



"If it happened in Fort Worth ... it's news to us!"

The Chaser

Fort Worth Chapter of the Society of Professional Journalists

September 1995

Verlie Edwards' President's Platform

Going ... going ... *golden*

Fifty years of fun. Fifty years of professional development. Fifty years of helping deserving college students achieve their goals. Fifty years of memories.

I can't think of a better way to describe the Fort Worth SPJ chapter. On March 29, 1996, we'll add another milestone:

Fifty years of Gridiron shows.

Thanks to the Golden Gridiron Committee chaired by Bill Benge, we have a great start on plans for this special event. Serving with Benge were co-chairman Bill Massad, Willard Barr, Jim Fuller, Roy Eaton, Phil Record, Jack Tinsley, Stanley McBrayer, Loyd Turner, Linda Pavlik, Lou Brooks, Bill Hix and Ann Gilliland. Thanks for all your hard work!

At its August meeting the board approved the following recommendations. Some may sound familiar, but they have

Meeting
 Tuesday, September 19
Brian Jones
Station Manager,
Channel 11
WE'RE IN THE
MAJORS NOW!
(Or, how we did it
on short notice)

Clarion Inn,
 Beach Street at I-30

Directors meet: 5:30
 Reception: 6:30
 Dinner: 7
 (\$10/\$5 students)

RESERVATIONS BY
NOON, SEPTEMBER 18

Call
 Joe Holstead:
 536-1090

special meaning when attached to the 50th anniversary.

• The chapter retain an annual fund-raising activity based on the Gridiron theme after 1996.

- For the 1996 show:
 - ✓ Increase attendance
 - ✓ Increase revenue
 - ✓ Improve the program
 - ✓ Increase the prestige of the event
 - ✓ Just for SPJ members — a Pre-Golden Gridiron Cast Party

Other suggestions include having a celebrity (the invitation has been made, so watch for an announcement) join us on stage for 10-15 minutes of Gridiron-style remembrances; reviving our most memorable skits from past shows; inviting former and current politicians; dedicating a section of the Yellow Jaundice to a historical review of the show; and energizing the Pre-Golden Gridiron Cast Party with a peek at past shows with lots of story telling thrown in. Sounds like fun, doesn't it?

see 50 big ones on the back

HERE'S WHERE YOU COME IN

It is critical that we have the assistance of every member of this chapter to make the Golden Gridiron a memorable occasion. The following committees have been established and we need you to either chair or serve: invitation, underwriting/sponsorship, celebrity/headliner, script, Yellow Jaundice, decorations, marketing/publicity and Pre-Golden Gridiron Cast Party. If you have an interest in a specific committee, call me. Otherwise, I'll call you.

The first announcement to our invited guests goes out in early November, and we need to add as many names to the mailing list as possible. If you have access to lists of organizations or know individuals who should be invited to the most memorable of all Gridirons, call Lou Brooks (office 877-1171) or me (office 336-5165, home 441-8458). Please send us your recommendations ASAP. Needless to say, it takes time to criss-cross a list of 5,000 names.

A special "thank you" to Jack Tinsley for his efforts as the Gridiron's executive producer the past several years. Jack is unable to continue in that position this year.

Last, but certainly not least, thank you for electing me your president. Your Board of Directors has a great year planned for the chapter and we look forward to seeing you at the monthly meetings and as members of the Gridiron committees. Call us with any suggestions. Let Joe Holstead know what programs you would like. Send Bill Stone tidbits for the newsletter. Give Linda Pavlik names of prospective members.

See you Sept. 19 for our first meeting of the 1995-96 year!

Communications organizations offer seminars

Fort Worth SPJ has joined with the International Association of Business Communicators, Public Relations Society of America and Women in Communications, Inc. to offer twice-yearly seminars to its members and the community.

A Sept. 30 writing workshop with Paula LaRocque — 8:30 a.m.-12:30 p.m. at the Greater Fort Worth Association of Realtors, 2650 Parkview Drive — begins the series. Call Elizabeth Hopkins at the Fort Worth Water Department for reservations.

WICI produced this month's LaRocque seminar. PRSA is developing the spring seminar.

next meeting Oct. 17

**SPJ National Prez
Kelly Hawes**

SPJ

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