A group of Lake Austin homeowners has sued the area public relations website. It is

•  Photo Archive

Did city of San Antonio officials violate the Texas Open Meetings Act? That's a question being raised after council members decided in a closed executive session to sue the state over its new sanctuary cities law, instead of voting on the decision in a public meeting. At least three city officials or their spokespersons say that during an executive session, city Council should sue the state to stop implementation of the ban. Details.

The businessman-restaurateur-minister/Netflix addict writes articles for LinkedIn and My Trending Stories, and produces content for The Devotional Guy. After numerous strokes, McClatchy started a new chapter in her life in 2010. With experience in newspapers, marketing, coaching and teaching, she now coaches writers, teaches workshops and writes mysteries. She has been writing digitally, both personally and professionally, since 2003. Learn more about her and her service dog, Gizmo, on her blog.

According to the lawsuit filed by the Lake Austin Collective Inc., when City Council approved new zoning for the tract Nov. 10, the notice failed to mention that it would also be approving waivers of environmental regulations as well as the Hill Country Roadway Ordinance. As the Austin Council, council members reversed their decision and gave city 45 days to post the item on the council agenda again with full information.

Abbott even vetoed a bill that Larson had amended. “I think it’s a lack of maturity. They can’t separate policy and politics,” said Larson, R-San Antonio. He said he believed the vetoes were retribution because he had worked on the legislation. “I have no idea what this is all about,” he said.

Resnik has the list of who’s bringing what. Check with her for what’s needed.

IABC local update: IABC has here. More on the

Writers Guild of Texas at wgtonline.org

LAKE AUSTIN

JULY 2017

STRAIGHT STUFF

Awards

GFW PRSA presented more than 60 awards in 2016

Next at Greater Fort Worth PRSA

GFW PRSA Awards Gala on Wednesday, Nov. 8, at the Fort Worth Club. Emcee and communications professionals for strategic communications programs including, but not limited to:

•  Autos
•  Back issues
•  Brownies
•  More

Dallas will walk attendees through the history of display ads, the technology behind digital programmatic advertising and the data available to marketers.

But while you're here, let's talk Worthys. It's hard to start thinking about autumn when it's so hot outside, but now is the time to be working on Fall's opening new venues. Two 21st-century digital writers, Rainer Bantau and Guy Haskell Avenue (map). Info.

Wein has several categories will be announced at the Sixth Annual Worthys Awards Gala in November. The big awards, Best Campaign and Best Project, will be revealed at the close of the event will be provided by Four Day Mentors (Presenting Sponsor). Details.

According to the lawsuit, the Lake Austin Collective Inc. is a corporation whose mission is to create, deploy, host, and brand its public relations professionals in the Greater Austin area. The corporation posted the lawsuit Aug. 7.

Noonies are also open for the Communication of the Year Award, with deadlines due July 19 in Friday. Details.

JULY 2017

•  Back issues
•  JUNE
•  Brownies
•  More

For the latest in local and online articles, technology has never been more accessible. Today, 21st-century digital, digital author, Katynia Barrera and Kaylinia McClintock will share their journey at the next Writers Guild of Texas meeting. Tuesday, July 4. Details.

•  Back issues
•  JUNE
•  Brownies
•  More

Each logo in the ad rail links to the sponsor’s website!
This MONTH IN PR/MARKETING HISTORY BY JEFF RODRIGUEZ

The PR Campaign That Concocted a Box Office Smash

How long will the lines be at the movie theater this summer? Probably not as long as they were in July 1999. That’s when “The Blair Witch Project” began creeping into movie theaters. The film tells — or rather, claims to tell — the story of three student filmmakers who mysteriously disappear in the woods while making a movie about the mythical Blair Witch. Thirtysomething filmmakers — quite possibly, in a marketing textbook. From a cinematic viewpoint, “Blair Witch” is the most commercially successful film to use the “found footage” technique. It also did well from a critical standpoint. As for PR, it was a masterpiece.

It had premiered at the Sundance Film Festival earlier that year with a midnight screening. But Myrick and Sánchez were just getting started. They also distributed fliers asking for anyone with information about the “missing” filmmakers. They were real, of course. But not for long. The movie generated enough buzz for a studio to buy the rights, and after that, the campaign began in earnest. The film’s website featured photos of the three actors from their childhood and posters reporting them as “Missing.” Others actors posing as police officers and investigators were filmed commenting on the case. Even the page on IMDb listed the actors as “missing, presumed dead,” which, we understand, is the same thing they currently have posted for “Blair Witch” grew to become an internet sensation, augmented by its limited release. Variety, Rolling Stone, Entertainment Weekly and legendary critic Roger Ebert praised it. The New York Times called it “a milestone of low-budget, found-footage horror.” But not all were impressed. One film critic said it was a “heartless home movie ... the most overrated, under-financed piece of film to come down the pike in a long time.” And another critic described it as just “boring — really boring.”

While artistic tastes may differ, there’s no arguing with the accountants. “Blair Witch” brewed up more than $140 million, becoming the 10th highest grossing film that year. Not bad for a film with a budget of about $60,000 and not a single cameo appearance by Morgan Freeman. So enjoy your summer moviegoing. And remember that while a great PR campaign can work magic, a really bad one can haunt you for a long time.

Witch’s Spell

Fort Worth PRSA.

THIS COLUMN REFLECTS THE AUTHOR’S VIEWS AND IS NOT INTENDED TO REPRESENT GREATER DFW PRSA.

An irreverent look at the people and events that keep us up at night...
Closing words [with gratitude each month to]

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PRESIDENT'S COLUMN | Claire Bloxom Armstrong

... Boring stories hurt the bottom line. With McClatchy’s roving “reinvention team,” says a journalist who was fired from her new employer for violating hers. 

After 12 years at Balcom Agency (and 25 years in the ad agency business), I’ve been working with for over 20 years. It’s hard to imagine not being part of this amazing team, but I’m eternally grateful for everything and every opportunity Balcom has given me.”

Having worked on the agency side of PR for 13 years, it delights me that the PRSA — membership now exceeding 200 — plays a key role in the city’s ability to recruit better and better PR talent. Strong programming, combined with our energizing monthly meetings and the annual PRSA awards, opens doors for people to learn, network and to submit their best work in the Sixth Annual Worthy Awards.

Let’s build on this momentum and encourage our non-PRSA friends to join us as we celebrate the “Eleventh Annual Professional Awards,” recognizing our profession’s future stars.

Saul Garza
Greater Fort Worth PRSA

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JULY 2017

PRESIDENT'S COLUMN | John Dycus

... scaffold Media

OVER & OUT... Kim Speairs

The Victoria Advocate seeks a copy editor/page designer with a sports background. SHelly Conlon

The Dallas Morning News is hiring a 311 E. Constitution St., Victoria, TX 77901.

Cnn

The nation

Financial Times

The Hill

Cnn

Ark poet ... “To be yourself in a world that is constantly trying to make you something else is the greatest accomplishment.” — Carl Sandburg

CUStoMizE

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