



eChaser



ABUZZ ALL THE REST

The end all *bee* all of PR. November 8, 2017



Early bird deadline August 4. To enter, and see the full list of categories please visit: WORTHYAWARDS.COM

Hosted by Bell Helicopter | Presented by the Greater Fort Worth Chapter of PRSA



MEETINGS

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

No meeting in July. The schedule resumes Wednesday, Aug. 9. Follow along with the twitter hashtag #FWPRSA.

But while you're here, let's talk Worthy's. It's hard to start thinking about autumn when it's so hot outside, but now is the time to be working on entries for the 2017 Worthy Awards competition.

Established in 2012, the Worthy Awards showcase exemplary programs and tactics created by public relations professionals in the Greater Fort Worth area. Early-bird entry deadline is Aug. 4, final deadline Aug. 25.

Winners in several categories will be announced at the Sixth Annual Worthy Awards Gala on Wednesday, Nov. 8, at the Fort Worth Club. Emcee and entertainment will be provided by Four Day Weekend. Presenting sponsor is Bell Helicopter.

Nominations are also open for the Communicator of the Year Award, with materials due by 11:59 p.m. Friday, July 21. [More here.](#)

GFW PRSA presented [more than 60 awards in 2016](#) to area public relations and communications professionals for strategic communications programs and campaigns, including Best of Show.

Next at [Fort Worth SPJ](#) ...
Splash Day! (just add water)

Join Fort Worth SPJ for one fine summer party Saturday, July 8, 6-9 p.m. at **Paul and Harriet Herral's** Berkeley Place home, 2102 Pembroke Drive 76110. RSVP to pirtlemk@yahoo.com.

Cost is \$10 or contribute something — food, ice, drinks. **Kay Pirtle** has the list of who's bringing what. Check with her for what's needed.

Already on the list: **Buddy Jones'** grilled pork tenderloin and **Gayle Reeves'** brownies.

Like you need any more reasons to come.

STRAIGHT STUFF

From tweets and updates, to blogs and online articles, technology has opened new venues. Two 21st-century digital writers, **Rainer Bantau** and **Kathryn McClatchy**, will share the journey at the next Writers Guild of Texas meeting, 7 p.m. Monday, July 17, Richardson Public Library. A Swiss-born German kid from East Texas, Bantau began writing digitally in 2008. 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](#). More on the Writers Guild of Texas at wgtonline.org.

IABC local update: **Sterling Hayman** and **Rob Howe** from ReCreation Dallas will walk attendees through the history of display ads, the technology behind digital programmatic advertising and the data available to marketers thanks to the mobile phone at the IABC Dallas luncheon Tuesday, July 11, at The Clubs of Prestonwood ([map](#)). [Info.](#)

PRSA national update: PRSA members should be following the Open Forum discussions on the national [My PRSA Communities](#) website. It is among the resources available with membership. After PRSA member **Kim Resnik**, APR, wrote that she uses a simple form for communications plans, dozens of people from across the country asked for a copy. It's now posted in the Library section on the page.

PRSA local update: PRSA Dallas will host its third annual PR Workshop for Nonprofits on Friday, July 28, at the Dean Foods corporate office on North Haskell Avenue ([map](#)). [Info.](#)

Freedom of Information Foundation of Texas update: Among Gov. **Greg Abbott's** 50 vetoes this session were five bills by state Rep. **Lyle Larson**. 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 pushed a measure that would prevent a governor from appointing someone to a board or commission if that person had given the governor a campaign donation of more than \$2,500 the previous year. The bill passed the House 91-48 but didn't even get scheduled for a committee hearing in the Senate. [Details.](#) ... 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 members and staff met and discussed whether the San Antonio City Council should sue the state to stop implementation of the ban. [Details.](#) ... The Odessa American filed a lawsuit Jun 7 against the Odessa City Council, accusing the elected officials of violating the state law that requires most public business to be conducted in public. The lawsuit alleges multiple minutes behind closed doors before voting to oust the head of the board overseeing economic development sales tax money. The OA seeks a court order to prevent future violations of the Texas Open Meetings Act by the City Council. [Details.](#) ... A group of Lake Austin homeowners has sued the city of Austin, claiming that the city's notice concerning the zoning and waiver of environmental regulations on what is known as the Champion tract was inadequate and therefore violated the Texas Open Meetings Act. 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 Monitor reported in April, the group notified the city of its intention to sue and gave city 45 days to post the item on the city agenda with notice of the pertinent waivers. However, the city failed to do so. [Details.](#)

[more eChaser on p. 2](#)

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The Gallery



Here's the windup, and the pitch ...



from left, pretty much: **Brandon Todd; Deanna Boyd; John McCaa; Alexandra Myers Russell, Freda Ross, Charlie Hodges**

The June PRSA meeting featured a panel of DFW print and broadcast journalists who gave insight on the changing media landscape and stressed the need for quality photos and video for online and social media by newspapers, TV and radio. Here are some takeaways from the panel as documented in real-time tweets:

- Make yourself available and build relationships with reporters to become a credible source.*
- Want to be a subject matter expert? Introduce yourself. Send relevant information on a news story. Be a credible source.*
- We love good stories but we don't get a lot of individuals' stories as pitches. We get many from Facebook.*
- Have a story? Have a person the news can talk to. They need a source or a human interest.*
- The press release is, in fact, not dead! Stresses importance of having a well-written story ready.*
- If you can provide support or an angle on a live, breaking news story, call the station.*
- On pitching soft news – pitch to assigned reporter, pitch again or pitch to multiple writers.*
- Find an angle on national news when pitching local stories.*
- Have a soft news announcement? Be flexible and available. Breaking news will always take priority.*
- Some reporters prefer texts. Call if breaking news. Email for soft news.*
- Reporters expected to be able to shoot video and photos, write, and be on camera – jack of all trades.*
- It's not just putting video on the air anymore, it's sharing it on every available platform (online, social media, etc.)*
- All stations are in content creation business, no matter if print, radio, TV. All need video & photos for web.*
- Think about digital package and visuals. We'd rather shoot our own content but we're desperate for video.*
- If you can provide the visual content, you can get it on air.*
- Providing iPhone video to a news station? Shoot it in landscape mode.*
- For video: hold phones horizontally for 10 seconds.*

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.]

Witch's Spell
 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 **Daniel Myrick** and **Eduardo Sánchez** created the movie from footage they said they found — 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" students to come forward (except, of course, the students themselves).

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 **Shia LeBeouf**.

"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.

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PEOPLE & PLACES

After 12 years at Balcom Agency (and 25 years in the ad agency business), Kim Spears has accepted a position as director of communications and engagement with PCCA. The Houston-based company provides products, education and support that enable pharmacists and prescribers to create personalized medicine. Spears will work from home and go to Houston twice a month. "It's a wonderful opportunity that will allow me to expand my organizational development and human systems skills, knowledge and leadership," she writes. "I'm excited and looking forward to my new role. But I'm also sad to leave my Balcom teammates and clients — some of whom 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."

GET A JOB

Cook Children's has an opening for a PR social media specialist. Details. ...

You tell someone, and someone tells someone, then someone tells you. Recent job postings with Gannett:

- news reporter, https://us851.dayforcehcm.com/candidateportal/en-US/gannett/Posting/View/7193
• reporter for growth and economic issues, https://us851.dayforcehcm.com/candidateportal/en-US/gannett/Posting/View/6974
• social issues and education reporter, https://us851.dayforcehcm.com/candidateportal/en-US/gannett/Posting/View/7297
• photographer/videographer, https://us851.dayforcehcm.com/CandidatePortal/en-US/gannett/Posting/View/7295 ...

Shelly Conlon writes, "If you want to fill your life with #FixerUpper hoopla, this might be the job for you!" — senior editor, The Magnolia Journal. ...

The Victoria Advocate seeks a copy editor/page designer with a sports focus. Send résumé, work samples and cover letter to editor Chris Cobler at either ccobler@vicad.com or 311 E. Constitution St., Victoria, TX 77901.

NEW AND REINSTATED MEMBERS

SPJ ... Saul Garza, KDFW Fox 4 ... Natalie Merrill, 1st Global ... Amy Walters ... Scaffold Media

PRESIDENT'S COLUMN |

Claire Bloxom Armstrong, Greater Fort Worth PRSA

Does Fort Worth ever cross your mind? George Strait asked that in his 1984 No. 1 country single. Thirty-three years ago, unless you lived here, the answer was probably no. Fast forward to 2017, and nationwide it's a resounding "Yes!"

It's amazing how Fort Worth has grown. In 1984, that year again, the population was 385,164. Today it's estimated at 869,984. Our headcount has increased 125 percent in just over 30 years. Crazytown!

The get-it-done spirit is alive and well in Fort Worth.

- WalletHub ranks Fort Worth No. 3 in its list of Large Cities with Fastest-Growing Economies.
• Forbes ranks Fort Worth No. 2 on its list of Best Cities for Job Seekers.
• Zillow ranks Fort Worth No. 3 on its list of Hottest Housing Markets in the U.S.

Having worked on the agency side of PR for 13 years, it delights me that Fort Worth's PR industry is no longer in Dallas' shadow. When I graduated college in 2004, I never considered moving back to Fort Worth to start my career, because agency jobs were scarce. For agency PR, you went to Dallas or Houston.

This is no longer the case. Fort Worth is home to more than 40 agencies, and the number has quadrupled in just the past 10 years.

I am 100 percent certain that our robust Greater Fort Worth Chapter of 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 ever-growing Worthy Awards, are crucial components of that.

Let's build on this momentum and encourage our non-PRSA friends to join and to submit their best work in the Sixth Annual Worthy Awards. Entries are accepted through Aug. 4 (early bird) / Aug. 25 (final deadline).

Fort Worth is a place for innovation, creativity and entrepreneurship, and I'm so proud to call it home.

OVER & OUT | John Dycus, Fort Worth SPJ

Introducing a continuing segment, bits of this, pieces of that from SPJ national — SPJ Factoids. Americans love podcasts. Monthly podcast listeners have grown 15 percent since 2008, says the Pew Research Center. ... Boring stories hurt the bottom line. With McClatchy's roving "reinvention team," newsrooms are focusing on high-impact digital enterprise stories. There's no shortcut to scouring court filings in search of a good story, and the industry benefits when reporters and editors gain experience with different news-gathering styles. ... Non-compete clauses hurt journalists, says a journalist who was fired from her new employer for violating hers. More here. ... SPJ ethics chair Andrew Seaman writes about NBC's decision to air Megyn Kelly's interview with Alex Jones of InfoWars: Good journalism tells a story and bad journalism becomes the story. ... SPJ member Nerissa Young worked with agencies in Ohio to compile a portal of resources for journalists covering suicide, including guidelines, examples of good and bad reporting of suicide, a suicide reporting check list and much more. ... That's former UTA Shorthorn editor Anna Gutierrez joining SPJ national as communications coordinator.

Caught my eye. SolarGaps blinds generate solar electricity while shading your windows. ... American fern inspires groundbreaking new solar storage solution. ... Reebok is making shoes out of corn. ... Microplastics are killing fish faster than they can reproduce. ... Ninja star design throws extra power into the origami battery mix. ... New desalination method from Qatar recycles waste brine and excess CO2 at the same time. ... Startup creates renewable hydrogen energy out of sunlight and water.

Closing words [with gratitude each month to Garrison Keillor and American Public Media, a source for many of these public domain pearls]: "Poetry is a pack-sack of invisible keepsakes. Poetry is a sky dark with a wild-duck migration." — Carl Sandburg, who also said, "I am the people - the mob - the crowd - the mass. I'll probably die propped up in bed trying to write a poem about America." ... "Don't love deeply, till you make sure that the other part loves you with the same depth, because the depth of your love today, is the depth of your wound tomorrow." — Nizar Qabbani, the most popular Arab poet ... "To be yourself in a world that is constantly trying to make you something else is the greatest accomplishment." — Ralph Waldo Emerson, who also said, "Finish each day and be done with it. You have done what you could. Some blunders and absurdities no doubt crept in; forget them as soon as you can. Tomorrow is a new day. You shall begin it serenely and with too high a spirit to be encumbered with your old nonsense."

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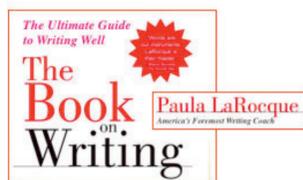
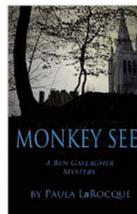
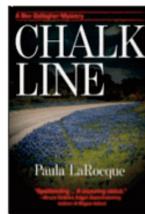
All about the community of model railroading and rail enthusiasts in the Midwest and Southwest



"There is no greater agony than carrying an untold story." — Maya Angelou

UNSUNG: REMEMBERING JEWELL HOUSE

the LaRocque Family catalog ...



RESOURCES

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11 Rules of Writing, Grammar and Punctuation
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