

eChaser

Society of Professional Journalists,
Fort Worth Professional Chapter

2 3

JULY 2018 • Back Issues • Photo Archive

INFORMING THE NORTH TEXAS JOURNALISM / COMMUNICATOR WORKFORCE



to subscribe or to submit items — upcoming events, photos, new hires, promotions, big new contracts, industry changes, personalities ... anything you want to tell the world — or to advertise(!), e- john@xdycus.com

Let's Party!

Munch & Mix
at SPJ Fort Worth's Summer Saturday Mixer

July 14 ~5:30-9 p.m.

Buddy & Kim Jones' home
706 Riverwood Ct. ~Mansfield 76063

wild
LET'S GET

6:30 TO 8:30 P.M. JULY 25 AT THE WILD DETECTIVES,
314 W EIGHTH ST. OAK CLIFF, DALLAS, TX 75208. 214-942-0108
FOOD & DRINK AVAILABLE

Next at Fort Worth SPJ ...
Behold, the July Doubleheader

Two counties, two fun deals — FW SPJ's summer is heating up. Saturday, July 14, it's the annual warm weather fling at the Mansfield manse of **Kim Pewitt-Jones** and her husband, **Buddy**. RSVP to pirtlemk@yahoo.com.

Cost is \$10 or contribute something — food, ice, drinks. **Kay Pirtle** has the list of who's bringing what. Check with her for what's needed. One can only hope for favored grub from Julys past, including Buddy Jones' grilled pork tenderloin, **Gayle Reaves'** brownies and **Sondra Cochran's** Asian salad.

The scene shifts Wednesday, July 25, down the road apiece to The Wild Detectives for bonding with Dallas journalists in the Bishop Arts District.

Bring friends to both.

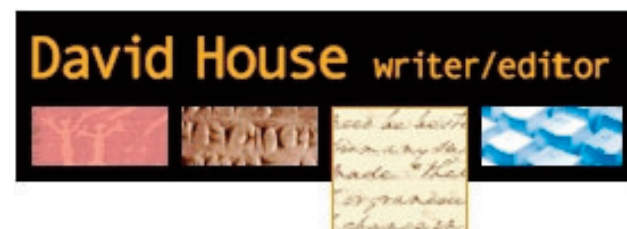
EIJ18 Cash-conscious journalists who act by July 25 can save up to \$100 on registration to SPJ's Excellence in Journalism 2018 national conference, Sept. 27-29 in Baltimore. Rooms at the conference hotel, the Hilton Baltimore, are \$199 per night for single or double occupancy (while they last) until Sept. 16. • Breakout sessions will range from podcasting and freelancing to social media and identifying fake news. Explore the latest digital storytelling technology as well as how to perfect the pitch, enhance interview skills and access public information after being told no. Each session will fall into one of four categories — digital, news management, newsgathering and career development. • Also on the agenda, RTDNA will present CBS News "60 Minutes" correspondent **Bill Whitaker** with its Paul White Award named for CBS' first news director, and a live auction and reception for SPJ's Legal Defense Fund will precede the traditional president's installation banquet. [More on everything here.](#)

QUICK HITS

- GFW PRSA monthly luncheon, "How to Be a (Cool!) Superhero at the Worthy Awards," with **Carol Murray**, APR, marketing communications manager for Blue Zones Project – Fort Worth — Wednesday, July 11, Colonial Country Club. [Info.](#)
- Writers Guild of Texas monthly program, WGT Summer Series, Part 2: "**James Patterson** Teaches Writing," hands-on exercises from the No. 1 New York Times bestselling author — 7 p.m. Monday, July 16, Richardson Public Library. [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](#)

[more eChaser on p. 2](#)

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Carolyn Bobo in Chiang Mai Thailand, with Sula, the Asian elephant, and on the Sossusvlei Dunes, Namibia.

In retirement, exotic lands beckon

What will you appreciate when you look back at your career? Will it be professional achievement, money earned, position attained? Will it have yielded lifelong friendships and lasting respect from your colleagues?

A Tarrant County PR professional/former journalist retired recently after more than 30 years in the business, and it's worth taking a look back to recognize a local communications leader and to perhaps glean insight from someone who worked it well.

Carolyn Bobo, APR, Fellow PRSA, started her communications career as a reporter and editor at the Austin American-Statesman. She later held staff and management positions in agencies, health care marketing, public relations and higher education. Exemplifying the concept of continuous learning, she earned a B.J. and B.A. in journalism from UT Austin and an M.S. as a member of Syracuse University's inaugural joint communications/MBA program. Moreover, it was decades of involvement with PRSA that helped shape her professionally, eventually inspiring her to give back through local and national mentorship.

At various times, she served as Greater Fort Worth PRSA's accreditation co-chair, Worthy Awards committee member and national assembly delegate at large. She is a member of the PRSA College of Fellows and has been a mentor to several fellows, students and chapter members. Elsewhere, she served as New Mexico chapter president, Southwest District chair, South Carolina chapter board member and assembly delegate, and on the national PRSA accreditation committee.

"Carolyn Bobo merits our appreciation for being a creative and cogent counselor to so many of us while advancing the mission of PRSA," said Bill Lawrence, Fellow, APR. Added Dr. Amiso George, Fellow, APR: "She is a friend and mentor to many, passionate about public relations and our chapter — a complete professional and role model."

Carolyn says she's committed to continuing mentorship (PRSA Fellows Mentor Match) and has already lined up civic volunteer gigs and is planning trips to see the world.

- Chris Smith

IN THE WORKPLACE



Balcom Agency has added two new clients — Hulen Hills Animal Hospital and Titanium Tequila — to its retail, consumer and business services portfolios. Although the project needs differ, Balcom will assist each with strategic planning and creative execution. Hulen Hills Animal Hospital, a full-service veterinary clinic and luxury boarding facility, has provided pet care in Fort Worth for 30 years. The Star-Telegram in 2017 named it the city's best veterinary clinic. As the clinic's agency of record, Balcom will update its creative platform and website while strengthening its digital media presence. Titanium Tequila is a premium tequila distiller that features four expressions of its award-winning Blue Weber agave tequila. Balcom is working on fresh company branding and messaging, as well as product positioning.

GET A JOB. Nerd alert. ZeniMax Online Studios, a developer and worldwide publisher of online entertainment such as the fan favorite role-playing game The Elder Scrolls Online: Tamriel Unlimited, seeks a social media manager. Info. Offices are in Hunt Valley, Md. ... The Dallas Morning News has an opening for a breaking news writer. Public safety reporting is an integral part of the job, as is strengthening the coverage of politics, education and other community concerns. Info. ... More breaking news. There's a breaking news reporter opening at the Victoria Advocate, TAPME's 2018 Newspaper of the Year in Class 3A. E- editor and publisher Chris Cobler at ccobler@vicad.com. ... Still more. "We're looking for our next breaking news reporter," UTA Shorthorn ex Shelly Conlon writes. "Come see beautiful South Dakota, and actually experience what it's like to have seasons! Seriously, it's a great place to work in a digital-first, focused environment!" Info. ... The Houston Chronicle seeks to expand its investigative team. The job will be based in Austin and focus on state government's impact through the vast Texas Health and Human Services system. The reporter also will handle other investigative stories that could bubble up from the state bureaucracy. Info. E- Steve Riley, steve.riley@chron.com. ... The Newport News-Times on the beautiful Oregon coast has an opening for a full-time photographer. Info. ... The Orlando Sentinel is looking for an opinions editor. Info. Same paper, differing opening, for a digital-first journalist to cover Central Florida's fast-growing private space industry, legal disputes, development issues and general business news. Info. ... Community Impact Newspaper has three account executive positions open in DFW. Info. ... Join one of Indy's most exciting media companies.

more eChaser on p. 3

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Glen E. Ellman | Photographer



Fort Worth SPJ Member Spotlight

Shelly Conlon

watchdog education reporter, The Argus Leader, Sioux Falls, S.D. (formerly with the Waco Tribune-Herald)

B.A. communication/journalism, 2013: UT Arlington (and a proud product of Tarrant County College)

how and when did you get into journalism? I became interested in journalism in high school because I struggled to understand the actions of people around me at a time when I felt I had no voice of my own. I was so shy, my adviser told me to even practice asking questions in a mirror. Too curious for my own good, I found that telling the stories of others was not only cathartic but gave voice to difficult situations that others did not want to acknowledge.

why do you stay? I love fighting for the people's right to know about issues that impact them, whether it's holding government and public officials accountable or shedding light on a sensitive, emotional social issue. Once that notion gets in your blood, it makes you want to help change the world.

what tips would you give a job seeker? Know yourself and how far you have come. Know your strengths, know your weaknesses, and don't be afraid to pitch who you are to your potential employers. Cover letters are where I often struggled the most because as a journalist you're expected to not show bias. This can make it difficult to look internally at your own capabilities, but don't be afraid to show what you can bring to the table.

best advice you ever received Just shut up and write, and don't forget to be human. In this industry, you witness people's greatest achievements and greatest griefs. It's OK to allow yourself to feel those things, too. It keeps you humble, and it can keep you strong.

how important to a media career is working for the school paper? Critical. It's the one place, outside of an internship, you will get real experience before you head out into a professional newsroom in a fluid, ever-changing and sometimes struggling industry. The basics for quality journalism are the same no matter where you go, but like breaking news, you have to know how, when and where to apply those skills to be flexible. That experience gives you your first edge over your competition and opens the door for greater opportunities as you continue your education. A school paper is also the best place to find out if journalism isn't right for you, instead of taking a whole crop of classes and experiencing culture shock the first time you have to meet weekly deadlines in the real world.

should journalists feel threatened in the current political climate? No. If anything, it should inspire them to work harder and work smarter to fill investigative enterprise gaps to hold politicians accountable and seek the truth.

what's the attitude of your town toward reporters? I just moved to Sioux Falls from Waco, Texas, so I don't know enough about my new community to say much about the attitude so far. South Dakota's open records laws are limiting to what reporters can get, and the former Sioux Falls mayor was nominated for IRE's Golden Padlock Award earlier this year. The most I know right now is transparency is often a loosely used term, according to the reporters in my newsroom. This only forces them to be excellent beat walkers and work smarter to overcome those obstacles.

what's your most gratifying moment in the business? Right now, it's knowing I have the ability to challenge my own investigative skill set during a never-ending 24-hour news cycle. Having a newsroom atmosphere that supports developing a document state of mind to do stronger pieces and flex those investigative muscles in ways I hadn't before helped me land my biggest investigative piece yet (see parts of it [here](#) and [here](#)). Those skills also helped me tell strong enterprise pieces that shaped community discussion on how to save five schools from state closure ([here](#) and [here](#)). That's my most gratifying moment, writing or uncovering something that's strong enough to spur conversation to make some part of society better.

what do you know now that you wish you'd known then? It's OK to fail, as long as you learn from your mistakes. Then don't forget to find a way to rise back up, try again and do better.

if you weren't in journalism... I would either be in PR or social media marketing, teaching or trying to follow one of my other passions elsewhere, but I don't like to give that too much thought unless I have to truly consider it.



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Get the new GFW Media Directory!

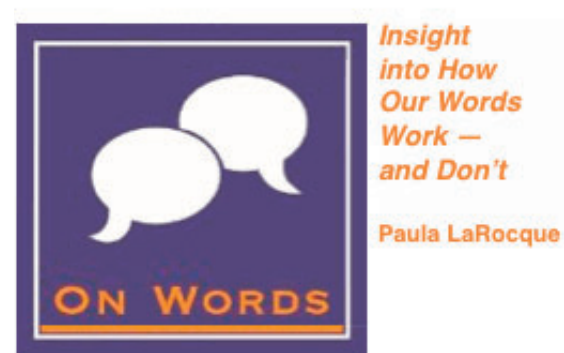
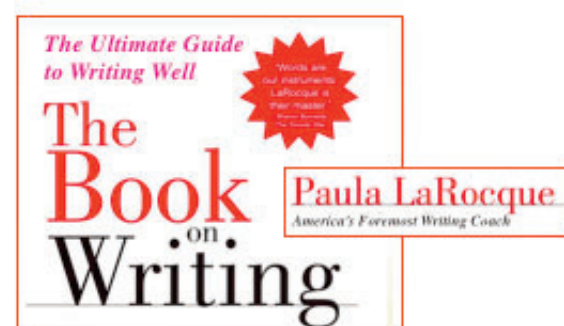
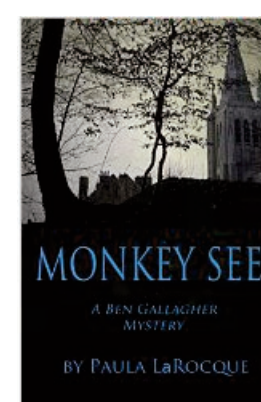
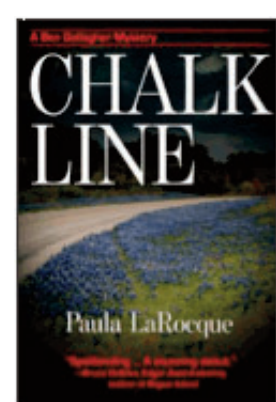
Cowcatcher Magazine

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



UNSUNG: REMEMBERING JEWELL HOUSE

the LaRocque Family catalog ...



RESOURCES

- [AP headlines](#) [Journalist Express](#)
- [The Washington Post](#) [Denver Post](#)
- [The New York Times](#) [Chicago Tribune](#)
- [San Francisco Chronicle](#) [USA Today](#)
- [Los Angeles Times](#) [Financial Times](#) [Time](#)
- [The Wall Street Journal](#) [BBC](#) [The Nation](#)
- [The Christian Science Monitor](#) [Newsweek](#)
- [The Sydney Morning Herald](#) [Bloomberg](#)
- [International Herald Tribune](#) [Cato Institute](#)
- [U.S. News & World Report](#) [ABC News](#)
- [CBS News](#) [CBS 11](#) [WFAA-TV](#) [CNN](#)
- [NBC 5](#) [ABC News: The Note](#) [Daily Kos](#)
- [Star-Telegram](#) [The Dallas Morning News](#)
- [Fort Worth Weekly](#) [Fort Worth, Texas](#)
- [Fort Worth Business Press](#) [Texas Monthly](#)
- [Dallas Observer](#) [The Hill](#) [Drudge Report](#)
- [The Texas Observer](#) [The Village Voice](#)
- [FrontBurner \(D Magazine\)](#) [Salon](#)
- [Burnt Orange Report](#) [The New Republic](#)
- [The American Conservative](#)
- [Center for American Progress](#)
- [The Texas Tribune](#)

- the industry / tools of the trade
- [11 Rules of Writing, Grammar and Punctuation](#)
- [writers.com](#) [wilbers.com](#)
- [Ethics AdviceLine for Journalists](#)
- [THE SLOT: A Spot for Copy Editors](#)
- [Center for Public Integrity](#) [Editor & Publisher](#)
- [Investigative Reporters and Editors](#)
- [Coalition of Journalists for Open Government](#)
- [National Institute for Computer-Assisted Reporting](#)
- [Reporters Committee for Freedom of the Press](#)
- [Poynter Online](#) [Pew Research Center](#)
- [Columbia Journalism Review](#)
- [Texas Legislature](#) [FOI Foundation of Texas](#)
- [Merriam-Webster](#) [Encyclopedia Britannica](#)
- [NewsLink](#) [Wikipedia](#)

- organizations
- [Asian American Journalists Association](#)
- [DFW Network of Hispanic Communicators](#)
- [National Lesbian & Gay Journalists Association](#)
- [Native American Journalists Association](#)
- [Society of Environmental Journalists](#)

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send additions for the list to:
john@xdycus.com

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Freedom of Information Foundation of Texas update: The Texas General Land Office has released an internal audit critical of accounting practices at the Alamo that is consistent with a draft report from September that the Austin American-Statesman had obtained and written about but that Land Commissioner **George P. Bush** had called "doctored." The document, which questions the use of a nonprofit to manage the Alamo, was characterized by the agency as a "proactive internal audit of the Alamo's accounting and financial management — the first of its kind in Alamo history — undertaken by the Texas General Land Office to modernize and reinforce oversight and accountability." [Details](#). ... Texas Public Radio's "The Source" recently focused on the dispute sparked when the San Antonio City Council met behind closed doors to discuss whether the city should submit a bid to host the Republican National Convention in 2020. **Joe Larsen**, an attorney on the Freedom of Information Foundation of Texas board, was one of the program's guests. See the full story and listen to the radio program [here](#).

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

To augment your news reading, consider [theSkimm](#), self-billed as "the most important news you need to know to start your day," a compilation with light analysis targeting female millennials. It's shallow, but **Oprah Winfrey** likes it. So there. ...

On the fake news front, [from Salon.com](#): Facebook restricts sharing of news article about migrant children being forcibly drugged / By flagging a crucial investigative story, Facebook seems intent on blurring the line between truth and propaganda

SPJ Factoids: The [Justice Department deleted language about press freedom and racial gerrymandering \(related\)](#) from its internal manual. Though these changes are mostly cosmetic, they reflect the administration's priorities. ... The Associated Press announced its latest stylebook updates at the national conference of ACES: The Society for Editing. Get the details of [all the changes](#), including one that messes with the laws of physics. ... April 25 was [#SaveStudentNewsrooms](#) day. [Learn more](#) about the challenges student newsrooms face and what you can do to help. ... Local TV newsroom employment has surpassed total newspaper newsroom employment for the first time in more than 20 years, according to a survey done by the Radio Television Digital News Association. ... Expect internship opportunities this year because [recent federal rules reopened the door for unpaid work](#). Related: [Pay your interns](#). and [Are unpaid internships good for students, companies?](#)

Caught my eye. [NASA map shows how climate change has set the world on fire](#). ... [Pilot whale dies in Thailand with more than 17 pounds of plastic in its stomach](#). ... [E-bikes will eat cars](#). ... [Grow a 100-year old forest in your backyard — in just 10 years](#). ... [How do we stop Antarctica from melting?](#) ... [Molecule knocks out superbugs' immunity to antibiotics](#).

Closing words: "The test of a first-rate intelligence is the ability to hold two opposed ideas in the mind at the same time, and still retain the ability to function." — **F. Scott Fitzgerald**, whose daughter, "**Scottie**" Fitzgerald, said of her parents, "People who live entirely by the fertility of their imaginations are fascinating, brilliant and often charming, but they should be sat next to at dinner parties, not lived with."

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