

eChaser

Society of Professional Journalists,
Fort Worth Professional Chapter

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FEBRUARY 2019 • Back Issues • Photo Archive

INFORMING THE NORTH TEXAS JOURNALISM / COMMUNICATOR WORKFORCE



to subscribe or to submit items — events, photos, new hires, promotions, job openings, industry changes, personalities — e-john@xdycus.com

[UNT student media facing severe budget cuts](#)

[DMN announces 43 layoffs, nearly half in editorial](#)

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[Do journalists deserve some blame for America's mass shootings?](#)

[Can student journalists teach the media a lesson about neutrality?](#)

[Does journalism have a future?](#)

Next at [Fort Worth SPJ](#) ...

The programs team is shaking hands and making plans.

POWER TO THE PEOPLE DMN Watchdog **Dave Lieber** started this year like he ended last year — fired up. His January “Blue Light Special” Sunday night videos featured his [“State of the Posse Address”](#) on a pro-consumer agenda for the 2019 Texas Legislature, including a [consumer privacy act](#); how he [lowered his property tax through binding arbitration](#); and how [Chip and Joanna Gaines’ image is being used by a sham operation](#). Oh, and there’s [“Carpool Karaoke”](#) with legendary radio personality **Suzie Humphreys**.

ACADEMIA The TCU Master’s in Strategic Communication prepares future and working professionals — in strategy, research, storytelling, new media and leadership — for success in today’s digital and global communication environments. Utilizing TCU’s teacher-scholar model, master’s students are taught by versed professionals, thought leaders and top scholars in strategic communication. Being in one of the largest media markets in the country gives the students valuable experience from collaborations with brands, agencies and nonprofits in simulated and real-world, client-based communication projects and through internships, networking and job opportunities. Merit-based graduate assistantships help with tuition, and, depending on the award, a monthly stipend covers additional costs. More from Dr. [Catherine Coleman](#) or the [website](#).

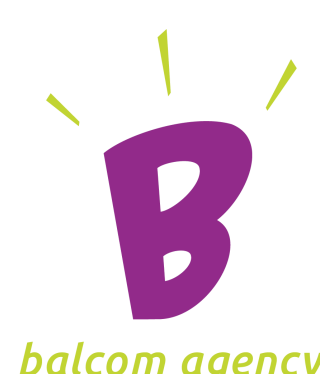
QUICK HITS

- Hispanic Communicators DFW networking mixer — 6-9 p.m. Thursday, Feb. 7, Las Almas Rotas, 3615 Parry Ave., Dallas.
- GFW PRSA Scholarships — apply by Feb. 14. [Info](#).
- GFW PRSA networking meeting, “Mess Up, Fess Up, Fix It,” with **Anita J. Foster**, Arlington ISD — 11:30 a.m. Wednesday, Feb. 13, Colonial Country Club. [Info](#).
- Writers Guild of Texas monthly program, “Social Media for Writers: How to Build an Online Brand,” with social media marketer and Toastmasters hero **Fred Campos** — 7 p.m. Monday, Feb. 18, Richardson Public Library. [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](#)

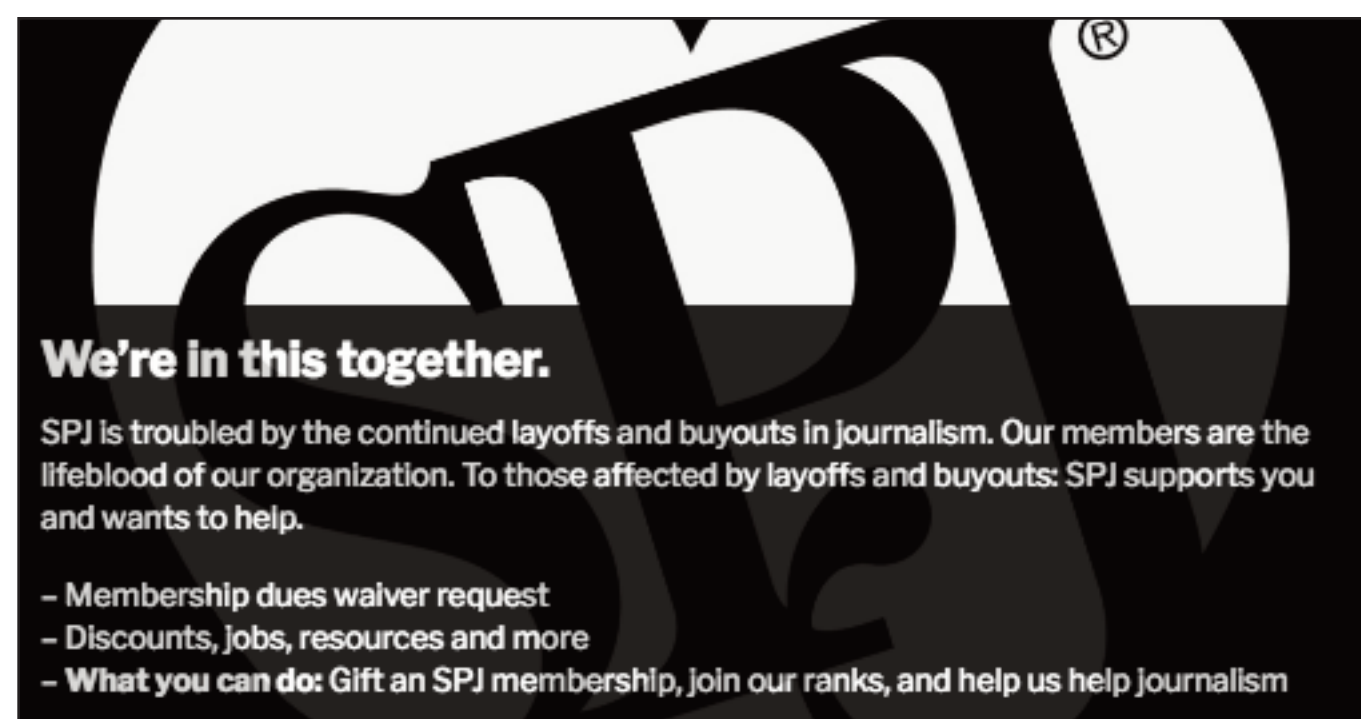
IN THE WORKPLACE: GET A JOB Listings in [journalismjobs.com](#) and [dfwcommunicators.com](#) appear in this report. ... The North Central Texas Council of Governments Transportation Department seeks interns to provide assistance in strengthening the region’s engagement in air quality and transportation projects/programs/policies. Typical initiatives include drafting elements of awareness campaigns such as Air North Texas and helping develop visualization and communication elements of department projects. [Info](#). ... The Dallas Morning News, which recently laid off more than 40 people, nevertheless may have an opening for a reporter who embraces a high-effort, high-opportunity challenge of covering one of Fort Worth-Dallas’ most significant beats — aviation. [Info](#). ... The Marshall News Messenger seeks an experienced reporter who is passionate about community journalism. With a “digital first, print best” attitude, this position will cover news and features through print, digital and photographs. [Info](#). ... Bolt Public Relations, an independently owned PR, marketing, events and digital marketing agency with offices in California, North Carolina, Pennsylvania and Texas, seeks an experienced PR pro to join its Dallas team. [Info](#). ... The MCA Group has an immediate paid opening for a PR/social media intern. The MCA Group is a Dallas-based agency with a national presence, specializing in the hospitality and lifestyle industries. [Info](#). ... The San Antonio Express-News is looking for a “GA ninja who can report with enthusiasm and write with verve” on a variety of subjects. Applicants should have at least three years’ experience on daily newspapers or digital news sites. Fluency in Spanish is a plus but not required. [Info](#). ... The Houston Chronicle seeks a talented home page editor to engage readers on one of the largest news sites in the country, a “creative digital native” experienced with web metrics who intuitively understands what interests readers. [Info](#). ... The Kerrville Daily Times seeks an enthusiastic, experienced copy editor to contribute to the design of the six-day-a-week newspaper while assisting with coordination and editing of specialty publications. [Info](#). ... DFW International Airport seeks a communications and marketing specialist. [Info](#).

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We're in this together.

SPJ is troubled by the continued layoffs and buyouts in journalism. Our members are the lifeblood of our organization. To those affected by layoffs and buyouts: SPJ supports you and wants to help.

- Membership dues waiver request
- Discounts, jobs, resources and more
- **What you can do:** Gift an SPJ membership, join our ranks, and help us help journalism



Through a glass, clearly
Tarleton in full swing preparations to again host Region 8 Conference

Sessions will be conducted in the Texan News Service newsroom, left, on the third floor of the O.A. Grant Humanities Building on the Stephenville campus. **Dan Malone, Quanecia Fraser, Dr. Liza Benedict, Kay Pirtle and Kim Pewitt-Jones**, below, mingle at the 2017 Region 8 Conference reception.



Beth Frerking, the new vertical editor at The Dallas Morning News, will keynote the SPJ Region 8 Conference, Saturday, March 23, at Tarleton State University in Stephenville about 80 miles southwest of Fort Worth.



Beth Frerking

A reception Friday evening will kickstart the weekend. Attendees will have the evening free and dinner on their own. All sessions and panel discussions will be Saturday, along with the Mark of Excellence student journalism awards luncheon.

Registration is \$40 in advance, \$50 at the conference.

Five minutes from campus, the Hampton Inn & Suites has reserved a block of rooms for conference participants at \$116 a night for a king suite. To book a room early, call 254-918-5400 or log onto hamptonstephenville.guestreservations.com, confirmation code 93946439. Five other hotels are nearby.

The conference will be held in the Department of Communication Studies' Texan News Service facilities with their state-of-the-art newsroom and media labs, TV studio and control room. The O.A. Grant Humanities Building is near the Lillian-Washington streets intersection and easy to find — look for the blue glass tower with the purple Tarleton T at the top. Free parking is adjacent to the building.

Frerking, a UT Austin graduate and former Daily Texan editor, served as editor in chief of the Rivard Report in San Antonio and The National Law Journal in Washington, D.C., before joining the Morning News. She also was an editor for Politico, Washington bureau chief of The Denver Post, and a reporter at the late, great Dallas Times Herald.

Other presenters are still being confirmed. Some of the sessions and panels will cover ...

- Fake news: How to spot it, how to fight it
- Covering the powder keg on the border
- Google tools and Facebook training, with two expert trainers
- The pros and cons of digital-only journalism
- Panel on the top issues facing broadcast journalists
- How you can make a living as a freelancer
- Starting your own news website
- Launching a broadcast career (recent grads have tales, yes they do)
- Media literacy — how you can help SPJ's national education program
- Killer apps for news gathering and reporting
- How to be a podcasting star
- iPhone photography tools and tips

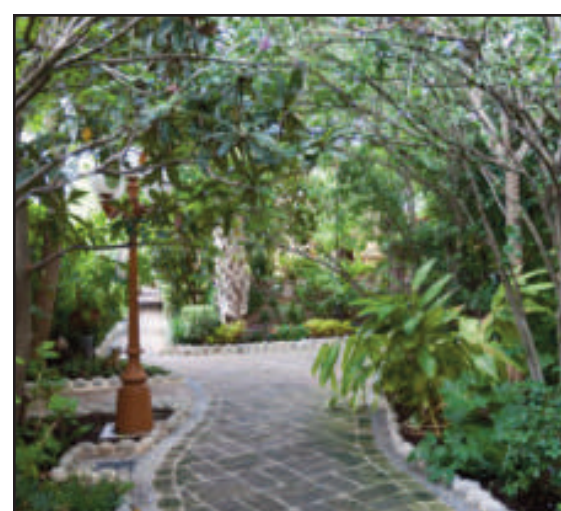
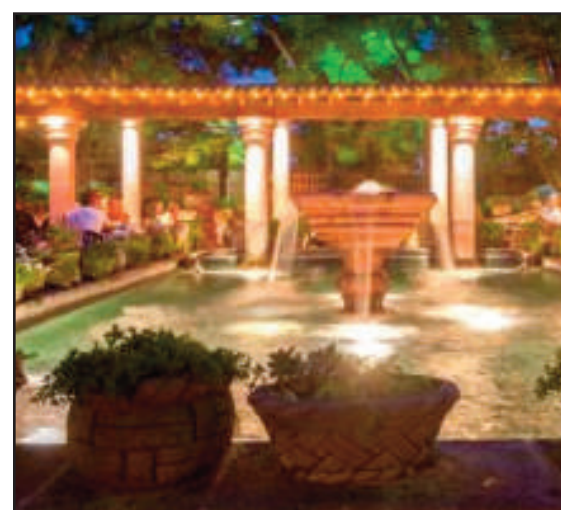
The afternoon wrap-up panel will tackle journalism in the age of **Donald Trump**, how demonizing journalists as "enemies of the state" is having an impact beyond the Beltway and major mainstream media outlets, and what can be done to build public trust.

Call or e-mail conference coordinator **Kathryn Jones-Malone** with any questions: 254-974-0326; kathrynjones1956@gmail.com. Look for more info on the [Region 8 Facebook page](#), in next month's eChaser and in the new Region 8 blog sent to members.

Freedom of Information Foundation of Texas update Editorial: [Don't bury police video with those who die in custody ...](#) The Texas Attorney General's Office has ruled that the Department of Family and Protective Services violated the state's freedom-of-information law in its handling of a records request related to child deaths in day cares. The ruling comes after the American-Statesman in May requested the agency's reports on deaths that occurred in Texas day cares over the past five years. The agency maintains that state law requires it to keep the documents confidential. [Details.](#)

[more eChaser on p. 3](#)

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Miss Persis Studio
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Dance Theatre of Arlington
Bringing dance to the community and the community to dance!



Plant to planet.®





Roxo creatives rally around a favorite client (holding mug), **Kendall Davis**, and, below, with representatives of the Fort Worth Chamber of Commerce. Roxo developed a concept and strategy for the Chamber's small business awards.



Roxo transforms TCU ad/PR undergrads into pros

Roxo, TCU's student ad + pr agency located in the Bob Schieffer College of Communication, is breaking the mold by giving students hands-on experience creating content for area businesses and nonprofits. Agency pre-professionals with a colorful palette of creative skills are providing an arsenal of strategic communication solutions. Roxo has served more than 60 organizations across North Texas during its eight years in operation.

Roxo recently assisted local ceramic artist **Kendall Davis**, whose pieces fuse functionality and beauty in an innovative manner. A high school art teacher turned businesswoman, Davis has a storefront on Magnolia Avenue where she showcases simple, understated ceramics.

Roxo's work for Kendall Davis Clay included curating a social media campaign tailored to the holiday season (product giveaway and Black Friday sale), designing product takeaway cards featuring photos of Davis' designs, and pitching local publications to gain earned media. Result? Davis added 200 followers on Instagram, and the impressions of her account increased by approximately 5,000 per week.

Installing a tag-to-shop feature on Facebook and Instagram led to higher online sales. The TCU students even created an infographic to educate customers on Davis' artistic process, and she was featured in Fort Worth Weekly, Fort Worth Business Press, Madeworthy and Fort Worth Home.

Not only does Roxo help clients become the best version of themselves, it prepares them for success after the contract ends. Davis now has partnerships with local food and floral vendors to advertise her products, and she's stocked up with social media content from Roxo's photoshoot to launch 2019.

— *Francesca Mehrotra* | Roxo PR manager and TCU strategic communication major

OVER & OUT | John Dycus, Fort Worth SPJ

Greatness begets greatness. **Kathryn Jones-Malone** writes: "As your new SPJ Region 8 coordinator, thank you to those of you who supported me. A standing ovation goes to outgoing coordinator **Eddie Gallagher**, who turned around the regional organization when it was struggling and rebuilt its financial foundation. I look forward to following up on her leadership and working to make our chapters stronger and connect with journalists throughout Texas and Oklahoma." Welcome, Kathryn. Excited you're on the team.

SPJ Factoids: Misinformation and fake news are forcing journalists to re-evaluate how they navigate information online. Amid the fray, one site has become embedded in its daily consumption of information: Wikipedia. ... Journalists are charged with determining the scope of stories — where they begin and end, how broad or narrow a story's focus should be. That challenge is now complicated by digital duplication, infinite archives and instantaneous access to them. ... Russia, which American intelligence agencies said spread its fair share of misinformation during the 2016 U.S. election, says it will crack down on "fake news" at home with a proposed law that critics say could limit freedom of speech on the internet. ... A recent article published by UN News calls Donald Trump's attacks on the press "strategic, designed to undermine confidence in reporting and raise doubts about verifiable facts." ... Two public radio experimenters announced they will merge. While still lagging NPR and American Public Media in public radio programming distribution, the merger positions Public Radio International and Public Radio Exchange to take advantage of the rise in podcasting.

Caught my eye. 5 financial lessons to be learned from the government shut-down. ... Scientists unveil technology that brings dying coral reefs back to life. ... Military builds barracks using 'world's largest' 3D printer. ... Portable 'tricorder' device spots cancer or heart attack biomarkers in minutes.

Closing words: "You can blow up a man with gunpowder in half a second, while it may take 20 years to blow him up with a book. But the gunpowder destroys itself along with its victim, while a book can keep on exploding for centuries." — prolific author **Christopher Morley**, who also said, "No man is lonely while eating spaghetti."

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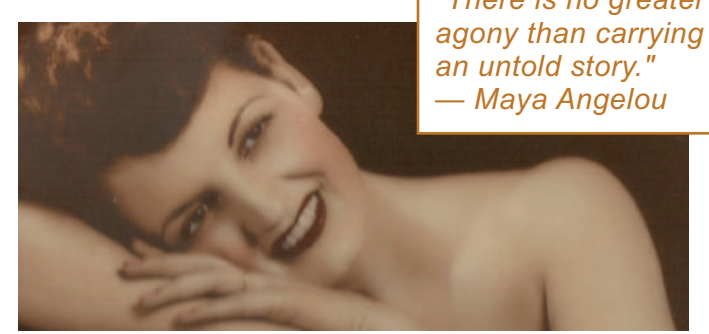
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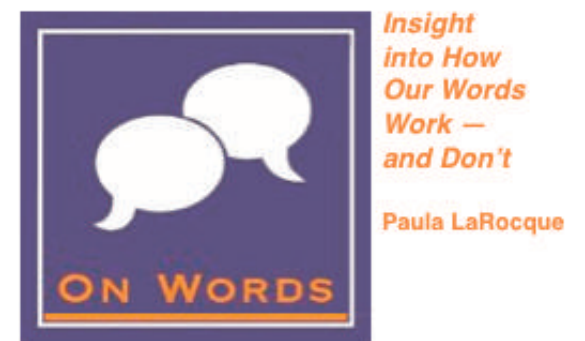
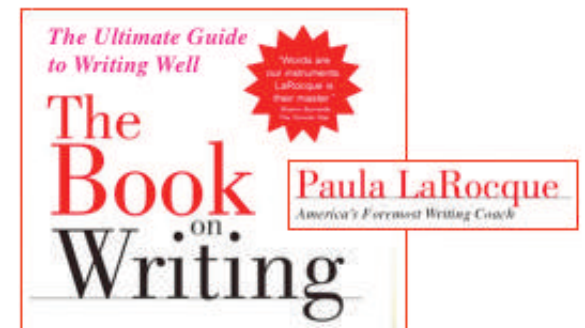
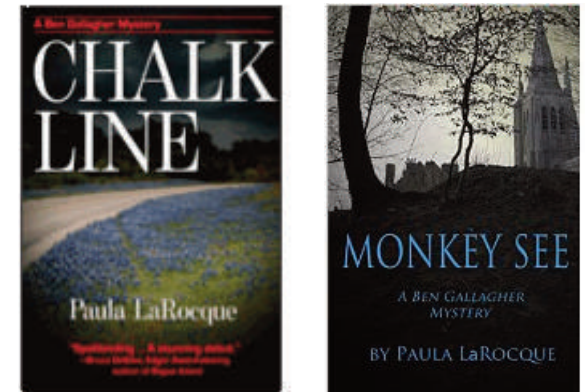
Cowcatcher Magazine

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



UNSUNG: REMEMBERING JEWELL HOUSE

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