



# eChaser

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## MEETINGS

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

Breaking Free from Stereotypes: Finding Value in Generational Similarities

Time and again, generational stereotypes point out how people are different. Baby Boomers are workaholics and like face-to-face meetings. GenXers focus on self-reliance and prefer to complete tasks quickly. Millennials expect immediacy and see work as a means to an end.

Dr. **Stevie Dawn Blakely** has a handle on this and will lead a discussion on generational similarities at the October meeting. As CEO of the Fort Worth corporate training company Orange Compass, Blakely specializes in emotional intelligence strategies and enjoys challenging people to change their workplace behaviors.

Oct. 11 also will be Pro/Am Shadow Day as area university students look inside the life of a professional communicator. To participate, students e-**Claire Olson**, [clairegolson@att.net](mailto:clairegolson@att.net), and professionals contact **Beth Lamb**, [gfwprsaprograms@gmail.com](mailto:gfwprsaprograms@gmail.com).

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

**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 Oct. 6**

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

Meet the Prez

**Rebecca Baker**, deputy head of news at the New York Daily News, was sworn in as the Society of Professional Journalists' 101st president at the recently concluded national convention. She will outline her goals and highlight the past year's accomplishments at a reception Friday, Oct. 13, 7-9 p.m. at **Paul** and **Paula LaRocque's** home in Arlington, 1301 Sylvan Court.

Cost is \$10 or a dish to share. Iced tea, ice, desserts and salads are always appropriate. Contact **Kay Pirtle** at [pirtlemk@yahoo.com](mailto:pirtlemk@yahoo.com) to coordinate with the food list or to RSVP.

At the convention Baker challenged each member of SPJ to hold a discussion with the public about journalism. Outreach has never been more important, she said.

"Our goal is to send SPJ members into at least 100 schools by this time next year," she said, while announcing the Press for Education campaign. "If we can reach kids, we can reach the future consumers of our news."

Baker previously was deputy editor in chief of the New York Law Journal, the largest daily legal newspaper in the country. She joined SPJ in 2000 and currently serves on the finance committee, membership task force and SDX Foundation Board of Directions, which supports the educational mission of SPJ.

Her work as a courts/crime reporter led to appearances on several cable network television shows, including "American Greed," "On the Case with Paula Zahn" and "Nancy Grace." She was named 2010-11 outstanding member for her work as the president of SPJ's New York City chapter.

## STRAIGHT STUFF

Speculative fiction novelist **Jaye Wells** will explore "Fighting Demons: Internal versus External Conflict" at the Writers Guild of Texas meeting at 7 p.m. Monday, Oct. 16, Richardson Public Library. Wells, a graduate of Seton Hill University and SMU, is best known for her USA Today best-selling Sabina Kane series and the Prospero's War series. In 2012 she won the Best Urban Fantasy Reviewers' Choice Award from RT Book Reviews for "Blue-Blooded Vamp," and her novels "Dirty Magic" and "Silver-Tongued Devil" were nominated for the award. More on the Writers Guild of Texas at [wgtonline.org](http://wgtonline.org).

**IABC local update:** Registration is now open for the half-day IABC Dallas 2017 Fall Conference featuring a keynote discussion over lunch — "Managing the Unimaginable: Crisis Communications During the 2016 Dallas Police Ambush" — with representatives from the Dallas Police Department, DART, El Centro College and Mayor **Mike Rawlings'** office, moderated by KXAS-TV's **Cory Smith**. [Info](#).

**PRSA local update:** GFW PRSA will present more than 60 awards to area PR and communications professionals for exceptional work in public relations and strategic communications at the 6th Annual Worthy Awards Gala, Wednesday, Nov. 8, at the Fort Worth Club. A cocktail reception at 6:30 p.m. precedes dinner at 7 and awards at 7:30, with the improv comedy troupe Four Day Weekend moving things along as master of ceremonies. Tickets are \$85 for members, \$100 nonmembers and \$50 students. Sponsorships are available from \$100 to \$1,500; see [worthyawards.com](http://worthyawards.com) for details.

**PRSA local update II:** The Institute for Public Relations and PRSA have chosen Dr. **Julie O'Neil** senior associate editor of the quarterly, peer-reviewed Public Relations Journal. O'Neil, director of the TCU Schieffer School graduate program, teaches undergraduate and graduate courses in PR, research and evaluation, and corporate social responsibility. She is a former co-chair of PRSA's National Research Committee and serves on the advisory board of the IPR Measurement Commission.

**PRSA local update III:** The 2nd Annual PRSA Dallas UnSummit: PR Deconstructed, fueled by three "talk track" themes — Big Idea Thinking, Diving Deep Into Digital Communications, and Engaging, Persuading and Moving the Needle — will be Friday, Oct. 27, at Gilley's downtown. [Info](#).

**Freedom of Information Foundation of Texas update:** [Texas Tribune](#) [Explainer: What social media information is subject to state open records laws](#). ... The Dallas Morning News: Here's an alarming new threat to the public's right to know. More and more government agencies around the country are suing private citizens who request access to public information, in order to keep them from seeing the records. Outrageous. There's no better protection to our democracy than our ability to hold the people we elect to public office accountable for how they're spending our tax dollars and conducting our business. These are our records, after all, and these agencies are stomping on citizens' right to keep track of what government is doing. [Details](#). ... Trying to make sense of an emerging area of law, a state senator has asked Texas Attorney General **Ken Paxton** to determine whether certain footage from police body cameras can be withheld — not just from the public, but from civilian supervisors of a law enforcement agency as well. Specifically, Sen. **Eddie Lucio Jr.**, D-Brownsville, wants to know if state open record laws give police chiefs or sheriffs the discretion to withhold body camera footage if they determine that viewing the video could interfere with the "detection, investigation or prosecution of crime." [Details](#). ... The head of Texas' oil and gas regulator resigned in September under pressure from one of the elected officials she reports to, igniting a dispute over whether her dismissal was properly handled. **Kim Corley**, who has been executive director of the Texas Railroad Commission since last year, said she was abruptly summoned to commission chairwoman **Christi Craddick's** office, where Craddick, accompanied by two of the commission's lawyers, told Corley she could resign or the agency would begin the process of firing her. Craddick is one of three elected commissioners who oversee the railroad commission, and they typically have to vote on hiring and firing the executive director. Craddick apparently acted without notifying her colleagues. [Details](#).

[more eChaser on p. 2](#)

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The Gallery



Honors abounding

top: Paul Paine  
above from left: Dr. Amiso Goerge, APR, Fellow PRSA; Sandra Brodnicki, APR; Gigi Westerman, APR, Fellow PRSA

- Former Navy Capt. **Paul Paine**, a tireless community advocate and president of Near Southside, Inc., is Greater Fort Worth PRSA's 2017 Communicator of the Year. "We're beyond thrilled to honor Paul," said chapter president **Claire Bloxom Armstrong**. "Paul exemplifies open, honest communication that inspires, informs and shakes us out of complacency. Outstanding community leaders like Paul are what make this city such a tremendous place to live, work and serve." Since 2005, Paine has been president of the private, member-funded 501(c)(4) organization working to revitalize Fort Worth's Near Southside. He also chairs the Texas Military Preparedness Commission and is a board member of the Fort Worth Convention and Visitors Bureau and the Ronald McDonald House of Fort Worth. He served 26 years in the U.S. Navy, where he commanded an F-14 Tomcat Squadron, spent three years in the Pentagon and was the commanding officer at the Naval Air Station Fort Worth Joint Reserve Base.
- **Dr. Amiso George**, APR, Fellow PRSA, has received national PRSA's prestigious Outstanding Educator Award for 2017. George is an associate professor of strategic communication in TCU's Bob Schieffer College of Communication and also advises the PRSA chapter and the Bateman Team.
- **Gigi Westerman**, APR, Fellow PRSA, and **Sandra Brodnicki**, APR, partners at the S&G Group in Arlington, are among the first communication professionals in the nation to earn PRSA's new reputation management certificate. Nationwide, only 100 PRSA members took advantage of the certificate program, which PRSA offered to executive-level communicators responsible for aligning corporate reputation to brand strategy and business outcomes.

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.]

Bold Medalists  
Controversy Over Sports Protests May be News, but It's Not New

Protesting athletes are getting a lot of attention these days, but one of the most provocative sports demonstrations occurred almost 50 years ago — Oct. 16, 1968 — when **Tommie Smith** and **John Carlos** each raised a black-gloved fist at the Mexico City Olympic Games. Smith had won gold in the 200 meters, and Carlos snagged the bronze. When they stepped on the podium to hear the national anthem play, they silently bowed their heads and raised an arm.

The black gloves were not their only form of protest. Smith also wore a black scarf around his neck, acknowledging blacks who had been lynched. Both men went shoeless to represent poverty, and all three medalists (the third was a white Australian) wore badges in support of human rights.

Smith later said their actions were not intended to highlight black power, but rather human rights. And when he bowed his head, he said, he was reciting the Lord's Prayer.

Regardless of the intent, the gesture was not received well. After the song played, the crowd booed, and the next day the U.S. Olympic Committee suspended Smith and Carlos, took away their medals and sent them home.

The USOC was acting partially in response to the International Olympic Committee, which had said that if Smith and Carlos were not punished, the entire U.S. team might be banned. An IOC spokesman said Smith and Carlos committed "a deliberate and violent breach of the fundamental principles of the Olympic spirit" — which, apparently, does not include human rights.

But the backlash was only beginning. The Los Angeles Times accused Smith and Carlos of engaging in a "Nazi-like salute," and Time magazine revised the Olympiad motto of "Faster, Higher, Stronger" to "Angrier, Nastier, Uglier." Sports commentator **Brent Musberger**, who was then a newspaper columnist, labeled the men "black-skinned storm troopers."

About the only sympathetic coverage came from the BBC, which quoted Smith as saying, "Once you are in the dressing rooms, you are nothing more than a dirty Negro. ... Black America will understand what we did tonight."

Unfortunately, this story does not have much of a happy ending. Smith was discharged from the Army, and the men and their families were ostracized. They had trouble finding jobs and received death threats, and in 1977, Smith's wife committed suicide, an act he attributed partially to the relentless hostility. Also not widely known, the Australian who won the silver also tried to compete in the 1972 Olympics. But even though he qualified several times, he was not selected.

Some measure of redemption was forthcoming. In 1999, Smith was awarded the California Black Sportsman of the Year Award, and in 2008 both men received the Arthur Ashe Courage Award. There is a mural in Sydney, Australia, depicting them, and in 2005, San Jose State University honored the runners with a 22-foot-high statue (and they're not even wearing Confederate uniforms).

Despite the backlash, Smith has few regrets. "I've never been more proud than of what I did in that demonstration," he said in a 2016 Forbes interview. "But the one regret I do have is that I didn't think enough about safeguarding my family. I didn't think people would strike out at my wife and kids; I thought that they would just come after me."

And one other footnote: In 2016 Smith and Carlos voiced their support for a football player named **Colin Kaepernick**.

As an attention-getter, the demonstration was a success, earning worldwide attention and producing a photograph that is considered an iconic moment in sports protest. But was it appropriate? From where we stand now, probably yes. But if anyone disagrees, I won't protest.

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The Houston Chronicle seeks a data visualization developer to work with a team of producers, developers, editors and reporters to create engaging data visualizations, maps and graphics for [houstonchronicle.com](http://houstonchronicle.com). Data skills are a must along with knowledge of responsive design, with a strong emphasis on mobile and social platforms, third-party tools, APIs, HTML, CSS, Javascript and JQuery. Knowledge of R and D3.js a plus. [Info...](#)

D CEO is looking for a [smart, aggressive, experienced reporter/editor](#) to cover the business of healthcare for both the print publication and the D CEO Healthcare website. Among other things, must know the difference between HIPAA requirements and a hip replacement. Send résumé and clips to editor **Glenn Hunter**, [glenn.hunter@dmagazine.com](mailto:glenn.hunter@dmagazine.com) ...

The Knight-Bagehot Fellowship in Economics and Business Journalism at the Columbia University Graduate School of Journalism is accepting applications for the 2018-19 academic year. The program offers qualified journalists the opportunity to enhance their understanding and knowledge of business, economics and finance in a yearlong, full-time program administered by the Journalism School. Apply by Feb. 15, 2018. [Info...](#)

Freelance journalists, independent journalists and those working for a news organization are encouraged to apply for the Nieman-Berkman Klein Fellowship in Journalism Innovation. The fellowship brings individuals to Harvard University to work on a specific course of research or a specific project relating to journalism innovation. Apply by Jan. 31, 2018. [Info.](#)

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NEW AND REINSTATED MEMBERS

PRSA ... **Julie Braun**, Alliance for Children ... **Ryan Elliott**, Bell Helicopter ... **Sherri Norris**, UNT graduate student

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PRESIDENT'S COLUMN |

[Claire Bloxom Armstrong](#), Greater Fort Worth PRSA

Happy fall, fellow GFW PRSA members! As we enter the final quarter of the year, we are positioned for a strong finish to 2017, with many exciting events just around the corner.

Several of us — **Beth Lamb**, **Gigi Westerman**, **Margaret Ritsch**, **Carol Murray**, **Amiso George**, **Robert Hastings** and I — will attend the PRSA Leadership Rally, PRSA Assembly and/or [PRSA International Conference](#) in Boston, Oct. 6-10. We are excited to represent Fort Worth, immerse ourselves in informative learning sessions led by some of the industry's brightest and most innovative minds, and review and vote on the [proposed amendments](#) to the national PRSA bylaws.

On that note, join me in congratulating our very own **Amiso George**, Ph.D., APR, Fellow PRSA, who has been named recipient of PRSA's 2017 Outstanding Educator Award. The award annually recognizes one PRSA member, with a minimum of 20 years PR experience, who has made significant contributions to the advancement of public relations education through college or university teaching. Amiso will be honored at a luncheon Oct. 9 in Boston during the PRSA International Conference. This is a HUGE honor for Amiso and for our chapter.

And congratulations to **Gigi Westerman**, APR, Fellow PRSA, and **Sandra Brodnicki**, APR, on being among the first in the nation to earn the new reputation management certificate from PRSA.

We are proud to reinstate Pro/Am Day on Oct. 11, in which area college students are paired with PRSA members and shadow them in their work settings during the a.m. hours. Then the students will join us for our October luncheon at City Club, followed by a debriefing where they share their experiences and expand their personal networks with other students.

October also brings a fantastic program featuring Dr. **Stevie Dawn Blakely**, CEO of Orange Compass, who will present a lunch session Oct. 11 focused on finding the value in generational similarities. Register [here](#).

Our annual membership meeting will be held during the Oct. 11 luncheon, so please plan to attend and vote for our 2018 slate of officers. Here's the slate:

- President — **Lisa Albert**
- VP membership/president-elect — **Beth Lamb**
- VP programs — **Tracy Greene**
- Treasurer — **Brian Murnahan**
- Treasurer-elect — **Kate Norris**
- Secretary — **William Moore**
- Past president — **Claire Bloxom Armstrong**
- Director — **Richie Escovedo**, APR (year two of three-year term); **Michelle Clark**, APR (year one of three-year term); Dr. **Amiso George**, APR, Fellow PRSA (year one of three-year term)
- Assembly delegate — **Margaret Ritsch**, APR, Fellow PRSA (year two of three-year term); **Gigi Westerman**, APR, Fellow PRSA (year two of three-year term)

Finally, I offer the chapter's thanks to everyone who has worked so hard to prepare for our 6th Annual Worthy Awards Gala. All who submitted entries and those who diligently served on the committee have the gratitude of our entire group. I'd also like to thank our friends in the PRSA Hawaii Chapter for judging our entries.

Don't miss the Worthy Awards Gala on Nov. 8, with master of ceremonies Four Day Weekend. Tickets are on sale now; make sure to claim yours by Oct. 30 at [worthyawards.com](http://worthyawards.com). I look forward to seeing everyone there as we celebrate the successes of our peers and colleagues.

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

SPJ Factoids: Here's [how different networks handled Donald Trump's comments and tweets](#) urging NFL owners to fire players who do not stand for the national anthem. ... SPJ and more than [20 press freedom organizations](#) have launched the [U.S. Press Freedom Tracker](#), a website dedicated to documenting press freedom abuses across the United States. ... [The Athletic](#), a local-sports start-up, is foregoing advertising on its websites and instead relying only on subscribers. It has raised \$5.4 million and scooped up Sports Illustrated's former top editor, **Paul Fichtenbaum**. ... Some news organizations are taking local coverage to the next level and using apps like [Nextdoor to connect with readers](#) block by block. They're sharing practical articles about local matters like new businesses, crime involving residents, rent prices and road improvements. ... SPJ joins NPPA and seven other organizations in posting a [letter concerning news coverage interference at the Capitol](#). The letter states that the actions go against both First and Fourth Amendment rights and are inconsistent with the Privacy Protection Act of 1980.

Caught my eye. [Dutch designer creates wooden motorcycle powered by algae](#). ... [Light-reflecting robot fills your home with sunlight all day long](#). ... [Google wants to solve renewable energy storage with salt and antifreeze](#). ... [Report: Meat industry responsible for largest-ever 'dead zone' in Gulf of Mexico](#). ... [Asphalt made of cigarette butts paves the road to less litter](#). ... [Futuristic Japanese indoor vertical farm produces 12,000 heads of lettuce a day with LED lighting](#). ... [Groundbreaking self-destructing battery dissolves in water when its job is done](#).

Closing words [with gratitude to [Garrison Keillor](#) and [American Public Media](#), a source for many of these public domain pearls]: "That would be a good thing for them to cut on my tombstone: Wherever she went, including here, it was against her better judgment." — **Dorothy Parker** ... "My movements to the chair of Government will be accompanied with feelings not unlike those of a culprit who is going to his place of execution: so unwilling am I, in the evening of a life nearly consumed in public cares, to quit a peaceful abode for an Ocean of difficulties." — **George Washington**, writing to a friend on becoming the first president of the United States ... "I cannot but hate it. I hate it because of the monstrous injustice of slavery itself. I hate it because it deprives our republican example of its just influence in the world." — **Abraham Lincoln** in a speech against the pro-slavery Kansas-Nebraska Act

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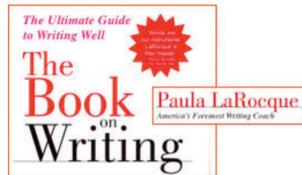
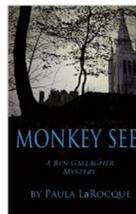
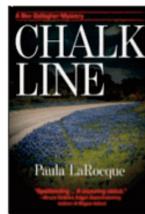


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