

# Channels

Greater Fort Worth Chapter  
Public Relations Society of America

Volume XII No. 7

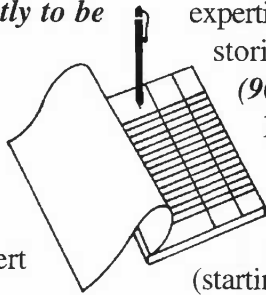
July 1998

## Professional Workshop:

### “The WRITE Stuff for the New Millennium”

*Is high-tech turning virtually everything into virtual news? And if it is, does that mean we have to write differently to be successful public relations counsel in the new age?*

The Fort Worth Chapter of PRSA is pleased to bring an expert who offers an emphatic “NO” to these questions.



Good writing is good writing, and national journalist Pamela Stone will be on-site to share her expertise in writing and selling stories with “*Elements of (90s) Style.*” Following her luncheon presentation, during which she will share her tips for selling stories to top media (starting with a great hook written well!), she will provide an in-depth

workshop to program registrants. The workshop will feature her advice and experience in writing and pitching stories, as well as time for participants to experience writing critiques.

Ms. Stone is nationally syndicated by *The New York Times* and is a free-lance writer for *The Dallas Morning News*. A journalist for more than 15 years, she has been on staff with the *Los Angeles Times*, *The Dallas Times Herald* and *The Morning News*. A former television news reporter at KERA, Channel 13, she still appears as a frequent guest on the regional news talk program “*Between the Lines*,” where she has made her mark as a thoughtful reporter, aware of the multiple levels to stories and issues.

Stone’s talents have been lauded with awards from the Associated Press and Women in Communications. She shares her talents and experience with would-be journalists by serving as an adjunct faculty member at both

- What:** Pamela Stone, Nationally syndicated writer  
“*Elements of (90s) Style*”
- When:** Wednesday, July 8
- Where:** Colonial Country Club  
3735 Country Club Circle, Fort Worth
- RSUP:** Call 347-8649 by noon, Monday, July 6  
State whether your reservation is for lunch only,  
workshop only or for both.
- Cost:** **Luncheon only**  
Members, \$18; Students, \$15; Non-members, \$25  
**Workshop only**  
Members & Students, \$25; Non-members, \$35  
**Both Luncheon & Workshop**  
Members & Students, \$35; Non-members, \$45
- Time:** Lunch is served at 11:45 AM; Program begins  
at 12:30 PM; Workshop, 1:30 - 3:00 PM