

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**

MEETINGS

Next at [Greater Fort Worth PRSA ... Awards Gala + The Boomerang Effect: How a Film Can Inspire a Movement](#)

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 the awards presentation at 7:30, with the Four Day Weekend improv guys presiding. Individual tickets are \$85 for members, \$100 nonmembers and \$50 students. More at [worthyawards.com](#).

Meanwhile, on the other side of town, mentoring guru **Lincoln Stevens** will lead a discussion at the November City Club luncheon on the importance of “ambient belonging” and its positive and negative effects on career choices.

Stevens is a former advertising account executive who quit his job in 2008 to pursue his passion for mentorship. He co-founded the Marcus Graham Project, an organization focused on bringing more diversity to the ad industry through mentorship, exposure and career development.

And, you ask, what is ambient belonging? Come to the meeting and find out!

The meeting is a week later in the month than normal, to accommodate the gala. There is no luncheon meeting in December.

Luncheon time & date: 11:30 a.m.-1 p.m. Wednesday, Nov. 15
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 Nov. 10

Next at [Fort Worth SPJ ... Start Your Own Podcast](#)

Podcasting superstar **Gary Leland** will offer a free two-hour session on all things podcast Saturday, Nov. 11, at UT Arlington, Fine Arts 258. A transplanted Texan and successful entrepreneur, Leland has been podcasting since 2004 and has produced more than 1,000 episodes. He was inducted into the Podcasters Hall of Fame in 2016.

The workshop is free, but [registration is requested](#).

Can a computer program identify fake news? UTA communication associate professor **Mark Tremayne** will discuss what is meant by the term fake news, how it impacts society, and possible solutions to the problem at the Friends of the UTA Libraries meeting at 7:30 p.m. Friday, Nov. 3, sixth floor, UTA Central Library. Tremayne is part of a UT Arlington-UT Dallas team that is building tools to detect bots that create and spread fake news. What makes the task especially difficult is that often fake news contains some real facts. “You might find that a bot takes a piece of real and true information, then adds an element that isn’t true,” he said. “So, in the end, you have different levels of fake news.” ...

Writer-editor-educator-designer **Joe Milazzo** will present the case for “Artistry in Citizenship: Building, Growing and Sustaining Literary Community” at the Writers Guild of Texas meeting at 7 p.m. Monday, Nov. 20, Richardson Public Library. A Dallas native, Milazzo wrote the novel “Crepuscle w/ Nellie” (Jaded Ibis Press) and “The Habiliments” (Apostrophe Books), a volume of poetry. His writings have appeared in Black Clock, Black Warrior Review, BOMB, The Collagist, Drunken Boat, Tammy and elsewhere. More on the Writers Guild of Texas at [wgtonline.org](#).

IABC local update: The IABC Dallas luncheon Tuesday, Nov. 14, at The Clubs of Prestonwood ([map](#)) will detail how nonprofits, corporations and agencies sustain and communicate successful volunteer/social responsibility programs. Also, canned goods will be collected for the North Texas Food Bank. [Info](#).

PRSA local update: Listen up, PR majors at TCU, UT Arlington, Abilene Christian University and Texas Wesleyan University. You are encouraged to [apply by Dec. 5](#) for a PRSA scholarship. Four at \$500 each will be awarded.

PRSA local update II: “Triple Play” membership special. Anyone who joins PRSA by Nov. 30 gets a one-year free national membership, section membership and chapter membership. [More here](#).

PRSA local update III: The weekly luncheons return to Colonial Country Club for 2018, starting in January. In a chapter-wide survey — Colonial, near University Drive, vs. City Club of Fort Worth, in the heart of downtown — 85 percent of members preferred Colonial. The costs are comparable.

PRSA local update IV: Continuing a tradition of community service, the chapter is gathering items for the Salvation Army Angel Tree. While almost any gift is welcome, suggestions include 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. Questions? E- **Jeff Rodriguez**, [jeff@heb.org](#). Unwrapped gifts will be collected at the Thursday, Dec. 7, happy hour. Stay tuned for the location.

Freedom of Information Foundation of Texas update: For more than two years, the State Fair of Texas has attracted attention for a reason other than corny dogs and blue-ribbon quilts. It has been at the center of a meandering legal battle involving the Texas Public Information Act. Austin attorney **Jennifer Riggs**, who’s seeking years of records on behalf of an unnamed third party, maintains that the fair receives financial support from the city of Dallas and is therefore a government entity subject to disclosure requirements. State Fair attorneys say the venerable nonprofit, although it has a contract with Dallas, is not financially supported by the city and does not have to reveal its records. [Details](#). ... [San Antonio Express-News: Form special committee on public records](#). ... The Texas Parks and Wildlife Department wants to keep secret a report on the deaths this summer of three Boy Scouts who were electrocuted while sailboating on Lake O’ the Pines. The Longview News-Journal had requested a copy of the report once it was completed, but an attorney for the agency said Oct. 16 that TPW “believes the requested records may be confidential” because the accident involved “two children.” One of the three boys was 17. The accident occurred Aug. 5 when the mast of a sailboat struck a power line hanging over a portion of the lake. [Details](#).

[more eChaser on p. 2](#)

The Gallery

Start Your Podcast—Learn how Nov. 11

Learn the simple steps to success from Podcasting expert Gary Leland! Reserve your seat today— RSVP at spjfwpodcast.eventbrite.com

SATURDAY, NOV. 11, 2017 | UT ARLINGTON | FINE ARTS BUILDING | ROOM 258
REGISTRATION 9:30 A.M. | SESSION 10 A.M.- NOON

Register on Eventbrite

START YOUR OWN PODCAST PRESENTED BY **GARY LELAND**

FREE Event by:
 Society of Professional Journalists
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INDUCTED INTO THE ACADEMY OF PODCASTERS HALL OF FAME IN 2016
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— Kay Pirtle photos



New national SPJ president **Rebecca Baker**, deputy head of news at the New York Daily News, brought her message of reach out to the public and tell 'em what we do to **Paul and Paula LaRocque's** home in October for a reception with chapter leaders.

left: Rebecca Baker, chapter president **Max Baker** and the coveted miniature branding iron
 above: Paula LaRocque, Paul LaRocque



Oct. 11 was PRSA Pro-Am Day where TCU strategic communication students observed, took mental notes and otherwise hung out with the pros, then joined them at lunch to share what they learned. The concept was a winner, left, with **Margaret Ritsch**, APR, Fellow PRSA, and **Jacky Estrada** and, below, the gang of mentors and mentees. Chapter members in the photo include **Sarah Schimpff**, **Beth Lamb**, **Gunnar Wilbert**, **Andra Bennett House**, **Lesley Dupre**, **Brenna Jefferies**, **Hannah Lacamp** and **Claire Bloxom Armstrong**. Extra points if you can find them all (and Waldo, too!).

— Jeff Rodriguez luncheon photos



PRSA ... from Cowtown to Beantown



above: PRSA national chair **Jane Dvorak**, APR, Fellow PRSA, honors Dr. **Amiso George**, APR, Fellow PRSA, with the organization's 2017 Outstanding Educator Award at the PRSA International Conference in Boston in October.

below left: **Claire Bloxom Armstrong** and **Beth Lamb** on the convention floor.

below right: Dr. George's table at the banquet.



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.]

Very Influential
 Meet the Man Who Changed the Way People Think About PR — and Many Other Things, Too

Four out of five doctors agree: This is the best, most awesome-est article ever written, and reading it will change your life.

That's because we're discussing Nov. 22, 1891, which is the birthdate of **Edward Bernays**. In case you weren't paying attention in your PR classes, Bernays is pretty important. He is known as "the father of public relations," "the father of spin," even "America's No.1 Publicist," a handle bestowed upon him by, well, himself.

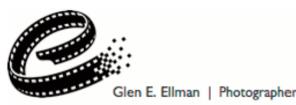
Still, it is not exaggerating to say that Bernays was not exaggerating. For better or worse (and it often was for worse), few PR pros can claim such a profound impact. Born in Austria and a relative of **Sigmund Freud**, Bernays' client list reads like a Dow Jones report and includes Dodge, Cartier, CBS, General Electric, and Procter & Gamble.

His masterful PR campaigns helped convince working women to wear hairnets, families to eat more bacon, and everyone to wear more green. He helped convince people to support World War I and the American government to overthrow the Guatemalan government, changing the destiny of both that nation and bananas.

One notable effort benefited the American Tobacco Co., which was gravely concerned about women (not enough of them were smoking cigarettes). So Bernays launched a campaign to convince women that smoking, one cigarette to be much thinner, and two, the best way to achieve that look was by smoking instead of eating. It worked, but not enough. So Bernays launched a second campaign to convince women that smoking represented liberation; then he organized a march of women smokers, whom he labeled "torches of freedom." Picture the Statue of Liberty holding a pack of Camels.

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PR/MARKETING HISTORY continued from p. 2

A few years later, Bernays executed a brilliant campaign for Dixie Cup, which involved, brace yourself, subliminal images of the vagina. Now that's a sentence I never thought I'd write.

With so much shameless talent — and shamelessness — it was inevitable the politicians would come calling. Bernays' clients included Calvin Coolidge, Herbert Hoover and the nations of India and Lithuania. If they'd had Rolodexes back then, his would be in the Smithsonian.

But just when you start to hate him, Bernays confounds you. Because in addition to dubious deeds, he also used his talents to benefit some very worthwhile causes, including an infirmary for women and children, a consumer advocacy group, the Multiple Sclerosis Society and war veterans who needed a job. He did work for the Jewish Mental Health Society, a Harlem citizens' group and the NAACP, for whom he executed a campaign highlighting the contributions of southern blacks. This was in 1920.

Bernays made no secret about his philosophy or objectives; in fact, he wrote several books. He advocated "conscious manipulation of the organized habits and opinions of the masses," explaining, "Intelligent men must realize that propaganda is the modern instrument by which they can fight for productive ends and help to bring order out of chaos. ... Those who manipulate this unseen mechanism of society constitute an invisible government which is the true ruling power of our country." Bernays also wrote that his work had influenced Nazi propagandist Joseph Goebbels, a claim that, given all things, seems quite plausible.

Are we part of the unintelligent masses? I don't know — it's all so confusing. In any event, happy 126th birthday, Edward. There's disagreement on whether you gave PR a good name, but everyone agrees you definitely helped give it a name. And no one had to be manipulated.

PEOPLE & PLACES

The UT Arlington newspaper, The Shorthorn, has won the Newspaper Pacemaker Award for the third consecutive year. Given by the Associated Collegiate Press, it is considered student journalism's highest mark of distinction. UTA publicist Herb Booth spoke for an admiring nation when he said on Facebook, "That is THE high-falootin' award in college journalism." In more accolades, the ACP named The Rambler at Texas Wesleyan University the nation's eighth best less-than-weekly publication and therambler.org the sixth best website.

GET A JOB

In a new local reporting project, ProPublica will pay the full-time salary and benefits of six investigative reporters at news organizations in cities with a population under one million. Freelancers and any kind of news organization are eligible — newspaper, website, TV station, radio, podcast. Apply by Nov. 3. ... Good Worldwide (good.is, upworthy.com) is a mission-driven media company that says it reaches 200 million people a month, largely through social media. "We create and distribute stories that are both meaningful and shareable, intentionally crafting them to have the best chance of reaching millions of people. Our stories focus on the people and ideas pushing the world forward, covering topics like diversity, human rights, the environment, mental health, parenting, relationships, labor and work, science, health and culture." GW seeks a "jack-of-all-trades superstar junior editor." Info. ... Success magazine in Plano seeks a dynamic integrated content editor. Info. ... The Star-Telegram seeks an audience growth editor. Has a nice ring to it. ... The New York Times wants to hire a journalist to travel the world.

NEW AND REINSTATED MEMBERS

SPJ ... Colton Sanders, Paris (Texas) Free Press

PRESIDENT'S COLUMN |

Claire Bloxom Armstrong, Greater Fort Worth PRSA

The PRSA 2017 International Conference was held last month, and I was privileged to attend with approximately 1,900 public relations professionals from around the world. The theme — "The Spirit of the Revolution: Communications in the 21st Century" — was fitting, as the conference took place in Boston, one of America's oldest cities and where the American Revolution began. While communications has changed tremendously since the 1700s, it may be less about a revolution today and more about a continual evolution.

The conference provided an opportunity to hear some of the top leaders in our industry, and to say I learned a lot is an understatement. From the variety of sessions I attended, here are my top three takeaways:

1. Videos are here to stay: According to the media relations and social media gurus at the Georgia Institute of Technology, in two short years 80 percent of the content we see and use will be video. So how do we leverage this trend for traditional media outreach?

Storytelling is a huge part of what we do as PR professionals, but sometimes words just aren't enough. If you have the time to create a short video or take a photo to complement the story you're pitching, try it. Reporters are more likely to respond to a pitch they can visualize, which in turn can help you land a story for your client.

2. Follow-up is key to securing a news story — 80 percent of earned news stories are a result of follow-up with a media contact. Michael Smart with Michael Smart PR said that after crafting a well-developed pitch and identifying the appropriate media contact, follow-up is essential for landing stories.

Often our own self-doubt causes us to avoid follow-up, and we worry we're bugging a reporter or being too aggressive. But since the changing media landscape (and smaller-staffed newsrooms) makes it harder to earn media coverage, we must be proactive and confident and just do it! If you haven't heard back from a reporter, try again in 24 hours. Then, if necessary, send a new story angle or visual asset. Still no word? Call to talk through the pitch. Remember, as PR professionals our obligation to clients is to not quit until we're sure our media contact has at least read and considered our story.

3. Obey the FTC guidelines — it's the law. The Federal Trade Commission sent out more than 90 letters last year reminding influencers and marketers to clearly disclose their relationships to brands when promoting or endorsing products through social media. As a result, we are responsible for understanding these rules and ensuring our influencer partners and clients follow them. This means providing approved language in your contracts and monitoring your partners' posts for accuracy. It's no longer acceptable to simply use #sp or #partner. Instead, make sure your partnership is clear by using #ad or #sponsored near the brand message.

OVER & OUT | John Dycus, Fort Worth SPJ

For anyone who does a podcast or wants to learn how, this is big. Whiz-bang Texas entrepreneur Gary Leland is a podcasting superstar and he charges for his expertise, but for you (oy! for you!) he's doing a two-hour session — free and open to the public — Saturday, Nov. 11, at UT Arlington as a community outreach of Fort Worth SPJ. Tell your friends. Bring your friends. Should be especially relevant to students, teachers and those who have, you know, anything to say. Register, please.

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 — new businesses, crime involving nearby 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 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 a wooden motorcycle powered by algae. ... Light-reflecting robot fills your home with sunlight all day long. ... 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 number 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

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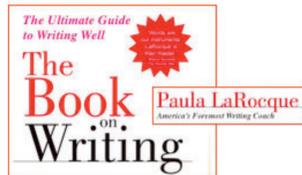
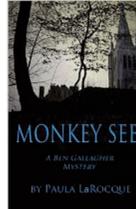


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