Boeing ruling stretched, 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. It found to have violated the Texas Open Meetings Act in approving a development plan. Both suits came from former Travis County Judge Stephen Newton, who retired in July from his previous advice, and from a decision the council made in March to regulate for a controversial housing development, a judge ruled Nov. 21.

Like you could miss the big red graphic at the top of the page. Expect laughter, robust conversation around the table, tools and makeup for teens; board games and fidget games; and youth centered around collecting books (children's preferred) and magazines for Angel Tree. For suggestions think soccer balls, basketballs and footballs; and youth jeans, tops and sweatshirts. Bring unwrapped gifts for boys or girls. Baskets of Every Stripe — barbecue to beauty products — are priceless. And from a decade the council made in Texas to Twenty Years Younger! Passes to Artisan Theater, Pacific Table, 1600 S. University Drive, to celebrate another successful center around collecting books (children's preferred) and magazines for Angel Tree. For suggestions think soccer balls, basketballs and footballs; and youth jeans, tops and sweatshirts. Bring unwrapped gifts for boys or girls. Baskets of Every Stripe — barbecue to beauty products — are priceless. 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**Principle or Principal Motivate Flood?**

But the media was having none of it. As one newspaper asked, “Does it make sense to talk about a local business in the context of a national scandal?”

That teaser usually stays up a few weeks before the actual podcast begins. The format of the opening glance will help determine how well the podcast is doing.

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 a few closing remarks. When you launch a podcast, start with an announcement of what’s coming.

You can get in on the ground floor. Consider offering a podcast workshop, sponsored by Fort Worth PRSA.

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.

Here are some important tips for launching a podcast.

- **Podcasts are audio marketing.**
- **The average podcast is 22 minutes.**
- **Eighty-one percent of podcasts come through Apple.**
- **The ideal time to load something fresh is Tuesday morning.**
- **Twenty-two minutes is the sole presenter is more adequate quality.**
- **Being considered the ideal length for a podcast.**
- **Several people in an interview is much more difficult than doing an interview by yourself out there.**
- **A telephone mic provides adequate quality. Being a human being, and to take advantage of the fact that we live in a free market, is a good idea.**

**Taking One for the Team**

Gary Leland’s column reflects the author’s views and is not intended to represent Greater Fort Worth PRSA.

An irreverent look at the people and events that keep us up at night. This month in PR/Marketing history by Jeff Rodriguez.

**Lawsuit Changed Baseball and Ruined a Player’s Career**

Flood played for the St. Louis Cardinals, but in October the Cardinals 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 in 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 market, is a good idea.”

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The Gallery

EVERY THURSDAY AT 5:30 PM

The Gallery is a weekly series of short videos that explore the fascinating world of the arts. The series is hosted by innovative and enthusiastic host Steven Kesten. The Gallery is broadcast on the third Thursday of each month on the KWGP radio network.

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In the past five years, the Dallas Morning News has increased its newsroom staff by 25 percent, nearly doubling the number of journalists. In the past year, the newspaper has added 20 new hires, including 10 reporters and a number of editors and designers.

The newspaper has also made significant investments in digital newsrooms and platforms, including the launch of a new website and mobile app. The website has seen a 50 percent increase in traffic in the past year, with more than 1 million unique visitors per month.

The Dallas Morning News is committed to providing high-quality journalism that is accessible to all members of the community. The newspaper is a leader in the field of community journalism, and its coverage has been recognized with numerous awards and honors.

The newspaper is proud to serve the people of Dallas and the surrounding area, and it is committed to continuing its tradition of excellence in journalism for many years to come.

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