Johnson is a 40-year Wall Street veteran who, it appears, would like to become your e-mail subscriber. A letter from the Wall Street veteran to the Editor of The Times:

I am writing to announce the launch of a new e-mail subscription service for The Times. The service will allow subscribers to stay informed about the latest news and developments in the world of finance and economics.

The subscription will include access to exclusive articles and analysis, as well as regular updates on key market trends and developments. Subscribers will also receive a free copy of my latest book, "The New Financial Frontier," which offers insights into the future of finance and the challenges that lie ahead.

To subscribe, simply visit www.mytimes.com and follow the prompts. Signing up is quick and easy, and your subscription will start immediately. I look forward to sharing my insights and knowledge with you and helping you stay informed about the world of finance.

Sincerely,

David Johnson

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STORY STUFF

In the age of self-publishing, even traditional publishers have different expectations for how their books will be marketed. This is where a self-publishing platform comes in. When does a writer need to work with an editor? What kind of help do they need? Those questions and more are answered in this interview with Linda Landau of the Self-Publishing Academy. Landau offers valuable insights into the world of self-publishing and provides practical tips for anyone looking to take their writing to the next level.

Self-Publishing Academy: What kind of help do writers need when self-publishing their books?

Linda Landau: Writers need a variety of help when self-publishing their books. They need help with editing, formatting, and marketing. They also need help with understanding the ins and outs of self-publishing and the publishing industry. It's a lot to learn, but with the right guidance, writers can make their books successful.

Self-Publishing Academy: What are some common mistakes writers make when self-publishing?

Linda Landau: Some common mistakes writers make when self-publishing include not editing their books enough, not formatting their books correctly, and not marketing their books properly. Writers also tend to underestimate the amount of work that goes into self-publishing and don't put enough time and effort into promoting their books.

Self-Publishing Academy: What advice do you have for writers who are just starting out?

Linda Landau: My advice for writers who are just starting out is to be patient and persistent. Writing and self-publishing are long-term endeavors, and it takes time and effort to build a following and make a living from writing. But with hard work and dedication, writers can achieve their goals.

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Writers' Guild of Texas meeting at 7 p.m. Monday, May 15, Richardson Civic Center: "The Shorthand-and-Fast, Faster, Fastest: How to Find Joy and Effectiveness in Today's Business Arena."

This event is open to everyone and will feature author and journalist Hunter Miller, who will share his insights on the art of shorthand and the importance of finding joy and effectiveness in today's business arena. Miller is an expert on shorthand and has written extensively on the topic. He will provide practical tips for improving shorthand skills and will share real-life examples of how shorthand can be used in today's business environment. This event is free and open to everyone, and no prior experience is required.

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Member meeting: "Presidential PR: What Can We Learn From This Administration's First 100 Days in Office?" Thursday, May 11, at Seasons 52 at NorthPark Center.

This meeting will feature Claire Olson, who will present on the topic of presidential PR. Olson is an expert on the topic and has written extensively on the subject. She will share insights on how this administration's first 100 days in office have impacted presidential PR and what we can learn from it. The meeting is free for members and open to the public. RSVP to clairegolson@att.net or call 214-609-4472.

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Enews: "Freedom of Information Foundation of Texas update: Police withheld records of their son's death; now they know why." This update features Tim Hage, president of the Freedom of Information Foundation of Texas, who will discuss the recent developments in the police case of a young man who was killed in a shooting. Hage will provide an update on the status of the case and the records that were withheld. This update is free and open to everyone.

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Communicators Job Bank: Greater Fort Worth PRSA local update III: Seeking new members!

The Greater Fort Worth PRSA is looking for new members. If you are interested in joining, please contact us at 817-333-5555. We offer a variety of benefits, including networking opportunities, professional development, and access to job listings. Join us today and take your career to the next level.

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Author: Hunter Miller

This book is a guide to finding joy and effectiveness in today's business arena. Miller provides practical tips for improving productivity and finding joy in the workplace. He also shares real-life examples of how to find joy and effectiveness in today's business environment. This book is available on Amazon and Barnes & Noble.

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Enews: "Greater Fort Worth PRSA local update IV: Standing reminders!" This update features Martin Davis, who will discuss recent developments in the Greater Fort Worth PRSA. Davis will provide an update on the status of the organization and the benefits that members are receiving. This update is free and open to everyone.

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Communicators Job Bank: Greater Fort Worth PRSA local update III: Seeking new members!

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This irreverent look at the people and events that keep us up at night 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 it was painted by Bono). Powers was 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 use 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 Dorothy Estes.)

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 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. (with negotiating Powers’ freedom, in the 2015 legal thriller “Bridge of Spies.”)

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.
This fellow for president (or at the least secretary of the State)…

This is not about the job. This is about the person. It is about character and what makes your hometown cool.

Trameika Vaxter has been inducted into the Texas Intercollegiate Press Association Hall of Fame. … Note that UTA Student Publications director Brenna Jefferies M.B.A., marketing, University of Phoenix is also a member. mbjefferies@gmail.com

Note that Canno Goldswaid makes a list of superlative authors being featured by The New York Times. — The Atlantic has no place for your vigorous verse! — Atlantic Monthly

“Rushing To Live.” That was the headline of maybe my best article for The Chicago Tribune. … “There's got to be a way to live.” (Randy Newman) … Becoming the first person in my family to obtain a college degree.

For me, setting attainable goals has eased my struggle with work-and-life balance. … Our technology would include internet in the palm of our hand, mobile apps, …

“Think enough and you won’t know anything.” — poet Tennessee Williams

I challenge you to do the same. Allow what I’ve learned to become part of your tool kit. …

I wrote down ‘happy.’ They told me I didn’t understand the assignment; I told them I was happy.

For 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 consultantadequate legacy

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 I was happy.

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