



# eChaser



**LET'S GET THE PARTY STARTED**  
COMMUNICATORS HOLIDAY PARTY AND GIFT DRAWING

WHEN: WEDNESDAY, DECEMBER 6 AT 6:30 PM

WHERE: UNTHSC MET BUILDING  
1000 MONTGOMERY STREET  
FORT WORTH, TX 76107

HOST: SOCIETY OF PROFESSIONAL JOURNALISTS  
817-264-3106

PAID FOR BY SOLO

### A SAMPLING OF THE GIFT-DRAWING FARE

11 Numbered, Limited Edition Prints of Noted Black Journalists, commissioned in 1987 by Miller Brewing Co.

Quilted Tree Skirt with Robert Kaufman Designer Fabric  
\$150 value • 45-year-old fabric

Dinner and Theater Date Night  
Bravo Italiana and Stage West VIP tickets  
El Chico and Four Day Weekend

Collector Business Press Umbrella  
*priceless*

Nostalgia Deluxe  
Moon Pies and two T-shirts —  
"I Got Mooned" and "Original Moon Pie"  
Twenty Years Younger!  
Microdermabrasion at Trinity Vista Dermatology

Baskets of Every Stripe —  
barbecue to beauty products

Kids' Day  
passes to Artisan Theater,  
Fort Worth Museum of Science and History

### MEETINGS

Next at [Greater Fort Worth PRSA](#) ...  
Holly Jolly Happy Hour

Instead of a December luncheon, PRSA members and friends will rally around the patio (fire pits! heat lamps!) at 5:30 p.m. Thursday, Dec. 7, at Pacific Table, 1600 S. University Drive, to celebrate another successful year. Cost is \$5 per person, which includes appetizers. [RSVP](#), please.

Also at the happy hour, the chapter will collect items for the Salvation Army Angel Tree. For suggestions think soccer balls, basketballs and footballs; arts and crafts kits; coloring books and crayons; stuffed animals; hairstyling tools and makeup for teens; board games and fidget games; and youth clothing of all sizes, including pajamas, socks, underwear, tennis shoes, jeans, tops and sweatshirts. Bring unwrapped gifts for boys or girls.

The previous night, a PRSA-inspired tradition of 20 years — a party centered around collecting books (children's preferred) and magazines for the JPS Hospital readers' library — renews at the UNT Health Science Center MET Building. [RSVP](#).

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

Like you could miss the big red graphic at the top of the page. Expect laughter, robust conversation around the table, **Leroy Wilson's** life-affirming barbecue — and maybe you take home a Moon Pie shirt. [RSVP](#).

### STRAIGHT STUFF

In addition to fun writerly and networking activities, door prizes and refreshments, winners of the 2017 Flash Fiction Contest will be announced at the WGT holiday party at 7 p.m. Monday, Dec. 18, Richardson Public Library. Members and guests, bring a favorite snack or dessert to share. More on the Writers Guild of Texas at [wgtonline.org](#).

**PRSA local update:** Reminder for PR majors at TCU, UT Arlington, Abilene Christian University and Texas Wesleyan University. Greater Fort Worth PRSA is awarding up to four \$500 scholarships to outstanding students who demonstrate a commitment to the field while pursuing their degree. [Apply by Dec. 5.](#)

**PRSA local update II:** Reminder more. Starting in January, the monthly luncheon returns to Colonial Country Club, 3735 Country Club Circle. Follow the chapter on [Twitter](#) and [Facebook](#) for updates.

**Freedom of Information Foundation of Texas update:** Austin city leaders did not give the public a proper heads-up before voting to waive environmental regulations for a controversial housing development, a judge ruled Nov. 21. The ruling marks the second time in just over a year that the city has been found to have violated the Texas Open Meetings Act in approving a development plan. Both suits came from former Travis County Judge **Bill Aleshire**, an open government attorney. [Details](#). ... [Boeing ruling stretched, twisted to keep government records secret](#). ... Austin City Council members reversed course on their secret search for a city manager a week after the American-Statesman staked out candidate interviews and sued the city over refusing to release records on the search. **Stephen Newton**, a representative of the search firm Russell Reynolds, told the council Nov. 9 that he recommended making the finalists' names public — a departure from his previous advice, and from a decision the council made in March to keep the process confidential until the council made its final pick. [Details](#).

### PEOPLE & PLACES

The far-flung PR-marketing juggernaut that is Pavlik and Associates has moved its Fort Worth headquarters to "our new office with windows" at 1300 Summit Ave., Suite 725. ...

The Collegian, Tarrant County College's student newspaper, has won the national Newspaper Pacemaker Award, which is considered the Pulitzer Prize of college journalism.

The Associated Collegiate Press gave the award at the National College Media Convention in October. Twenty-three schools in the U.S. and Canada received the Pacemaker, and only five were community colleges. The Collegian received the same honor as schools like the University of Indiana, the University of Southern California, Oklahoma University and the University of North Carolina. Only two other Texas schools earned the award — UT Arlington and Eastfield College in Mesquite.

The Collegian has won the award before, in 1996 and 1999. Since then, the paper has been a Pacemaker finalist four times.

Former student publications director **Eddy Gallagher**, who retired in July after 47 years at TCC, was at the ceremony and lifted the plaque earned by her last newspaper staff. The award was the product of numerous student staffers, including 2016-17 editors-in-chief **Jamil Oakford** and **Katelyn Needham** as well as current editor **Kathryn Kelman**.

The newspaper also took honors at the College Media Association's Pinnacle Awards, finishing second in the nation in the Best Two-Year College Media Outlet of the Year category and third in Best Two-Year Website of the Year. The Collegian edition from Oct. 25 took third place in ACP's Best of Show competition among two-year schools.

The ACP/CMA National College Media Convention is the largest gathering of college media students, advisers and instructors in North America. The event, Oct. 25-29 at the Dallas Sheraton, had 1,500 attendees from the U.S. and Canada and included keynote speakers **Bob Schieffer**, **Hugh Aynesworth**, **Dale Hansen** and **Stella Chavez** as well as 270 sessions for students to learn best practices in a range of media. TCC student publications director **Chris Whitley** coordinated the event.

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### The Gallery



#### EVERYTHING OLD IS NEWS AGAIN

An exhibit documenting the transformation of **Jim Jones** as a journalist — from student to columnist to special contributor — will run Dec. 23 through June 28 at the Fort Worth Central Library, 500 W. Third St. Jones wrote for the Star-Telegram from 1957-2015. His papers illustrate the adage “everything old is new again,” as many of his articles cover the same societal issues that make headlines today. There will be a reception Thursday, Dec. 28, 6-8 p.m.

Each logo in the ad rail links to the sponsor's website!



Glen E. Ellman | Photographer



SOCIETY OF PROFESSIONAL JOURNALISTS FORT WORTH

# SCHOLARSHIPS

DEADLINE: DEC. 1, 2017

APPLY AT  
WWW.SPJFW.ORG



### Go ahead, put yourself out there

Takeaways from **Gary Leland's** podcasting workshop, sponsored by Fort Worth SPJ, on the UTA campus Nov. 11:

- Podcasts are audio presentations posted on the internet that arrive automatically once an individual subscribes. For best visibility, post episodes on a regular schedule.
- Average number of downloads is 200 times in 45 days. Only 10 percent of podcasts have 5,500 downloads in 45 days.
- Most downloads occur from Tuesday through Thursday, so Tuesday morning is prime time to load something fresh.
- Twenty-two minutes is considered the ideal length for a podcast. A telephone mic provides adequate quality. Being the sole presenter is much more difficult than doing an interview or having another presenter.
- Podcasts are an excellent way to market a product. Have ideas about how you will make money before you start, including direct marketing, paid advertising or using the podcast in other forms such as articles for publication or as the basis for a book. Big-name advertisers will require about 5,000 subscribers, but localized podcasts may attract advertising from smaller local businesses.
- Podcasting isn't new but it's still on the upswing in terms of popularity. Blogs are far more numerous and therefore more competitive. It's a good time to get in.
- Eighty-one percent of podcasts come through Apple. So it makes sense to put your podcast on iTunes.
- Reviews on your podcast page are an effective way to boost popularity.
- Each podcast should have a catchy image — convey what the podcast is about in just a glance — plus an introduction that tells who you are and introduces the episode topic, and closing remarks. When you launch a podcast, start with an announcement of what's coming. That teaser usually stays up a few weeks before the actual podcast begins.

— Christine Wicker



### PRSA in space and time

**Lincoln Stevens**, CEO of the Marcus Graham Project, explores diversity at the November luncheon, while **Sandra Brodnicki**, APR; **Andra Bennett House**, APR; and **Gigi Westerman**, APR, Fellow PRSA, below from left, are winners at the 6th Annual Worthy Awards Gala.



### 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.]

#### Taking One for the Team Lawsuit Changed Baseball and Ruined a Player's Career

Everyone likes to get something for free. But no one likes to lose something for free. Baseball player **Curt Flood** wanted the latter to happen Dec. 24, 1969, when he sent a letter to Baseball Commissioner **Bowie Kuhn**.

Flood played for the St. Louis Cardinals, but in October the Cardinals had traded him to the Philadelphia Phillies. The Phillies were not a good team, and their stadium could have been in the pilot for “Fixer Upper.” Flood said he liked being in St. Louis (even if the Gateway Arch did not anchor a giant McDonald's) and he wanted to become a free agent.

“After 12 years in the major leagues,” I do not feel I am a piece of property to be bought and sold irrespective of my wishes,” he wrote. “I believe I have the right to consider offers from other clubs before making any decision.”

Kuhn denied his request, citing the reserve clause, which stated that a) Even after a player's contract expired, his team still had control over him, and b) It was permissible to keep an extra Santa Claus suit in the clubhouse.

In January 1970, Flood filed a lawsuit against Major League Baseball. His action did not play well the media: Newspaper headlines shouted “Suit Threatens Foundation of Baseball,” “Curt Win Kills Baseball” and “Poor Curt's Rebellion.” On TV he was called “Baseball's Bolshevik.”

To his credit, Flood behaved exceptionally well; in one TV interview, he said, “What I really want out of this thing is to give every ballplayer the chance to be a human being, and to take advantage of the fact that we live in a free and democratic society.”

But the media was having none of it. As one newspaper asked, “Does Principle or Principal Motivate Flood?”

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PR/MARKETING HISTORY continued from p. 2

The public relations beating echoed — and fueled — public opinion. Angry fans deluged Flood with hate mail, and he received death threats almost daily. Incredibly, even some players opposed him. The three-time All-Star and fan favorite was now Casey at the Bat.

Flood sat out the 1970 season, then was traded to the Washington Senators in 1971. Distracted and out of practice, he struggled and retired after just 13 games, tragically missing out on the team's move to Texas the next year and the chance to try a Whataburger.

His case went before the Supreme Court in January 1972, and the court ruled against him 5-3 — a tough loss in baseball, a worse one in court. His career was over and his life spiraled downward, with alcoholism a contributing factor.

Flood had expected to lose his suit. But he had also said that if his actions benefited the players, "that's good enough for me." And in 1975, two other players successfully challenged the reserve clause. Other major league sports would soon have to follow suit.

Free agency has indeed changed sports. Today's athletes make money hand over fist, which is also how the Texas Rangers sometimes play defense. But before we start fussing, don't forget about some of the free agents the Rangers have signed, including **Kenny Rogers**, **Vladimir Guerrero**, **Adrian Beltre** and a guy named **Nolan Ryan**. So it ain't all bad.

Flood died in 1997, just 59 years old. His legacy today is unquestioned. "Every major league baseball player owes Curt Flood a debt of gratitude that can never be repaid," pitchers **David Cone** and **Tom Glavine**, then the American League and National League player representatives, said in a joint statement when he died. "With the odds overwhelmingly against him, he was willing to take a stand for what he knew was right."

Hard to believe that an athlete who now is so admired was once so reviled. Or perhaps it is not difficult to believe at all.

In any event, Curt Flood reminds us that even the most honorable effort needs strong PR. And that not all of the errors are made on the field.

GET A JOB

The Dallas Morning News seeks a "digitally sophisticated leader" with a proven record in accountability journalism to head its six-person Austin bureau. The bureau covers statewide issues — from immigration to higher education to LGBT rights — with an emphasis on watchdog and explanatory journalism. Apply by Dec. 1. ... From UTA Shorthorn ex **Krista Torralva**: The Orlando Sentinel has an opening for a breaking news reporter who can respond quickly to news across all platforms, getting a story — and video — online in moments while also promoting it on social media. "We are seeking a reporter who is nimble but also knows how to dig deep — developing sources, requesting public records and using databases to write compelling stories that are accurate, complete and deeply reported. The reporter must also be proficient with smartphone video and must be able to juggle many moving parts, from traffic and weather updates to homicides to thoughtful enterprise." The job includes a weekend shift. College degree required. Send cover letter, résumé and clips to **Lisa Cianci** at [lcianci@orlandosentinel.com](mailto:lcianci@orlandosentinel.com).

NEW AND REINSTATED MEMBERS

SPJ ... **Margarita Birnbaum**, American Heart Association News

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

As I prepare to hand over the president's duties to **Lisa Albert**, I want to step back and take a look at some of the great things Greater Fort Worth PRSA has accomplished this year.

In June our brand-new website launched! If you haven't seen it, be sure to visit [fortworthprsa.org](http://fortworthprsa.org). It provides a clear message of who we are, what we stand for, and the value we bring to our members. It enables us to easily promote programming and chapter news on the home page, and it features a full membership directory. It boasts a clean, more contemporary design, consistent with the national PRSA website. It is also mobile responsive, making it easy to navigate a wide range of web browsers and portable devices.

Shout-outs to **Richie Escovedo**, APR, for taking the lead on the project, and to **Brenna Jefferies** for serving as website chair after our previous chair went on maternity leave. Brenna is the one who updates the site, in addition to her tasks as hospitality chair and being on the Worthy Awards committee. B — I cannot thank you enough for all of the hard work and long hours you've dedicated to our chapter this year.

In August the chapter's advocacy chair, Dr. **Amiso George**, APR, Fellow PRSA, was named PRSA's **2017 Outstanding Educator**, which annually recognizes one PRSA member who has made a significant contribution to advancing public relations education through college or university teaching. Dr. George was presented the award in October in Boston at the **PRSA 2017 International Conference** during a luncheon with more than 500 attending.

It was an honor to join Amiso for her incredible award presentation, and it made me so proud to call her a mentor and friend. Shout-outs to **Carolyn Bobo**, APR, Fellow PRSA, and **Richie Escovedo**, APR, for assisting me with the nomination submission.

In November we hosted the 6th Annual Worthy Awards Gala, which went off without a hitch, thanks to our hyper-organized co-chairs, **Andra Bennett House**, APR, and **William Moore**. Fifty-four awards were distributed, with the Blue Zones Project taking Best of Show for its "Plan4Health Superpowers" integrated communications awareness campaign. Shout-outs to **Carol Murray**, APR, **Linda Fulmer** and **Brandy O'Quinn** for implementing such a powerful and meaningful PR campaign.

I have one additional shout-out, and that is to sponsorship chair **Charlie Hodges**. Not only did he completely revive our lunch sponsorship approach, but every program this year sold out! AND he surpassed all records for funding the Worthy Awards, securing \$6,700 in sponsorships. Thank you, thank you, Charlie, for your fearlessness and advocacy on behalf of our chapter.

Last but not least, thank you to each and every one of our board members, who keep this machine running. Without them and their countless volunteer hours, this chapter would not be possible. Thank you so much, board members and members, for making this year a WILD success!

Have a FABULOUS Christmas and HAPPIER New Year! Peace!

*Claire Armstrong*

OVER & OUT | **John Dycus**, Fort Worth SPJ

Fort Worth SPJ has joined the [meetup crowd](#), and if you haven't signed on yet, you should. It's free, it's easy, and it keeps you in touch. Applause for crisp thinker **Karen Gavis** for seeing the benefit and making this happen; any questions, e- her at [karen.gavis@mavs.uta.edu](mailto:karen.gavis@mavs.uta.edu). ...

If an e-mail every morning that promises to improve your attitude sounds too smarmy to be true, then pack all your troubles in your old kit-bag and smile, smile, smile. [The Optimist Daily](#) uplifts and informs. Put your cynicism at bay, if only for a day. Now back to the news. ...

[BillMoyers.com](#) has released a sweeping 600-story timeline of **Trump-Russia** ties dating to 1979. ...

SPJ Factoids: [When a journalist is arrested covering a protest, what should the news outlet do?](#) ... All about the storms. SPJ Ethics Committee chair **Andrew Seaman** says Puerto Rico's situation is not up for debate. In his [blog](#), Seaman reminds journalists to give voice to the voiceless: "Transmit the devastation. Talk to residents, first responders, doctors and anyone else who is able to articulate what their daily lives are like in the wake of the hurricane." ... While Florida businesses were evacuating before Hurricane Irma, newsrooms were [debating whether to stay](#). Here's how Florida's newsrooms [covered Irma](#). ... Hurricanes Harvey and Irma really showed the power of local journalists as the eyes and ears of the community. In the aftermath, Google News announced a new focus on [hyperlocal and community news](#) with a feature called Community Updates.

Caught my eye. [Seven climate change predictions that have come true](#). ... [A new life for olive oil waste](#). ... [There's plastic in your favorite shellfish](#). ... [World's first 'negative emission' power plant turns CO2 into stone](#). ... [A biotech breakthrough hopes to save bananas from extinction](#). ... [6 urban farms feeding the world](#). ... [Renewables keep booming despite Trump](#) [announces to axe Obama's Clean Power Plan](#). ... [US now the only country in the world to refuse Paris Climate Agreement](#).

Closing words [with gratitude to **Garrison Keillor** and [American Public Media](#), a source for many of these public domain pearls]: "I'll give you the sole secret of short-story writing, and here it is: Rule 1. Write stories that please yourself. There is no Rule 2." — **O. Henry**

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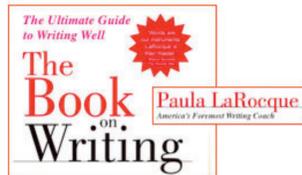
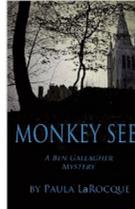


All about the community of model railroading and rail enthusiasts in the Midwest and Southwest



UNSUNG: REMEMBERING JEWELL HOUSE

the LaRocque Family catalog ...



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