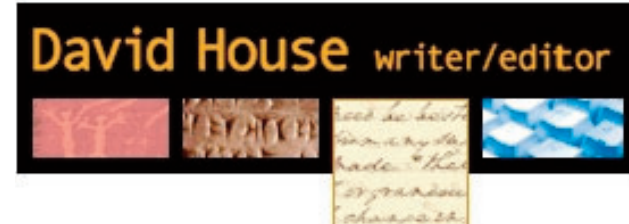




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## 15th annual First Amendment Awards and Scholarship Banquet

Honoring  
*Mike Cochran*  
with the Open Doors Award

Keynote Address  
*Brett Shipp*

Friday, April 27, 2018  
cash bar 6 p.m., dinner 6:30

*Sheraton Arlington Hotel*  
1500 Convention Center Drive  
Arlington, Texas 76011

\$50 per person | *RSVP by April 25*

To RSVP and pay by check at the door, [go here](#). To RSVP and pay with a credit card, [go here](#).

Next at [Fort Worth SPJ](#) ...  
Shining a Light on an Iconic Texas Journalist

Legendary Lone Star newsman **Mike Cochran**, arguably Fort Worth SPJ's most widely read and well-known member, will receive the Open Doors Award at the chapter's 15th annual First Amendment Awards and Scholarship Banquet, Friday, April 27, at the Sheraton Arlington Hotel.

It's the next stop on the Mike Cochran victory tour. The honor complements his recent induction into the Texas Newspaper Foundation Hall of Fame, an affiliate of the Texas Press Association.

Cochran was a tireless West Texas correspondent for the Associated Press and 1998-99 Fort Worth SPJ president. For more than 44 years, until he retired a second time in 2003, he recorded Texas history in the making, from the **Kennedy** assassination and the trials of **Cullen Davis** and **Billie Sol Estes**, to the University of Texas tower sniper and the Colonial Golf Tournament. And he wrote several books.

**Carolyn Poirot** wrote in the Star-Telegram that Cochran "traveled a lot of risky roads over his career chasing tornadoes, politicians and criminals, and POWs returning home from Vietnam as well as the rich, the famous, the eccentric and the just interesting." That road is still unfolding, and it leads April 27 to Arlington, Texas.

### QUICK HITS

- GFW PRSA monthly luncheon, "Don't Go It Alone! The Important Relationship Between Mentors and Successful APR Candidates" — Wednesday, April 11, Colonial Country Club. [Info](#).
- SPJ UTA panel, "How Is the Media Doing Covering Sexual Assault Issues?" — 3:30-5 p.m. Wednesday, April 11, UTA Fine Arts 327 A
- Writers Guild of Texas monthly program, "Listing: Side to Side, Top to Bottom — Tips and Techniques for Writing Every Day," with former Oklahoma Poet Laureate **Nathan Brown** — 7 p.m. Monday, April 16, Richardson Public Library. [Info](#).
- "I'm here for the fundraiser" — Thursday, April 19, Jason's Deli in Lincoln Square, Arlington; say that when you walk in, and the restaurant will donate 15 percent of your bill to the UTA student SPJ chapter. Watch this space for future opportunities benefiting Fort Worth SPJ.
- 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

**Margaret Ritsch**, APR, Fellow PRSA, is the new public affairs director at Fort Worth Housing Solutions. ...



**Balcom Agency** has received the 2018 Governor's Award from the American Advertising Federation's Southwest Advertising Hall of Fame. The award goes to an ad agency in the AAF Tenth District (Arkansas, Louisiana, Oklahoma, Texas) that has produced distinguished work for its clients and given back to its community through volunteering. Balcom is the fourth recipient of the award, the only Fort Worth agency to be recognized and the second agency based in Fort Worth-Dallas to receive the honor. In 2017 the agency won nearly 50 awards for everything from ad campaigns and videos to PR initiatives and web design. In recent years the agency has been named a top workplace in Fort Worth by the Fort Worth Chamber of Commerce, Fort Worth Magazine, Fort Worth Business Press and the Dallas Business Journal. ...

GET A JOB. The Fort Worth Water Department has an opening for a outreach engagement lead, responsible for the assistant daily customer outreach and communication efforts. [Details](#) ... The American Journalists Association's \$1,750 Stanford Chen Internship Fund Grant assists college students in print, online, broadcast and photography. The grants are for interns at any size media outlets (but priority to small- and medium-sized). [Apply by April 22](#). ... The Waco Tribune-Herald seeks a managing editor. [Details](#). ... SPJ headquarters seeks an experienced (10-plus years) journalist for the new Journalist on Call position. Think ombudsman, with an emphasis on engaging the public. [Apply by April 9](#). ... Oncor is hiring a communication support coordinator, preferred background meteorology. [Apply by April 6](#). ... The award-winning, family-owned Whitesboro News-Record (an hour north of Dallas on the Texas Lake Trail) seeks a multifaceted news editor, "a self-starter who works well independently but also values team collaboration and has a passion for community journalism." Print experience preferred. E- résumé, cover letter and work samples to publisher **Austin Lewter** at [publisher@ntin.net](mailto:publisher@ntin.net).



Vibrant information exchange characterized recent workshops on both sides of the county — **Ryan Dohrn** ([360adsales.com](http://360adsales.com)) on boosting advertising revenue, presented by the **Texas Center for Community Journalism**, and a Fort Worth SPJ panel on newsroom diversity, both in staffing and coverage, with Dallas publisher **Cheryl Smith** ([texasmetronews.com](http://texasmetronews.com)); Native American traditions keeper **Yolonda Blue Horse**; journalist/blogger/podcast host **Yezmin Thomas**; **Saad Yousuf**, The Dallas Morning News sports/ESPN Dallas Radio; Dr. **Tracy Everbach**, who teaches a course on diversity at the University of North Texas; and multimedia freelancer/accountability watchdog **Rebecca Aguilar** (panel moderator). Takeaways abound.



**SELL! SELL! SELL!**

- First determine what the advertiser wants to be, compared to its competitors. Does it merely want to be present? Does it want to compete? Or does it want to dominate the market? Tailor the marketing campaign around the advertiser's self-perception and level of aggressiveness.

- Facebook highlights content on the newsfeed that contributes to "meaningful interactions," which is making it harder and harder for businesses to advertise on Facebook. Boosting Facebook posts will soon be more expensive as well and yield less return. And while social media is free and seems like the ideal way to promote a business, studies show social media advertising diminishing in effectiveness. So: Work with advertisers to create the meaningful interactions that they now pay an ad agency to post on social media platforms. This creates ads that will gain favor with Facebook's changing algorithms.

- Treat e-mail like a text message. Keep subject lines exciting, the e-mail itself short, and use bullet point lists to convey a lot of information in a short space. If a visual treatment fits the topic, then make a quick video and attach it. Effective e-mails get better responses and close more deals.

— Austin Hutchinson, student advertising manager, The Shorthorn, UT Arlington

**"LET'S TALK DIVERSITY"**

- Diversity is about your mindset. Not your ethnicity, your color or anything else. It's seeing the beauty in everyone.

- We struggle with diversity, especially when it comes to embracing Muslims and immigrants, because we fear a power shift.

- We must be alert to bias in our reporting, unintentional or not. A white guy who commits mass murder is said to be mentally ill. Any other race, any other ethnicity, he's a thug or a terrorist. It's too easy to reinforce stereotypes.

- The media's priorities are wrong, with too much emphasis on ratings, shares and likes instead of informing, educating and empowering. End the "if it bleeds, it leads" mentality. Heavily weigh what information readers need versus what they want or what drives ratings.

- Editors should be challenged to tell relevant stories that can shape important discussions.

- Native Americans are the smallest population in the United States, the most overlooked, and face a lot of ignorance, from whether they still live in tipis and smoke peace pipes (white term) to why "redskins" is so offensive (because it's the equivalent to the N-word). It's super offensive and dishonorable when schools tie athletics to Native American culture. Native Americans are trying to teach future generations that they're not mascots.

- History dramatically misportrays Native American culture. While most of the nation celebrates Thanksgiving as a day of feasting with loved ones, for Native Americans the first Thanksgiving was a horrific time of genocide.

- Laziness in the newsroom harms content. Research. Report the truth. Get outside your box.

- We have a responsibility to learn about different cultures, and from reliable sources, not just the internet. Know that other people exist and try to understand how they see the world. In Native American culture, for example, Earth is their church, the headdress their Purple Heart.

- Pay attention to the areas in your community where people tell you not to go.

- It is most offensive to mispronounce the name of someone of another culture or race. Learn how to say it right. Not doing so can make that person feel invisible, which contributes to a disconnect that may already exist.

- Don't use "diversity" as mere lip service. U.S. newsrooms are 13 percent non-white, 38 percent women and 87 percent white men, which can foster "missing white woman syndrome," where a story about a missing white woman gets disproportionate play to a missing black woman or Latina or immigrant child — because a white woman looks more like the people operating the news outlet.

- Groups willing to have tough, honest conversations about diversity is a first step toward equality. A Christian must value the perspective of a Muslim, and vice versa, to create lasting change. Likewise with male views and female views.

- You open your heart when you open your mind.

- It's important to acknowledge when you don't know something about a culture. See the color of other people and consider it in your coverage and your employee demographics.

- We forget that the article we put out there now reaches the entire world thanks to the internet and social media. What we cover may no longer be just a local story. Have a filter: "How is this going to be perceived on a global level?"

- Believe in yourself and believe in the stories you're trying to tell. Get creative if your editors are numb to stories in plain sight.

— Shelly Conlon, Waco Tribune-Herald

Thirty-year journalism veteran **Alison Bethel McKenzie** is the new executive director of the Society of Professional Journalists — its 20th. She succeeds **Joe Skeel**, who took the executive director position with the Indiana State Bar Association in December.



A Miami native, Bethel McKenzie served five years as executive director of the International Press Institute, the world's oldest global press freedom organization, in Vienna. She was the first American, first woman and first African-American to hold the position since it was founded in 1950. She also was a visiting professor of print and investigative journalism at the Indian Institute of Journalism and New Media in Bangalore, India.

She was a Knight International Journalism Fellow in Ghana in 2008-09, managing director of The Nassau Guardian in the Bahamas in 2007 and executive editor of the Legal Times in Washington, D.C., in 2006-07. She has worked at the Los Angeles Times and Miami Herald, at papers in New York, Louisiana and Michigan, at The Boston Globe and The Detroit News.

"Alison is the real deal," said **Robert Leger**, president of the Sigma Delta Chi Foundation, which supports SPJ. "She's been in the trenches with high-profile reporting positions, and she's run a well-respected international journalism association. But what really impresses me is her passion for journalism and the First Amendment. She's going to do great things."

A member of the advisory board of the Center for International Media Ethics, she founded the Media Institute of the Caribbean. She previously served on the board of the now-defunct Al Jazeera America.

Bethel McKenzie is a graduate of Howard University, with a degree in journalism. She studied nonprofit leadership at the Harvard Kennedy School of Executive Education and is nearing completion of an MBA in media leadership at the University of Cumbria (U.K.) in collaboration with the Robert F. Kennedy College (Switzerland).

In 2010 she was named one of the 60 Most Influential Black Women in Europe by Black Women in Europe. She is the first African-American to serve as SPJ's executive director, and only the second woman to do so. **Vivian Vahlberg** was the first, serving from 1987 to 1990.

The top leadership positions in SPJ are all currently held by women, including president, president-elect, immediate past president, secretary-treasurer and associate executive director.

more eChaser on p. 3

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— photos by Kyle Cotton, The Shorthorn, UT Arlington



above from left: Fort Worth SPJ Region 8 Conference representatives **Kay Pirtle**, **Eddie Gallagher**, **Karen Gavis** and camera guy **Ed Gallagher**, with, second from left, Google tools trainer **Sandra Gonzalez**.

top: SPJ Region 8 outgoing director (and former Fort Worth SPJ president) **Eddie Gallagher**.

below: San Antonio College student media and journalism staff celebrate their 25th anniversary as an SPJ chapter — one of the first two-year-school chapters of SPJ. That's UTA Shorthorn ex **Tricia Buchhorn** on the far left.



### From the Region 8 sessions: A sobering lesson

Freelance photographer **Rudy Gonzalez**, a San Antonio native, had been taking photos from a helicopter for the Rocky Mountain News of the shooting at Columbine High School. His work that day included a scene where a student had died. Gonzalez's photo was confirmation to the student's parents that their son had been killed.

That image, along with others by colleagues, highlighted an emotional photography collection that won a Pulitzer Prize. Gonzalez told students at the SPJ Region 8 Conference in March, in San Antonio, that he hoped they never had to take photos of similar circumstances even if it meant winning a Pulitzer. He also noted that post-traumatic stress disorder is real and something that can affect journalists who have documented horrific events.

"It's a process in a tragedy," he said, adding that the Rocky Mountain News had brought in counselors to help those who had covered the tragedy work through the process.

Gonzalez pointed out an ethical dilemma involving another photo he took of 15 crosses on a hill that represented the Columbine victims, including the two shooters. Although the two crosses representing the shooters were later removed, the image of the 15 crosses was published.

During the session, **Laura Garcia**, who covered Hurricane Harvey for the Victoria Advocate, talked about how social media played a role in the coverage. Part of the challenge for her was tracking, then debunking rumors spreading on Facebook, as well as calming the concerns of the community.

"Sometimes all you can do is write a story and realize you can't solve everyone's problems," she said, reflecting on an interview she had with a woman who lost her home during the storm.

### PEOPLE AND PLACES

Award-winning author/teacher/storyteller **Carmen Goldthwaite** will be a table host Saturday, April 14, at the 2018 Tables of Content, the 18th annual fundraiser for SMU's Friends of the Libraries. The event will honor author and journalist **Skip Hollandsworth** with the 9th Annual Literati Award. Goldthwaite will be one of 20 authors leading people in discussion of writing's perils and promises and of the table host's own books, hers being "Texas Ranch Women: Three Centuries of Mettle and Moxie," "Texas Dames: Sassy and Savvy Women throughout Lone Star History" and the nearly finished historical novel "Whispering Spirits." More on the event [here](#). In March, Goldthwaite celebrated both Texas History Month and Women's History Month at a book discussion at the Cleburne Public Library.

**Freedom of Information Foundation of Texas update:** The FOI Foundation of Texas, in cooperation with the Texas Attorney General's Office, is hosting a regional open government seminar Tuesday, April 17, on understanding and using the Texas Public Information Act and Texas Open Meetings Act. A First Amendment Institute training session that day focuses on press rights and libel. • Presenters **Justin Gordon** with the AG's office; Fort Worth SPJ scholarships VP **Tom Williams**, a partner at Haynes and Boone, LLP; and Pulitzer Prize-winning journalist **Dan Malone**, an assistant professor at Tarleton State University, will conduct the training in the University Center on the UT Arlington campus. UTA Student Publications is a co-sponsor. • The sessions target public employees, attorneys, journalists, students and citizens interested in open government. Public employees can receive state credit for open government training. Attorneys can receive State Bar CLE credits. For full agenda and registration go to [foift.org](http://foift.org).

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

SPJ Factoids: Newsrooms around the world aren't as digital-first as they'd like to be, according to a new International Center for Journalists report. There's a disconnect between training opportunities organizations offer versus what journalists say they want, and people with digital-focused titles make up only 18 percent of newsrooms. ... Some journalism schools are adding social media, curation and analytics to editing classes. Experts say these assignments expand traditional editing skills and help students recognize the importance of understanding audiences and delivery platforms. ... What is the shift to video costing the journalism industry? Are too many publishers chasing shiny objects instead of creating cohesive strategies? ... From live blogs to media alerts, some journalists say it might be time to rethink standard articles for live coverage and breaking news. ... All kinds of local reporting — from day-to-day city hall coverage to world-changing investigations — face possible extinction. **Margaret Sullivan** writes that the local news crisis is only getting worse.

Caught my eye. India's new Solar Power Tree can light 5 homes in just 4 sq ft of land. ... Scotland region will be 100% kite powered within a decade. ... Here's the patent that could crush Monsanto and save the world. ... Incredible new "super wood" is as strong as steel. ... World's first floating wind farm generating more energy than expected.

Closing words: ... "If I had not existed, someone else would have written me." — American novelist **William Faulkner** ... "Marriage is a wonderful institution. That is, if you like living in an institution." — **Groucho Marx**, who also said, "I have nothing but confidence in you, and very little of that."

[back to p. 1](#)  
[back to p. 2](#)

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