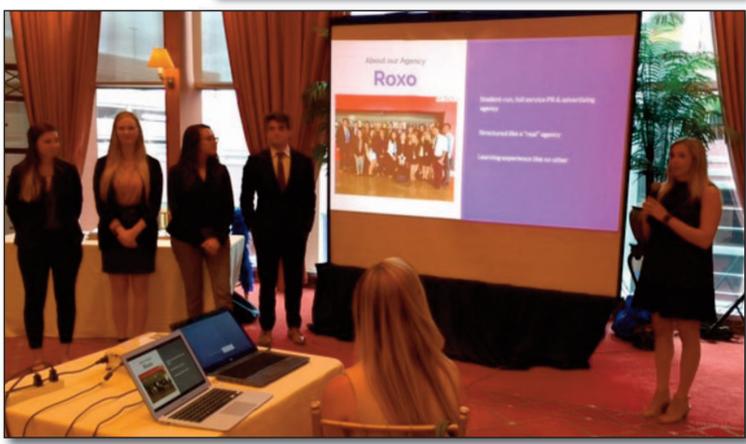


On its annual night to shine, Fort Worth SPJ handed out 23 awards for journalistic excellence, \$18,500 in scholarships and 98 tasty chunks o' chicken at the 14th annual First Amendment Awards and Scholarship Banquet, April 28 at the Sheraton Arlington Hotel. Watch these pages next month for links to more memories.

below from left: Nicole LeBlanc; Laurie Fox; Yezmin Thomas; Dorothy Estes, Kevin Fujii



A team from Roxo, below, TCU's student-run advertising and public relations agency, presented at the April PRSA meeting on the "Experience Weatherford" campaign. Also at the meeting, **Laura Van Hoosier**, APR, right, the chapter's APR committee chair, talked attendees through the process of earning the Accredited in Public Relations credential. **Anthony Spangler**, APR; **Jeremy Agor**, APR; and **Sandra Brodnicki**, APR, described what it takes to become accredited.



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.]

The Plane Truth

Historic Spy Incident Left the United States Russian to Explain

Our relations with the Russians may not be the best these days, but they could be a lot worse — in fact, they have been. Consider May 1, 1960, the day the Soviets, as they once liked to be called, shot down a CIA spy plane. The plane was a U-2 piloted by **Francis Gary Powers** (and co-piloted by **Bono**). Powers parachuted safely to the ground, where he was greeted by a farmer and most of the Soviet army.

Downing the plane was a political coup for the Soviets. It also allowed Soviet Premier **Nikita Khrushchev** to set one of the greatest PR traps in history.

As he gleefully announced that his guys had shot an American plane out of the sky, the U.S. government came forward to explain: The pilot was studying weather patterns for NASA and had obviously strayed off course. The State Department added that there was no "deliberate attempt to violate Soviet air space, and there never has been." To seal the deal, the CIA repainted a U-2 in NASA colors and presented it to the media.

The ruse worked, and the front-page May 6 New York Times announced, "Soviets down American plane; U.S. says it is a weather craft." (Elsewhere in that edition, a brief noted that preparations were underway for the 16th birthday of **Donald Trump**.)

Ah, but. The Soviets had captured not only the plane wreckage but the spy equipment and the pilot. On May 7, Khrushchev told his politburo, "I must tell you a secret. When I made my first report I deliberately did not say that the pilot was alive and well. ... And now just look how many silly things the Americans have said."

For the U.S. it was on to Plan Now What? The State Department issued a more forthcoming explanation, with an official admitting that aerial espionage had been going on for some time. "Given the state of the world today, intelligence collection activities are practiced by all countries," he rationalized, adding that the Soviets had "not been lagging behind in this field."

The incident embarrassed President **Eisenhower**, and it came at a particularly awkward moment, as he was scheduled to attend a summit with Khrushchev just a couple of weeks later — about the same time Powers appeared on the cover of Time.

The Soviets treated Powers well, and he readily told them much of what he knew. He also declined to take the poison he had been supplied. He was put on trial and admitted guilt, stating, "I've committed a grave crime, and I realize I must be punished for it."

He was sentenced to 10 years in prison, including seven years of hard labor. But in 1962 he was released back to the U.S. in a dramatic prisoner swap. (**Tom Hanks** portrayed lawyer **James Donovan**, who was entrusted with negotiating Powers' freedom, in the 2015 legal thriller "Bridge of Spies.")

Back in the U.S., Powers was not exactly treated as a hero. The BBC says he became "something of a hate figure," with some people grumbling that he had been too compliant with those terrible Commies, and others angry he had not taken the poison. Some Americans apparently support not only the death penalty but the self-inflicted death penalty, too.

Powers was later vindicated, and he received the CIA's Intelligence Star in 1965 and, posthumously, the Silver Star in 2012. He died in 1977 when the traffic helicopter he was piloting crashed.

It has been 57 years since the U-2 incident. All that fuss may seem rather quaint, but perhaps it is as relevant as ever. Either way, the principle holds true for PR pros: Before you send up a lie, make sure it can't be shot down.

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Greater Fort Worth PRSA Member Spotlight

Trameika Vaxter

M.B.A., marketing, University of Phoenix
B.A., communications/PR, California State University, Fullerton
lives in Cedar Hill, Texas
hometown Long Beach, Cal.



GFW PRSA position: job bank chair

childhood ambition To be a successful businesswoman who wore nice clothes.

first PR job account coordinator with Hill & Knowlton in Los Angeles

what you know now that you wish you'd known then Network and don't be afraid to toot your own horn.

best advice you ever received Your past doesn't determine your future.

greatest professional or personal accomplishment Becoming the first person in my family to obtain a college degree.

if you weren't in PR... I would be in marketing.

desired legacy Empower women and girls to strive past the ceiling and toward the heavens.

when and why did you join PRSA? Two years ago because I'm committed to my profession.

what makes your hometown cool? The weather, the people and the food!

PEOPLE & PLACES

Note that **Carmen Goldthwaite** made a list of superlative authors being featured by [The Wild Detectives](#) coffee shop/bookstore/bar. ... Note that **Donna Darovich** has been inducted into the Texas Intercollegiate Press Association Hall of Fame. ... Note that UTA Student Publications director **Beth Francesco** is TIPA Adviser of the Year. ... More on these exceptional journalism leaders/shining lights next month.

GET A JOB

The Naples Daily News in Southwest Florida seeks an experienced features editor. [Info.](#) UTA Shorthorn ex **Laura Woodside** writes, "Come hang out with me in Florida! You'd only be about two hours away! Yeeeeeee." ... An acquaintance of Shorthorn ex **Anthony Williams** gushes over fellowships from the American University School of Communication in Washington, D.C.: "This is one of the most unnoticed but awesome opportunities in the field for young journos right now: With the Post-AU fellowship, you get 1) To work on the Post Metro desk with a 100% track record of full-time hiring after the fellowship; 2) A free master's degree in journalism; 3) Did I mention a smooth pipeline into a job at The Washington Post? This is for people who have already had at least three years of experience." [Info.](#) ... The 63-year-old, mission-oriented Texas Observer seeks a talented civil rights reporter to cover issues of mass incarceration, voting rights, police violence and racial justice. [Info.](#)

PRESIDENT'S COLUMN |

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

"Rushing To Live." That was the headline of maybe my best article for The Jacket Journal, the student newspaper at Arlington Heights High School. I was editor in 1999-2000.

The premise was simple: The modern teenager is busier than ever, with pagers, "car phones" and AOL, and if we don't slow down and enjoy this time, we'll miss it.

Boy, was I on to something. © Who would have known that 18 years later our technology would include internet in the palm of our hand, mobile apps, 24/7 social media and almost unavoidable job-to-home spillover.

Like most professionals, I struggle with balancing my career and personal life, which is why I'm so excited about our program this month. Stress management consultant **Tatiana Miller** will join us May 10 to share her expertise on "How to Find Joy & Balance in Today's Lightning-Speed Life." I encourage everyone to attend. Bring your friends! [Register here.](#)

For me, setting attainable goals has eased my struggle with work-and-life balance. Making small changes to my routine — putting cellphones away and turning the TV off when we eat dinner; walking the dogs without my phone in my pocket and headphones in my ears; driving in silence with no radio — has helped me find a better balance and ultimately get much more satisfaction in life.

I challenge you to do the same. As with most struggles, if you approach this with realistic goals, you will set yourself up for success — both at work and at home.

"When I went to school, they asked me what I wanted to be when I grew up. I wrote down 'happy.' They told me I didn't understand the assignment; I told them they didn't understand life." — John Lennon

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

[Truly inspiring.](#) This fellow for president (or at the least secretary of the interior). **David Bamberger.** ...

Class act **Bob Ray Sanders** had the last words at our awards dinner, and they were perfect. The chapter gave him its highest honor, the Open Doors Award; recognized examples of outstanding journalism; and graced a dozen students with more than \$18,000 in scholarships. Old friendships were renewed and new bonds formed. It was a screenshot in the dictionary illustrating "Great time." Next year, join us. Life is short. But don't join us *for us*. Do it for you.

Caught my eye. [Air pollution killing half a million kids each year.](#) [WHO says. ... High-quality ink made from air pollution harvested from vehicle tailpipes.](#) ... [Disruption to oil demand may be much closer than you think.](#) ... [New battery runs on seawater.](#) ... [China is building the world's first migratory Bird Airport.](#) ... ['Immortalized' stem cells produce bigger, better blood batches.](#) ... [7 things happened to these nurses after going vegan for 21 days.](#) ... [Lab-grown chicken now on the menu.](#) ... [Light-based pain relief goes green.](#)

Closing words [with gratitude each month to **Garrison Keillor** and [American Public Media](#), a source for many of these public domain pearls]: "We regret The Atlantic has no place for your vigorous verse." — Atlantic Monthly rejection notice received by a young **Robert Frost** ... "If I got rid of my demons, I'd lose my angels." — playwright **Tennessee Williams** ... "Writing is the only thing that, when I do it, I don't feel I should be doing something else." — **Gloria Steinem** ... "Think enough and you won't know anything." — poet **Kenneth Patchen** ... "I have offended God and mankind because my work didn't reach the quality it should have." — **Leonardo da Vinci**

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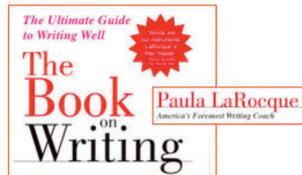
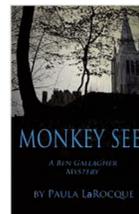
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