

Religion
Communicators
Council

Dallas - Ft. Worth Chapter

E-NEWSLETTER

July 2007

Morning News expansion of Neighbors section to be chapter meeting topic

Dallas Morning News staff member, **Allen Houston**, will present the program for the July meeting of the Dallas-Fort Worth Chapter of RCC. Using the slogan: '**Find, Share, Connect**' to explain the purpose for the *neighborsgo.com*, an adjunct to the print *Neighbors* section, the Morning News has expanded this neighborhood edition concept.

The lunch meeting will be Thursday, July 26, from 12 noon to 1:30 p.m. at Juliette Fowler Homes campus, 1234 Abrams Road, Dallas. We'll meet in the Jackson Living Center directly behind the Administration Building at 1234 Abrams. Easy in and out parking is available on Fulton Street in front of the admin building. Reservations to Deb Christian dchristian@umr.org by noon Tuesday, July 24. Cost is \$15.

Quoting from the *neighborsgo.com* link on the www.dallasnews.com web site (neighborsgo.beloblog.com), "neighborsgo combines the best of print and online by using the latest technology to simplify the process of sharing your stories and connecting with others. Combine the networking capabilities of MySpace and YouTube, add the resources of local media powerhouses *The Dallas Morning News* and WFAA-TV, and you have the next generation of local, personalized communication – neighborsgo."

Allen will fill us in on the publishing tools to give easy online access for all local content. Then the neighborsgo editors have opportunity to select the timeliest and most relevant content to appear in the print version. Ideas, feedback and suggestions will be welcome! We should be able to assist the Morning News staff in creating the most useful tools for content important to those of us in the faith-based community and to our constituencies.



Enrichment opportunity **PRSA August Meeting Information**

The August meeting topic will focus upon a topic that's key to our industry but also key to doing business and connecting with consumers in this day-and-age: **Word of Mouth Marketing.**

Date: August 9, 2007

Place: Las Colinas Country Club, 4400 N. O'Connor Blvd, Irving, TX 75062-2796

Registration: 11:30 a.m. Program: Noon

Costs: Members w/ reservations - \$30 Guests prepaid online: \$40 (w/o reservations add \$5)

Reservations: HYPERLINK <https://secure.qsigroup.com/prsa/lunch>
[\https://secure.qsigroup.com/prsa/lunch/](https://secure.qsigroup.com/prsa/lunch/)