

## MEETINGS

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

Wanted: Multichannel Content That Drives Results

The public relations team at Cook Children's Health Care System, the 2016 Best of Show Worthy Award recipient, will present how it successfully creates in-depth, multi-year communication programs on a limited budget while also dealing with multiple departments.

Led by public relations VP **Winifred King**, team members will share how they break through departmental silos to create interwoven system-wide initiatives and use a variety of communication tactics to tell their stories. They will outline how streamlined content, developed in tandem with their community outreach, marketing and website colleagues, helps the organization be nimble in response to campaign metrics.

The luncheon is sponsored by FW Inc. and Moxxie Concepts.

**Time & date:** 11:30 a.m.-1 p.m. Wednesday, Aug. 9

**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 Aug. 4](#)

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Next at [Fort Worth SPJ](#) ...

No meeting in August, but another great year ramps up in September.

## STRAIGHT STUFF

At the next Writers Guild of Texas meeting, 7 p.m. Monday, Aug 21, Richardson Public Library: "Marketing, Renegade Style," presented by **B. Alan Bourgeois**, has helped authors think outside the publishing/marketing box, and with great results. The session promises to be full of energy and audience participation. Bourgeois has been writing for more than 25 years in a variety of forms and genres, winning a couple of awards along the way. He also worked as a publisher for six of those years before creating three nonprofits that support authors in progressive ways. He runs Texas Authors, Inc., DEAR Texas, Inc., and the Texas Authors Institute of History, each of which gives Texas authors opportunities to increase awareness and desire for their books. Through his nonprofits, he has created new ways to market and sell books. He will have a new book out late this year previewing anticipated changes to the publishing industry. More on the Writers Guild of Texas at [wgtonline.org](#).

**IABC local update:** **Kristen Kauffman** with SPM Communications and **Glen Orr**, an independent consultant specializing in investor relations programs and crisis preparedness, will present "The Art and Science to Crisis Communications" at the IABC Dallas luncheon Tuesday, Aug 8, at The Clubs of Prestonwood ([map](#)). [Info](#).

**PRSA local update:** Entry deadlines for the 2017 [Worthy Awards](#) — "the end all, bee all of PR" — are drawing nigh. For early bird savings, enter by 5 p.m. Aug. 4; fees are \$75 per Greater Fort Worth PRSA member entry, \$100 nonmember entry and \$25 student. All entries must be completed and paid for to qualify for the early rate. Final entry deadline is 5 p.m. Aug. 25 at \$95 per member entry, \$130 nonmember and \$25 student. • The Sixth Annual Worthy Awards Gala is scheduled for Wednesday, Nov. 8, at the Fort Worth Club. Among the evening's highlights will be announcing the Communicator of the Year. Previous honorees are, 2012, **Joel Burns**, Fort Worth City Council; 2013, Fort Worth Mayor **Betsy Price**; 2014, **Walter Dansby**, Fort Worth ISD; 2015, **Patsy Thomas**, Mental Health Connection of Tarrant County; and 2016, **Robert Earley**, JPS Health Network. • Presenting sponsor is Bell Helicopter, and additional sponsorships are available. E- sponsorship chair **Charlie Hodges** at [charlie@charliehodgesmedia.com](#).

**PRSA local update II:** PRSA national has 13 August webinars in queue, from "The Magic of RPIE (Research, Planning, Implementation & Evaluation)" to "Diversity and Inclusion as a Business Imperative" to "New Rules for Media Pitching in 2017 — What's Working and What's Not in Rapidly Shifting Media Landscape." [Here's the calendar](#).

**PRSA local update III:** Author-blogger **Trudy Bourgeois**, a recognized authority on leadership development, will explore what it takes to make diversity and inclusion part of an organization's DNA at the PRSA Dallas luncheon Thursday, Aug. 10, at Seasons 52 at NorthPark Center ([map](#)). [Info](#). Organizers vow a "no-holds-barred presentation."

## Freedom of Information Foundation of Texas update

Open government advocates now focusing on 2019  
by John C. Moritz/USA Today Network

AUSTIN — When a former employee of the world's largest aerospace corporation began asking about the specific terms of the company's lease agreement for its operations in San Antonio, it set in motion a chain of events that would gut Texas' open government laws.

And bills to restore teeth to the law that requires state and local governments to tell the public what they're doing and why they're doing it were blocked during the recent legislative session.

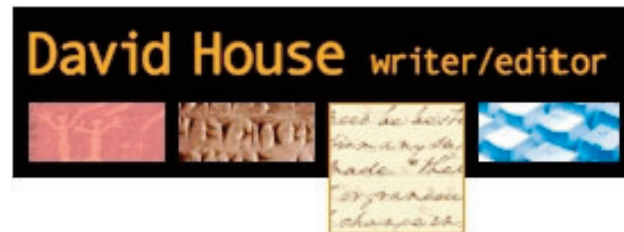
"This was a huge setback for those of us who believe that the people have a right to know how government is spending their money," said state Sen. **Kirk Watson**, an Austin Democrat who guided several open-records bill through the Senate this year only to watch them die in the House.

Watson and other government transparency proponents are already planning to do a top-to-bottom review of Texas' Public Information Act and offer proposals for when the Legislature next meets in regular session in 18 months.

Without an effective Public Information Act, countless dollars of public money lack public scrutiny, Watson and others assert. [More](#).

more [eChaser](#) on p. 2

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The Gallery



J.O. president **Jennifer Henderson**, left; **Sarah Schimpff**, PR account executive at the agency; and **Royalyn Reid**, president and CEO of Consumer & Market Insights

The Fort Worth Transportation Authority has awarded J.O. a contract to support ongoing and future marketing and advertising. The agency will do strategic marketing, digital advertising, mobile application development and a rebranding for the Transit Master Plan, while its Dallas-based subcontractor, Consumer & Market Insights, will conduct market research. J.O. recently executed an FWTA campaign to promote expanded service in North Fort Worth.



Boiling up a good time

SPJ enthusiasts **Janet Neff** and **Johnell Kelley** remind that the annual shrimp boil benefiting the Amy E. Shewbart Foundation will be Saturday, Sept. 30, on the lawn at the UNT Health Science Center, 3634 Bunting Ave. In addition to copious quantities of shrimp, expect barbecue, margaritas and beer, a children's area, plus a live auction, plus a silent auction, plus live music from **Sonny Burgess** and **Jolie Holliday** and the Sensational 88's Band. More info: 817-723-3771. These pictures are from last year, but the vibe hasn't changed! **Amy Shewbart** died at age 30, leaving behind a son, **Zachary**, and a high school sweetheart and husband, **Jason**. The foundation exists to improve the health and well-being of infants, children and adolescents in the Metroplex, including those helped by Mothers' Milk Bank of North Texas and Cook Children's Child Life Zone.



Amy Shewbart



Janet Neff

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.]

Ain't No Way to Treat a Lady  
The Political Rally that Started a Major Movement — and an Enduring Backlash

"If you can't stand the heat," the old saying goes, "get out of the kitchen." But sometimes it works the other way: People tell you to get back in the kitchen.

That happened Aug. 26, 1970, when thousands of women participated in the Women's Strike for Equality, held to commemorate the passing of the Nineteenth Amendment.

Leading the charge was **Betty Friedan**, who wrote the bestseller "The Feminine Mystique," which everyone remembers as the first installment of the X-Men series, and was president of NOW, which apparently no one remembers.

It's worth noting that while we had come a long way, baby, by 1970, we still had further to go. In many states, women could not independently own property or obtain a credit card, and it was legal to deny women admission to law school and refuse to hire women with pre-school age children. Some states did not allow women to serve on a jury.

But while women may have been considered socially inferior to men, they were more than a match in wit: The protesters carried signs that declared, "Hardhats for Soft Broads" and "Don't Iron While the Strike is Hot." Women who worked for a New Orleans newspaper filled the Engagements section with pictures of the men instead of the brides.

Thousands of women rallied in New York and several other cities. It was an impressive effort, even if some in the media scoffed. ABC reporter **Howard K. Smith** criticized the protest, maintaining that women had no evidence to support their grievances. A newspaper columnist called the strike "a day of infamy and shame" and urged people to wear black armbands to mourn "the death of feminism."

The New York Times, noting that Friedan had arrived late for the rally, ran the headline "Leading Feminist Puts Hairdo Before Strike" and discussed her clothing and her hair. CBS News anchor **Eric Sevareid** compared the feminist movement to an infectious disease, describing the protesters as "a band of braless bubbleheads."

On the other hand, President **Nixon** — yes, him — issued a proclamation in support of the suffrage anniversaries. Time magazine praised the feminists for their "tolerance and humor," adding that "they probably won new support and undoubtedly new awareness."

And in St. Louis, where a smaller rally took place, the Post-Dispatch gave a relatively balanced account, including quoting a reporter who was heard telling the protesters, "Look, if there were any good-looking chicks in Russia, I bet the news media would take their picture."

The success of the strike probably depends on which direction you're facing. Most scholars say it brought meaningful attention to women's equality, resulting in what came to be known as the "second wave" of feminism, with Women's Equality Day and the push for the Equal Rights Amendment.

But today, most people probably think feminism's "second wave" is a hairstyle. And many a successful woman most decidedly does not identify as a feminist, including **Lady Gaga**, **Taylor Swift** and **Sandra Day O'Connor**. The singer **Bjork**, explaining her opposition to the label, said, "For my generation, it's important to do things instead of just complaining."

So now you know: The feminist movement was just one big complaint-a-palooza organized by, as they were described, "Communists and wild lesbians."

Which just goes to show that while a great PR campaign starts with careful planning, in some ways the campaign never really ends.

more eChaser on p. 3

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Greater Fort Worth PRSA Member Spotlight

# Hannah Lacamp

social media coordinator, Pavlov Agency  
B.A., journalism/public relations/new media, Baylor University  
GFW PRSA position: social media chair  
residence: Fort Worth

**childhood ambition** Broadcast journalist.  
**first PR job** Social media content curator at Toldyaa.

**what you know now that you wish you'd known then** Working at an agency requires you to wear multiple hats — embrace it!  
**best advice you ever received** Be proactive. Go above and beyond the call of duty, and always do so with a positive attitude.  
**greatest professional or personal accomplishment** I'm most proud of landing my first PR job and being elected to PRSA's board of officers within my first year of graduating college.  
**if you weren't in PR...** I'd be working on a film set. I minored in film and digital media at Baylor. I love the fast-paced environment that both an agency and a film set have to offer.  
**desired legacy** I want to be remembered as someone who gave 100 percent to her career, community and personal relationships.  
**when and why did you join PRSA?** Although I've been involved with PRSA since August 2016, I officially joined in January 2017 because I wanted to be part of a community of professionals I could learn from and who could help me grow in my career.  
**tell us about your hometown and what makes it cool** I can't say enough amazing things about Fort Worth. The greatest part about my hometown is that it offers the best of both worlds — a big city environment with a small town feel.



## GET A JOB

UTA Shorthorn ex **Anna Gutierrez** writes: “Come work with me in Indianapolis!” SPJ headquarters is hiring a full-time education manager and a part-time communications coordinator. [Info](#). ...

Epimed, a medical device manufacturing company based in Farmers Branch, has openings for an entry-level content writer/customer service rep and other positons. E- résumé to [kjoiner@epimed.com](mailto:kjoiner@epimed.com). [Info](#). ...

**Wanted: Visual storyteller to bring hyperlocal news to life:** Observer Media Group, Sarasota, Fla. Writes UTA Shorthorn ex **Laura Woodside**: “Awesome company.” ...

Interested in a “fun gig” in Dallas? [“Come Work At D Magazine. We Need An Online Arts Editor.”](#) ...

From UTA Shorthorn ex **Samantha Shaddock**: “Hey, hey, hey. CNBC is adding a whole bunch of [editorial positions](#).” ...

The University of Southern California’s Annenberg School of Journalism offers a fixed-term, 12-month appointment working in its state-of-the-art Julie Chen-Leslie Moonves and CBS Media Center, where students produce content across all platforms. Fellows will teach students to apply solid reporting and storytelling techniques in creating content for <http://www.uscannenbergmedia.com/> using videos, podcasts, live newscasts, newsmagazine shows, multimedia projects, data visualizations and native social media stories. [Info](#). ...

The Irving-based B2B digital marketing company MultiView seeks a content marketing strategist. [Info](#). ...

Take your photo skills to California. The Los Angeles Times seeks a photo editor. [Info](#).

PRESIDENT’S COLUMN | [Claire Bloxom Armstrong](#), Greater Fort Worth PRSA

In our digital and omni-channel world, consumers have access to information like never before. As a result, it has become more and more difficult to get our messages heard, and we must work extra hard to keep up with the triggers that attract an audience. If these triggers are pulled, audiences will share our content, helping us spread the message, gain traction, win customers and beat the competition.

The question of how to create engaging content is a hot topic in today’s PR/communications marketplace. So hot that GFW PRSA asked the PR team at Cook Children’s to [address our chapter this month](#) on its award-winning campaigns focused on creating consumable content that gets mission-driven results.

In the meantime, here are six ways I've found success in creating content that audiences respond to and share:

1. Create a challenge or contest. People love competition, and they especially love to win anything free.
2. Add visuals — photos, infographics, GIFs, videos — and they don't have to be professionally produced. Google recently reported that video will account for 74 percent of all internet traffic in 2017, so if you need proof, there ya go. Bonus tip: Browse websites like iStockphoto and Stock Footage for royalty-free stock images and videos that will add appeal.
3. Utilize influencers. Social media works because people tend to trust their network more than companies. Hearing your message from a respected voice adds instant credibility.
4. Ask questions. This may be the easiest way to generate audience engagement and ongoing discussion.
5. Report on trends. Following trends is human nature. Research suggests that people follow trends for many reasons, from "keeping up with the Joneses" to peer acceptance. Whatever the reason, people crave information on what is current and popular. Even better are cutting-edge insights about what is just around the corner to keep your audience ahead of the game and admired by their peers. Provide this information, and your audience will devour your content and advocate your brand.
6. Provide information of value. Go by the 90/10 rule — 90 percent of content should be information of value, with only 10 percent promotion. Social media, at the end of the day, is social, and it’s crucial that there’s two-way communication and you’re not just pushing information out. That’s what a website is for. ☺

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

SPJ Factoids: SPJ joined a [coalition of other journalism organizations and called on the White House to stop banning live video and audio use in the daily press briefings](#). The [letter](#) states: "The role of the press in asking questions and probing issues on behalf of the public is invaluable." ... Rhode Island is poised to become the 13th state to adopt a "[New Voices](#)" [press-freedom law](#), guaranteeing student journalists and their advisers the right to exercise freedom of speech and of the press in school-sponsored media. ... SPJ joined another coalition of organizations to [call for Congress to oppose the Department of Defense's proposal to alter the Freedom of Information Act in FY18's National Defense Authorization Act](#). The [letter](#) emphasizes that any amendment to FOIA, especially an amendment of this scope, should be approved by committees with jurisdiction over FOIA and FOIA-related issues. ... This fall, [Apple will provide basic podcasting analytics to creators](#). For the first time, podcasters and advertisers will be able to see what people are listening to and skipping over. ([Here's what happened the last time audio producers got better data.](#)) ... A federal appeals court in Philadelphia ruled that [recording the police is protected under the First Amendment](#). One of the lawyers said the court acknowledged that the “ability to record police is of particular importance as it ensures that the [public can hold government officials accountable for misconduct](#).”

Caught my eye. [Preserving reef ecology by putting plastic in the ocean](#). ... [Scalable solar-powered desal system could supply water to homes and towns](#). ... [New technology quickly turns food waste into fuel](#). ... [Researchers create pollution-cleaning, 3D-printed sponge](#). ... [Blood test for Alzheimer’s shows 100% accuracy in early trials](#). ... [Exploring a beautiful, 23-year-old food forest in New Zealand \(video\)](#). ... [The hungry little bacterium that could crush the plastic waste problem](#).

Closing words [with gratitude to [Garrison Keillor](#) and [American Public Media](#), a source for many of these public domain pearls]: "Harmony with land is like harmony with a friend; you cannot cherish his right hand and chop off his left." — conservationist/essayist **Aldo Leopold** ... "One of the greatest gifts you can give anybody is the gift of your honest self. I also believe that kids can spot a phony a mile away." — **Fred Rogers** ... "Playing 'bop' is like playing Scrabble with all the vowels missing." — **Duke Ellington** ... "Study nature, love nature, stay close to nature. It will never fail you." — architect **Frank Lloyd Wright** to his students

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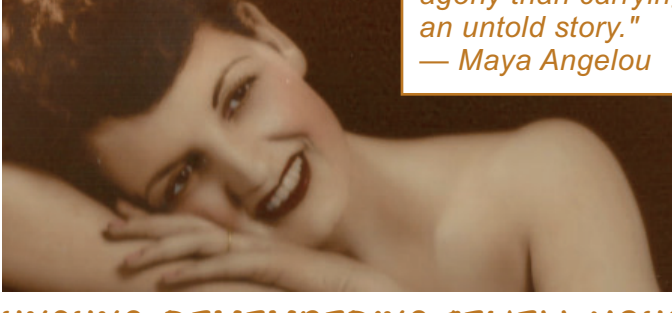
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## Cowcatcher Magazine

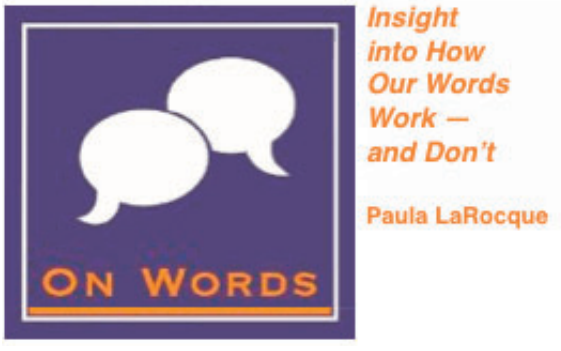
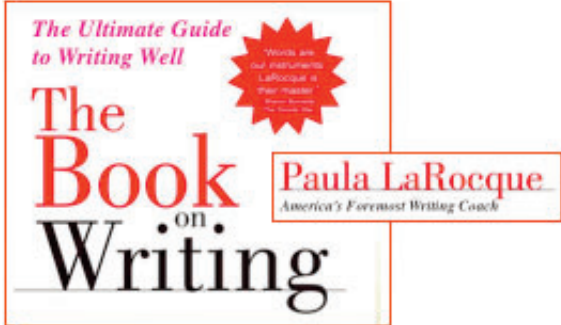
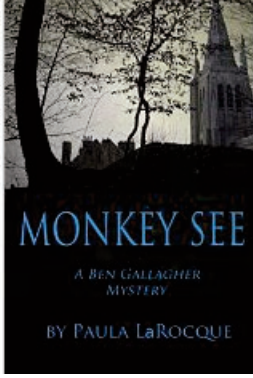
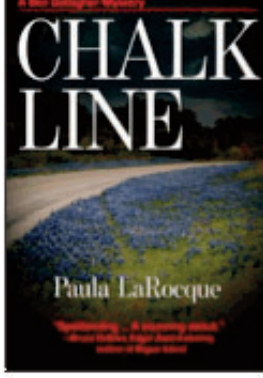
All about the community of model railroading and rail enthusiasm in the Midwest and Southwest



"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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