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FEBRUARY 28 ECHOES OF WACO

25 YEARS AFTER KORESH AND THE BRANCH DAVIDIANS

to be rescheduled

Time: 6 p.m.- social time, dinner - 6:30 p.m.
Location: Joe T. Garcia's Restaurant
2201 N. Commerce St., Fort Worth, TX

Join us: Dinner & program: Members \$20, Students \$15, Non-members \$30
*Register by Eventbrite or send email to pirtlemk@yahoo.com

spjfw.org

Next at Fort Worth SPJ ...

Two Timely Topics, Nothing Alike: High-tech and History

• Saturday, Feb. 24, UT Arlington. The Google News Lab traveling medicine show comes to town with a morning session and another in the afternoon imparting knowledge on Google maps, fusion, how to spot fake news, creating documents and forms, and more — tools to benefit almost everyone in career and personal life. [Details and register.](#)

• *to be rescheduled; there is no meeting Wednesday, Feb. 28*
Tim Madigan knows this date well. Feb. 28, 1993, was the day of the failed Bureau of Alcohol, Tobacco, Firearms and Explosives raid that killed four federal agents and six Branch Davidians at the religious sect's Mount Carmel complex near Waco. Madigan, then a Star-Telegram reporter, wrote the book on the tragedy — literally, [wrote the book](#) — and will reflect on the timelines and tumult, the remembrances and recriminations that for some will never die. Click on the big Madigan graphic above to RSVP.

QUICK HITS

- SPJ Region 8 Conference — March 2-3, San Antonio. [Info.](#)
- PRSA Southwest District Conference: "Blue Sky Thinking" — March 7-9, Albuquerque, NM. [Info.](#)
- Writers Guild of Texas monthly program, "The Realities of Self-Publishing," with published picture book writer and illustrator **Barbara Wilson** — 7 p.m. Monday, March 19, Richardson Public Library. [Info.](#)
- GFW PRSA happy hour — 5:30-7:30 p.m. March 22, World of Beer; cost \$5 (appetizers included)
- DFW Writers Conference — June 9-10, Hurst Conference Center. [Info.](#)
- Mayborn Literary Nonfiction Conference — July 20-22. [Info.](#)
- Meetups: [North Texas Editors](#) ... [Bedford Science Fiction Writing](#) ... [DFW Self-Publishing Group](#) ... [GFW Writers](#) ... [Writers Anonymous – Support and Education](#) ... [Fort Worth Chapter – Nonfiction Authors Association](#) ... [Kidlit Critique](#) ... [Trinity Arts Writers Workshop](#) ... [The Writer's Critique](#) ... [Lonestar Sci Fi, Horror, and Fantasy Fans](#) ... [20BooksTo50k - Michael Anderle](#) ... [Fort Worth Area Journalists Meetup](#) ... [The DFW Bloggers Classroom](#)

IN THE WORKPLACE

[2017 was a killer year at J.O.](#) ...



Jordan Jones, far left, and **Lee Shaw** have joined **Pavlov Advertising** as media manager and copywriter, respectively. Jones formerly held a similar position with Texas Dairy Queen's internal agency. He also has worked for Omnicom Media Group and The Richards Group, where he managed national brand campaigns for Mercedes, Apple, Google, Chick-fil-A and Infiniti. Shaw holds a bachelor's degree in professional writing and rhetoric from Baylor University, where he was an early graduate of its Honors College. He has been a project lead for Baylor's professional writing and rhetoric major, interned for The Voices in Our Heads blog, and served as a senior editor for MXDWN.

Fort Worth-based **Pavlov Advertising** has been named agency of record for San Antonio International Airport and the San Antonio Airport System. The \$4 million contract calls for an initial three-year term, with the option to extend for two additional years. Pavlov and two San Antonio-based subcontractor partners will provide a range of marketing services. ...

Kate Lattimore Norris, far right, is **Pavlik and Associates'** new director of community engagement. With nearly a decade of experience at Pavlik, Norris has direct involvement in many of the firm's public and private sector accounts and spearheads their brand research and public engagement activities. She is pursuing a Ph.D. in public and urban administration at UT Arlington. Ten-year broadcast veteran **Rachel Gregg** is the firm's new public relations representative. She joins the team after stints as a morning TV news producer for the nationally syndicated "Morning Dose" and as a broadcast news producer in Connecticut, writing and creating local content for several TV stations.

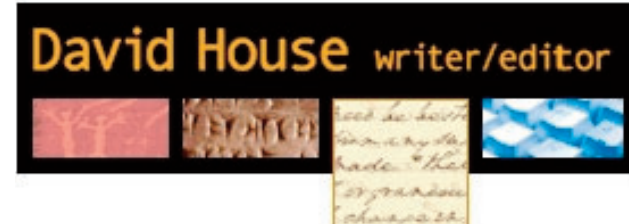


Balcom is the new agency of record for Arlington-based RAZ Imports, a leading holiday and high-quality home decor wholesaler. Balcom will lead a branding and identity project, website development and media planning for the 39-year-old company.

GET A JOB. The Center for Transforming Lives in Fort Worth has immediate openings for a chief development officer and a full-time development assistant. [Info.](#) Send résumé and salary requirements to ckleonard@transforminglives.org and Inhoover@me.com, respectively. ... The Leonard C. Goodman Institute for Investigative Reporting is hiring two 2018-2019 fellows for a part-time, remote position. Fellows will produce 2-3 long-form pieces and 12 brief, related web stories. Stories will be published in In These Times or on inthesetimes.com. [Apply by March 15.](#) ... [Design graphics](#) for the Los Angeles Department of Water and Power.

[more eChaser on p. 2](#)

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The Gallery

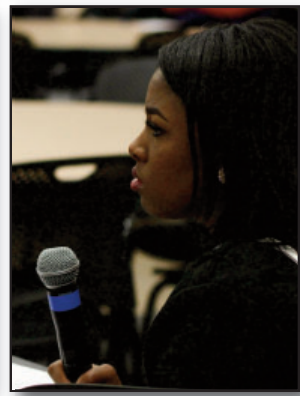


Media Careers Conference VIDEO

Another year, another winner

Coordinated by UTA's **Beth Francesco**, left, the conference drew 36 students on a bad-weather Saturday to TCC Downtown to hear 10 journalism/PR/advertising pros detail steps advisable to land and keep a job.

— Mara Lopez photos + video

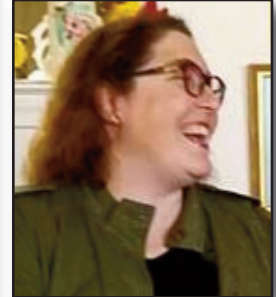
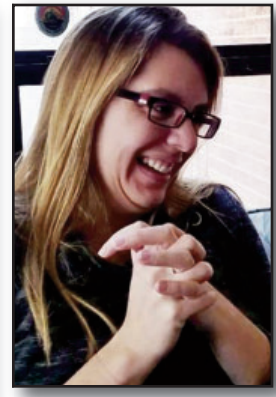


— Mei-Chun Jau photo

A gaggle of UTA Shorthorn exes in February threw a potluck "Dining with Dycus" in their adviser's Arlington home. Coincidentally, the world rang in the Chinese New Year 24 hours before, so in that spirit **Laurie Ward** (co-organizer with **Mei-Chun Jau**) put bubblewrap on the floor for **John Dycus** to roll over in his wheelchair and pop, simulating firecrackers. Really, she did that. There was much to-do. And the crowds went wild. Many of the alumni worked at news outlets from coast to coast, including the Star-Telegram and The Dallas Morning News. Dycus retired as Shorthorn adviser in 1998.

above, kneeling at Dycus' left shoulder: **Michael Ainsworth**, **Laurie Ward**; at Dycus' right shoulder: **Paul Knudsen**, **Kobbi Blair**; everyone else from left: **Brian Blair**, **Rosa Guerrero**, **Marc Benavidez**, **Renee Fujii**, **Kevin Fujii**, **Jen Blankenship**, **Theo Carracino**, **Jamie Huckaby**, **Elise Anthony**, **Laurie Joseph**, **Frank Joseph**.

— photos below by Paul Knudsen



Freedom of Information Foundation of Texas update: The Dallas Morning News: **Paxton's** misinformed spokesman turns Public Information Act against Texans over petty grudge. ... The cloud of secrecy surrounding Texas executions has grown a little darker lately. After death penalty defense lawyers argued that the state's first two executions of the year were botched because of old lethal injection drugs, the Texas Department of Criminal Justice has stalled the release of public information regarding the state's supply of lethal doses. Without providing a reason, the department told a Texas Tribune reporter that it would take an estimated 20 business days — until the day before the state's next scheduled execution — to provide information on how many lethal doses the state has and when they expire. In the past, the records have been provided in half the time, and even that could be unlawful. [Details](#). ... On Dec. 5 the state Senate Finance Committee questioned Land Commissioner **George P. Bush** and the agency's general counsel, **Jeff Gordon**, about the three nonprofits the General Land Office had set up to manage, promote and raise money for the Alamo — each with its own mission but with identical boards made up of Bush and 10 of the state's most recognizable movers and shakers. What most vexed the senators was that Alamo Complex Management, the nonprofit responsible for day-to-day operations of the most iconic site in Texas, was entirely funded by public dollars but without the scrutiny and transparency that is supposed to follow those dollars. [Details](#).

NEW MEMBERS

SPJ ... **Shelly Conlon**, Waco Tribune-Herald

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Fort Worth SPJ Member Spotlight

P.A. Geddie

publisher, [County Line Magazine](#)

region: Upper East Side of Texas — the northeast portion, including Fort Worth-Dallas and east to the Arkansas-Louisiana border

publication focus: small towns and countryside, community, neighborhoods, the arts, nature, natural wellness, gourmet and comfort cuisine, farmers' markets

how'd you get into journalism?

I began writing as early as I can remember in the suburbs of Dallas and have clear memories of putting my poems and stories with illustrations on paper that I folded and stapled into little books by the time I was 10. My older brother became a journalist and there's a long line of journalists in our ancestry, so must be something in the genes. Prior to college, I had many non-journalism jobs, and in every one I started a newsletter. I felt compelled to give people in the organization information that made them feel better about themselves. I was in my mid-30s by the time I finished college; journalism as my major was an easy choice, and the knowledge I gained gave me the confidence to enter the professional world of writing, editing and graphic design with several publications as well as a few years as a communications director overseeing the publishing of more than 600,000 marketing pieces each year for a national company based in San Antonio.

why do you stay?

In 1997 I left the corporate world and big cities behind and moved to Van Zandt County in Northeast Texas. I worked for a small newspaper for a while and soon found a market that was not being served — lots of people craving fun things to do and lots of people holding events and complaining that nobody came. County Line Magazine was created to help these people learn about each other. After almost 20 years, I stay because it is still meeting that goal and has grown to help build a sense of pride for the region. I stay because my passion to help people live their best lives is as strong as ever.

should journalists feel threatened in the current political climate?

It's hard not to feel threatened by the constant attacks and how easily the White House is swaying so much of the American public to distrust journalists. That in itself is a big challenge, but couple it with the surge of the internet, it's the perfect storm against the industry.

Rather than being defensive, we need to take a proactive approach that includes 1) a strategic national pro-media PR campaign, 2) serving the people with excellent journalism, and 3) embracing appropriate use of digital in conjunction with traditional communication channels.

Journalists and our professional organizations need to form a national committee and call upon our public relations skills to put together a powerful strategic campaign that blows the anti-media smear out of the water. Count me in to serve.

We must focus on giving the people accurate information, in a format they want: print, broadcast, digital or a combination. We must deliver in-depth reporting on healthcare; terrorism, shootings and other safety issues; specific bills and legislative actions and all topics where informed decisions are needed. We must be part of the solution, not the problem. We must keep our focus on holding our government representatives accountable to get things done first for the people (not first for the parties). We must choose our words carefully to build unity, not division. Why are only those of European and African descent described by a skin color? We must understand our role in solving problems such as the increase in shootings — don't show a shooter's photo, which only motivates the next potential shooter. And, unless we're talk show hosts, reviewers or critics, we need to keep our opinions to ourselves. We must be professional, believable, reliable and excellent.

what's your most gratifying moment in the business?

In 2001 I dedicated a County Line Magazine issue to local World War II veterans in conjunction with the 60th anniversary of Pearl Harbor. I coordinated with seven high schools for students to interview more than 300 veterans. Thirty of the stories went in the magazine, and the others (writing plus some video) are in the local genealogy library. I also organized a USO show and appreciation ceremony where more than 1,100 people showed up.

The veterans, mostly in their late 70s/early 80s, said this was the first time they'd talked about the war and they were sad, as they neared the end of their lives, that the most important chapter had not been told. They were quite emotional over all the attention and that the teens really seemed interested.

It was an experience the teens will never forget, either. They'd say things like, "I read about that in our history book but it became real sitting here talking to somebody who was actually there." I heard one excited student in respectful disbelief ask a veteran several times, "Really? You were on that ship when the torpedo hit it?"

The special edition of the magazine came out the week before the USO show, so many people learned about the veterans and their service to the country.

During the event, a big band orchestra played the songs of the military branches. As each veteran's song played, he was asked to stand, and the crowd saluted him. It was palpable, the love that was showered on the veterans by everyone in that room.

After the show, a young woman with a girl in her arms asked if she could meet one of the veterans whose story we'd done. I asked a man over who I knew had been a prisoner in the war. The woman asked him if he'd mind holding her baby so she could take a photo of the child with a real American hero. The veteran teared up. We all did.

PEOPLE & PLACES

Jim Jones, longtime Star-Telegram religion writer, saved all kinds of things, from high school lists of future achievements to a hand-written note from **Marguerite Oswald** asserting son **Lee Harvey Oswald's** innocence.

He saved photos and notes from stories he wrote on **Jimmy Carter**, **Billy Graham**, **James Robinson**, **Kenneth Copeland** and **Walker Railey**, on Southern Baptist, Episcopal, Catholic and Methodist schisms and scandals, on Hindus, Muslims, Buddhists and atheists, on the **Kennedy** assassination, the first **Cullen Davis** trial in Houston and the huge outdoor Mass that Pope **John Paul II** celebrated in Mexico.

And fascinating pieces from many of those fascinating stories are on display in the West Wing of the Fort Worth Central Library, through June 28.

Linda Barrett, who curated the exhibit, was struck with how many of Jones' subjects — the Wedgwood church murders, the Branch Davidian tragedy, the swastika painted on a Catholic school in Arlington years ago — parallel incidents today. She was impressed that in high school he wrote a "lifetime budget" that said he would develop a large book and record library and travel as much as possible.

He also wrote that between 27 and 37 he wanted to take pictures and write about his travels. From 37 to 47 he would "learn to write what people liked to read" and would be admired for the skills he was acquiring, which he would pass along in his occupation. Finally, he wanted to be "an influential character who stands for right."

Jim achieved everything he planned in high school and more before he died of cancer in 2015. He also was Fort Worth SPJ president, 1980-81.

— *Carolyn Poirot*

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

SPJ Factoids: Student reporters in North Carolina were kicked out of an "open" student government meeting. After the meeting, the editors contacted the Student Press Law Center and the North Carolina Press Association for help. The editor in chief said, "If they continue doing this, what's to stop them from keeping us out of senate meetings or executive meetings or calling us and saying, 'Hey, don't run this in your newspaper,' or something like that? That's not a precedent that I want to set." ... Journalists are having trouble reporting on health care under the **Trump** administration because of lack of information and insufficient responses if they do get answers. SPJ member **Kathryn Foxhall**: "I don't see the administrations ever stopping what they are doing, unless we as journalists pull out all stops and call it the censorship that it is." ... The **Free Speech Project** at Georgetown University, launched with the support of the John S. and James L. Knight Foundation, is documenting and analyzing incidents around the United States in which free speech is being challenged.

Caught my eye. Growroom a prototype for food-producing urban architecture. ... Imagine a future where a building's energy comes from its windows. ... Floating Jellyfish Lodges purify polluted water and air while growing food. ... Fast food stimulates inflammation and triggers long-term changes to immune system.

Closing words: ... "If you start in the dark, the judges are all asleep." — **Alice Sebold**, who gets up every day at 4 to write ... "A woman is like a tea bag. America's longest-serving first lady, **Eleanor Roosevelt**, who also said, "You wouldn't worry so much about what others think of you if you realized how seldom they do."

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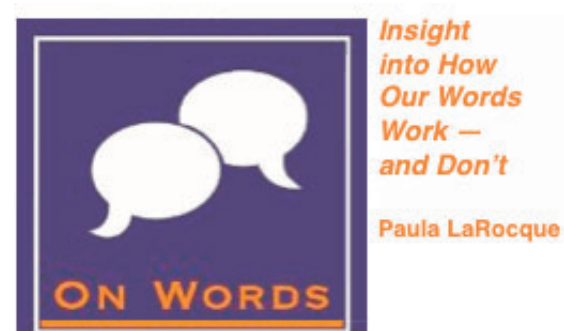
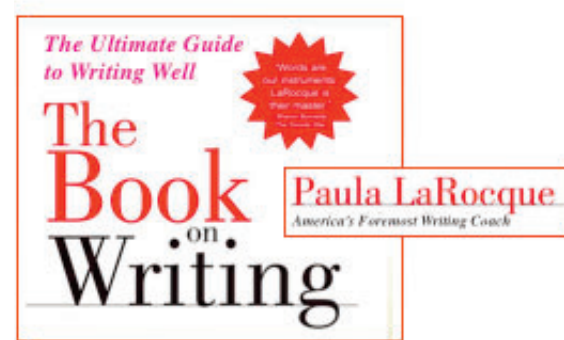
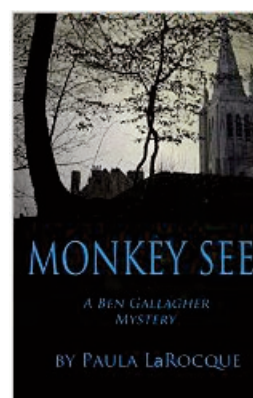
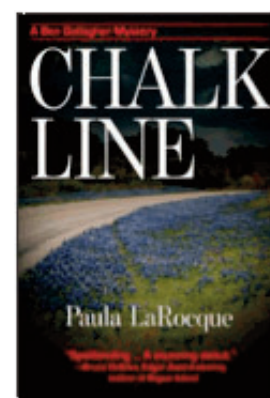


All about the community of model railroading and rail enthusiasm in the Midwest and Southwest



UNSUNG: REMEMBERING JEWELL HOUSE

the LaRocque Family catalog ...



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