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Presented by the Greater Fort Worth Chapter of PRSA

MEETINGS

Next at [Greater Fort Worth PRSA](#) ...
Cut Through the Clutter: Get Noticed and Be Heard!

Area journalists will offer insights at the June PRSA meeting on what makes a good PR pitch and what steps will boost its chances of reaching the target audience. The panel will discuss the "sausage-making" side of news planning and show why a story proposal may make the initial cut but go no farther.

The journalists — WFAA-TV anchor **John McCaa**, Fox 4 reporter/anchor **Brandon Todd**, NBC 5 assignment editor **Alexandra Myers Russell**, WBAP/KLIF news director **Freda Ross** and Star-Telegram reporter **Deanna Boyd** — also will address new uses of social media and how PR professionals can use these outlets and new media platforms to generate attention. Bring questions.

GFW PRSA chapter member **Charlie Hodges** will moderate the panel. Hodges works both sides of the aisle through his company, Charlie Hodges Media, and also as a Sunday morning anchor and reporter at the CBS Radio properties TSN and KRLD NewsRadio 1080.

Frasch Office Supply is sponsoring the luncheon.

Time & date: 11:30 a.m.-1 p.m. Wednesday, June 14
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 June 9](#)

Next at [Fort Worth SPJ](#) ...
How to Survive a Layoff

Learn what to do and what not to do plus vital financial advice at a panel discussion Saturday, June 24, at UT Arlington. Details, as they emerge, [here](#) and [here](#).

STRAIGHT STUFF

Authors will have an opportunity to present a portion of their original work to peers and receive constructive input at the annual WGT Writers' Read-in, 7 p.m. Monday, June 19, Richardson Public Library. Participants, here's how it works: You have one minute to provide context, set the scene and get your audience in a frame of mind so the reading makes sense. You then have five minutes to read your original work. Writers Guild of Texas members will provide anonymous, written feedback. Space is limited, and writers will be put on the list on a first come, first served basis. More on the Writers Guild of Texas at wgtonline.org.

PRSA local update: Reminder. That workshop on earning the Accreditation in Public Relations is still on for 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 details on the APR preparation process. RSVP to chapter APR committee chair **Laura VanHoosier**, lauravanhoosier@gmail.com, text 214-609-4472.

PRSA local update II: Is your brand online-crisis ready? Learn how to navigate the digital issues landscape in an interactive boot camp and real-time crisis simulation with communications strategist and lynda.com author **Martin Waxman**, APR, at a PRSA Dallas workshop Friday, June 16, at Dean Foods on North Haskell Avenue ([map](#)). [Info](#).

Freedom of Information Foundation of Texas update: [Shifting more state functions to nonprofits raises transparency questions](#). ... Hopes of strengthening the Texas public records law, weakened in recent years by rulings and Attorney general opinions, were dashed as Republican House Speaker **Joe Straus** rejected a Senate maneuver to salvage bills that were dying in his chamber. The Senate previously approved half a dozen amendments to a somewhat related House bill — including a measure to restore citizens' right to access contracts between businesses and their government — and sent back a very different bill to the House. Straus determined that those amendments, authored by Sen. **Kirk Watson**, an Austin Democrat, weren't germane to the original bill. [Details](#). ... Major open government proposals to enhance the public's right to know failed to pass the Texas Legislature this year in a disappointing anti-transparency display during the final days of the session. Open government advocates did succeed in blocking several bills that could have hindered the free flow of information. And, under resolutions approved by the House and Senate, lawmakers will study ways to improve the Texas Public Information Act before the 2019 session. [Details](#).

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The Gallery



UT Arlington communication grad **Mallorie Anderson** has joined J.O. as a PR account executive. She previously worked for Texas Motor Speedway as media relations coordinator and for Houston-based Woodside and Associates as an assistant account manager. At TMS she was lead contact for the in-house programs Speeding to Read and Speeding to Help and a liaison between media and NASCAR/IndyCar drivers. At Woodside she worked with such clients as the Catholic Archdiocese of Houston and the Theta Charity Antique Show.



At the May PRSA meeting ... stress management consultant **Tatiana Miller**, who presented on ways to achieve a balanced life, and luncheon co-sponsor **Brian Murnahan** with Murnahan Public Relations.



UTA Shorthorn alumnus **Johnathan Silver** expresses modest glee at the honors bestowed on him and his Texas Tribune colleagues at the 14th annual First Amendment Awards and Scholarship Banquet, April 28 at the Sheraton Arlington Hotel. More on Fort Worth SPJ's signature event [here](#). — *Bob Booth photo*



Seen at the May SPJ meeting on narrative writing at Joe T. Garcia's ...
all from left, top row: Phil Vinson, Rita Vinson; Dave Tarrant; Kim Pewitt-Jones
second row: Hannah Lathen, Eddy Gallagher, Stacy Luecker; Shirley Jinkins;
Linda Stallard Johnson
below: Gayle Reaves; Mike Mooney; Layla Caraway, Sarah Angle
bottom: Brantley Hargrove; Suzann Clay, Kathryn Kelman



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.]

Feat of Clay
 A Monumental PR Stunt Washes Out. Sort Of.

Some PR teams, before they commit to a strategy, like to send up a trial balloon. Others plunge right in. The latter was the case in June 1995, when **Michael Jackson's** PR team had a 30-foot statue of him built and then towed down London's Thames River. The statue was intended to promote Jackson's ambitious new album, ambitiously titled "HIStory: Past, Present and Future, Book I."

Even for a man who once owned his own zoo, this was an aggressive ploy, and it was only a fraction of the campaign. In fact, the London statue was one of nine that were built. The other Michaels were to be strategically placed in various European capitals so that everyone could appreciate his magnificence (and buy tickets to his impending tour).

The "HIStory" album came out at a critical time for Jackson. In 1993 he had faced the first of the charges of inappropriate sexual activity. And in 1994 he married **Lisa Marie Presley**, a relationship that was suspected of not having sexual activity. Media coverage had not been kind to Michael, and it did not improve with this version of "Riverdance."

The Associated Press graciously said the statue on the Thames was meant to recall "Queen **Cleopatra's** triumphant voyage down the River Nile," but Spin magazine described it as "Michael Jackson builds a monument to Michael Jackson," adding that the statue made him look like a dictator.

The BBC was particularly critical. Jackson could have taken the \$50 million he spent making the album and bought six Ferraris or a small hospital (but not, apparently, another amusement park). "Jackson is hoping it will be a symbol of a great comeback," the BBC sniffed, "and not a monument to a failed record and a fading career."

But while journalists turned up their noses, PR pros were kinder. Britain's Taylor Herring and The Drum agencies, for example, declared this one of the top 50 publicity stunts. Drum also noted, however, that "Float it down the Thames?" had become a staple response during PR agency brainstorming, one "frequently fielded when there are no other ideas coming forth."

But even if the Gloved One's floating statue idea foundered, "HIStory" was a resounding success. The album received critical praise and went platinum several times over. Billie Jean also was said to have liked it, and she was not even his lover.

Which just goes to show that sometimes it's okay to have a PR plan with a few holes in it — so long as you have a water-tight product.

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Greater Fort Worth PRSA Member Spotlight

Cindy Vasquez



M.A., communication (in progress), UT Arlington
B.A., political science, TCU

hometown/residence: Fort Worth
GFW PRSA position: ethics chair

childhood ambition To be a doctor.

current livelihood Public information officer, city of Fort Worth.

first PR job Do internships count? I had my first taste of professional PR interning with Texas Health Harris Methodist Hospital. The PR bug bit, and I also still volunteer for that hospital.

what you know now that you wish you'd known then The PR/communications industry is continually changing. Keep your skills fresh!

best advice you ever received You never know where creativity will come from, so treat everyone you meet as a possible source of inspiration.

if you weren't in PR... Probably following my high school ambition of being a cinematographer.

desired legacy Be a nice person, a creative professional, and make a difference somehow.

tell us about your hometown and what makes it cool I'm a Fort Worth native, so the fact that I stayed here might tell you a lot.

GET A JOB

Baptist Standard Publishing seeks a Metroplex minority beat reporter. [Info.](#) ... ProPublica is hiring (more!) reporters. [Info.](#) ... The Ardmoreite, an award-winning multimedia information company in southern Oklahoma, has an opening news editor job opening. [Info.](#) ... The Observer Media Group in Sarasota, Fla., seeks a "news innovator." [Info.](#) ... UTA Shorthorn ex **Anthony Williams** notes "quite a few openings at the NYT — in NYC and DC — including some for editorial assistants." [Info.](#)

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

Summer is almost here, which to me means juicy "beach reads," weekends by the pool, and fun family vacations to the beach and mountains. Work typically eases a bit, too, but now that I've written it down, that surely won't be the case this year. ☺

GFW PRSA, however, is in full force. I'm especially proud of the media panel we're hosting this month, featuring five highly respected members of our local media — **John McCaa**, WFAA-TV; **Brandon Todd**, Fox 4; **Alex Russell**, NBC 5; **Freda Ross**, WBAP/KLIF; and **Deanna Boyd**, Star-Telegram.

Our members consistently report the challenge of understanding the digital news cycle. Advances in communications technology and the evolving journalism landscape have greatly changed the day-to-day practice of media relations. Sessions like this improve our ability to collaborate with journalists to tell the stories vital to our community. At the time I'm writing this, we already have 50 registered for this event, so [sign up now](#), as the program looks to be a sellout.

Also in the works is the 6th annual [Worthy Awards](#), celebrating the best in strategic communications practiced by PR professionals and students throughout greater Fort Worth. Co-chairs **Andra Bennett House**, APR, and **William Moore** are determined to make this year's event "the end all, bee all of PR." Save the date for the Worthy Awards Dinner & Gala, at the Fort Worth Club on Wednesday, Nov. 8. It'll sting if you miss it!

Start thinking of your entries, as submissions open June 27 and close Aug. 4 (late deadline Aug. 25). [Sponsorship opportunities](#) abound. Contact sponsorship chair **Charlie Hodges** at charlie@charliehodgesmedia.com.

SUMMER: Hair gets lighter. Skin gets darker. Water gets warmer. Drinks get colder. Music gets louder. Nights get longer. Life gets better!

OVER & OUT | John Dycus, Fort Worth SPJ

When I worked Friday nights at the Star-Telegram, it was on the universal desk, which afforded me little opportunity to hang out with the sports editor, much less *be in her office*. So I made up excuses to share **Celeste Williams'** space. Her office drew me in, welcomed me. It embodied the aura of this warm and wise woman, who treated me as her newspaper equal, which I absolutely was not. Her [death last month](#) left a void in my hometown daily. You knew she was special. If only for the way she made you feel. ...

The attacks against the press continue: Kentucky's Herald-Leader building windows were shattered recently. [The suspected cause is bullets](#). Then-Republican congressional candidate — now elected representative — **Greg Gianforte** body-slammed Guardian journalist **Ben Jacobs** the night before the special election. [CJR's take?](#) It's the "logical conclusion" of the "enemy of the people" talk. SPJ national president **Lynn Walsh** shares her thoughts on unacceptable behavior toward the press, [which has no place in a democracy](#).

Caught my eye. [California utility launches first hybrid power systems.](#) ... [Trump properties rank among worst polluters in NYC.](#) ... [New desalination technique pushes salt to one side with shockwaves.](#) ... [Stem cell treatment reawakens limbs in wheelchair-bound stroke victim.](#) ... [Amazing Bangladeshi plastic bottles air cooler uses no electricity.](#) ... [Infographic: What you need to know about Sea Level Rise.](#) ... [Coffee grounds recycled as carbon capture material.](#) ... [IKEA eyes mushroom packaging to replace polystyrene.](#) ... [New 'blue whirl' fire tornados spin up a cleaner burn.](#)

Closing words [with gratitude each month to **Garrison Keillor** and **American Public Media**, a source for many of these public domain pearls]: "A failure is not always a mistake, it may simply be the best one can do under the circumstances. The real mistake is to stop trying." — psychologist **B.F. Skinner** ... "You build on failure. You use it as a stepping stone. Close the door on the past. You don't try to forget the mistakes, but you don't dwell on it. You don't let it have any of your energy, or any of your time, or any of your space." — **Johnny Cash** ... "A certain ruthlessness and sense of alienation from society is as essential to creative writing as it is to armed robbery." — **Nelson Algren**

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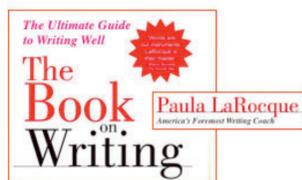
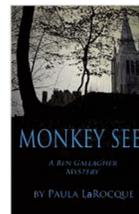
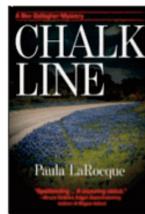
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