

The Dallas Morning News photos by Randy Eli Grothe, David Woo, William Snyder and John Rhodes

Among the diverse sights media covering the Republican Convention will see are (clockwise from bottom left) an Oak Cliff lead smelter, the Dallas skyline, a Highland Park mansion, Farmer's Market, the JFK Memorial and (center) a house in West Dallas.

# What the boys on the bus will see

## Media for GOP Convention to view all sides of Dallas

By David Seeley  
Staff Writer of The News

You know they're bound to do it. Reporters from all over the world will converge on Dallas during the Republican National Convention later this month, stand in front of their TV cameras, and say, "This is Dan Rather (or Hans Obermeister or Hisiidi Yakamoto), reporting from Dallas. But this is not the Dallas of J.R. Ewing and Tom Landry's Cowboys. This is another Dallas."

The TV camera will zoom out over the reporter's shoulder and focus on . . . a lead smelter.

So what is the Dallas Welcoming Committee to do? Well, it could organize free press tours of Bent Tree and the Galleria, showing Dallas in all its splendor.

But that wouldn't wash. It didn't wash in San Francisco, when the city's Democratic Host Committee issued a gleaming, wonderful guidebook to the city by the bay. Everything written for the guidebook that

was negative — or even iffy — was excised before publication. Looking for another side to the city, reporters grabbed rides on the "People's Alternative Tour," which was privately sponsored by a San Francisco inner-city church. Journalists were treated to sights of scrap yards, X-rated video stores, transient hotels and street people lining up at clinics to be deloused for free.

Of course, San Francisco probably has more natural tourist appeal than Dallas to divert media attention away from its warts. It has the Golden Gate Bridge and those little cable cars that climb halfway to the stars. What does Dallas have? The Jefferson Street Viaduct and bunny buses.

So what to do? Dallas developer Dave Fox, who is chairman of the Dallas Welcoming Committee, came up with an idea. Why not give reporters all sides of Dallas? Ergo, from Aug. 16 to Aug. 21, members of the world media will be offered free, twice-daily, three-hour bus tours of Dal-

las that will breeze by Highland Park mansions on their way to . . . the lead smelter. The tours will whip by Market Hall, and rumble through the West Dallas projects. Reporters can breeze past the classic art deco of Fair Park, then outside the gates, scan the liquor stores and clapboard houses. They can glance at SMU coeds, and shoot footage of Cambodian refugee children collecting aluminum cans.

"We went to the press a year and a half ago in terms of what we could do for them, and they said, 'Help us show Dallas,'" Fox says. "If you're going to have a press tour of the city, you have to show them all of Dallas. And I think Dallas comes out good on balance.

"We've got problem areas like every other city. But we'll have the opportunity to tell them a lot of money is going to be spent in West Dallas, the fact that they shut down the smelter, that \$20 million was passed in Please see CONVENTION on Page 3C.

# Convention media to see all sides of Dallas

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The last bond issue for Fair Park. Those kinds of things we feel are very important in showing the story of Dallas. Along with these areas are areas that aren't so depressed. We're not trying to make Dallas look bad — we're trying to show all of Dallas."

The press tours, which will use Dallas Transit System buses and operate out of donations and the Welcoming Committee's budget, will leave from Market Hall. Each bus will hold 45 people; additional buses will be added if necessary. A professional tour guide, from Magic by Personal Tour Service, will direct the passengers' attention to sights beyond the smoked windows. In addition, each bus will contain at least two volunteers who have been through Leadership Dallas, a Chamber of Commerce program that teaches residents how to take leadership roles in the city.

"WE WANT the people on the tour to talk with people from Dallas who understand the city and how it works," Fox says. "They'll be a good cross-section of the people of Dallas, the young and old, different economic strata. I think that makes the tour a lot more dynamic."

So exactly what will be shown on the media tour? Helen Holmes, who is in charge of public relations for the Welcoming Committee, says the itinerary hasn't been finalized, but some spots are sure to be included.

"Some of the points of interest that are expected to be included," she says, "are the Dallas Market Center complex, Kessler Park, Old City Park and Fair Park. Also the Kennedy Memorial, past Reunion Tower and the general downtown area. And Southern Methodist University, the Turtle Creek area with the Dallas Theater Center, the Vineyard area off McKinney and around in there, neighborhoods in Highland Park, the Martin Luther King Center, the Fair Park area, the lead smelter on Westmoreland and some of the West Dallas housing projects.

"AND, LET'S see, the historic Wilson Block in East Dallas, where the homes have been renovated and are being used for non-profit organizations. And the West End Historical District, and some parts of North Dallas."

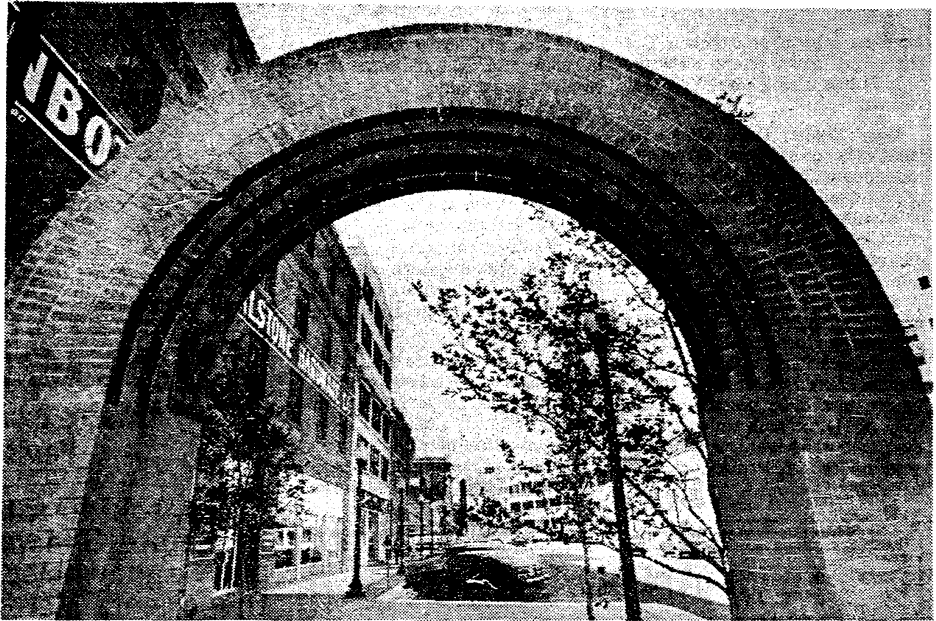
Let's suppose the world media, after spending hours swaying back and forth in buses, feels up to filing a story. Will it play in Peoria? Los Angeles? Jakarta?

Probably, says a local professor of public relations.

"Whoever is sponsoring these tours is taking a very interesting approach," says Stephen Rada, an associate professor and head of the public relations program at SMU.

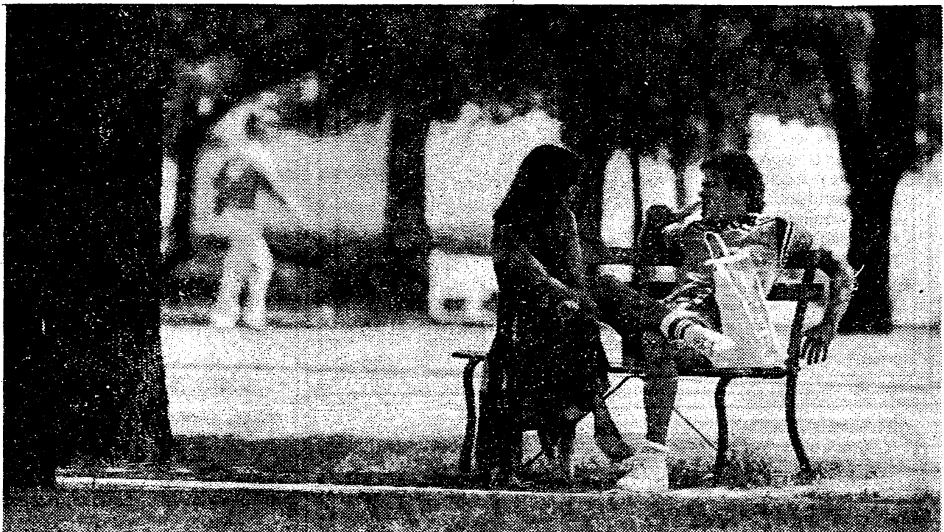
"They know every city has a glamorous side and a seamy side, and they're not going to fool anybody by focusing attention on the glamorous and ignoring the unglamorous. You're always open to criticism, but if people in general feel you're being honest with them, the criticism will tend to be more educated criticism, and perhaps more compassionate criticism.

"You have a greater chance of this kind of project backfiring if you try to ignore the obvious. If the people who are conducting this tour (don't show the depressed areas of Dallas), you can bet the



The Dallas Morning News

The West End Historical District in Downtown Dallas will be one of the stops on the Welcoming Committee's bus tour for the media.



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The Southern Methodist University campus will be included on the media bus tour.

people on the tour know they exist, and will be asking questions that could prove more embarrassing in the long run than if you lay your hand out and show people both sides."

The press tour won't be the only "official" tour conducted during the GOP convention, but it probably will be the only free one. Various tour agencies are charging from \$12 to \$27 to shuttle delegates, their families and assorted party officials around the sights of Dallas and Fort Worth. These officially sanctioned tours, which will be held between Aug. 16 and Aug. 23, will leave from and return to Market Hall.

Called the "Official Republican National Convention Custom Tours," the excursions include:

- A "Dallas Preview" tour that includes a glimpse of the Martin Luther King Jr. Center as well as Lakeside Drive in Highland Park.

- A "Southfork Ranch" tour where you can "loll on the chaise lounge where the Ewing family sunbathes."

- A "John F. Kennedy Tour" of

fering views of the assassination site and the boarding house where Lee Harvey Oswald lived in 1963.

- A tour of private Dallas homes and gardens, including a wine reception at one home.

- A tour of Texas Stadium and Las Colinas.

- A "Dallas Art Tour," which includes the Dallas Museum of Art, Meadows Museum at SMU and the Biblical Arts Center. Lunch will be served at the DMA.

- A "Fort Worth Art Tour," which includes the Kimbell Museum, the Amon Carter Museum and lunch at one of the museums.

- A tour of Fort Worth, including the Stockyards, Cowtown Coliseum, Billy Bob's Texas, the Botanical Gardens and the Water Gardens.

- A tour of Swiss Avenue homes, featuring tea at the Aldredge House.

- An "underground shopping tour," which will feature stores that sell merchandise at 40 to 80 percent below retail prices. Lunch is included.

- A tour of local artists' studios. Lunch is included.

- A tour of a Western wear store and a ranch, featuring a Texas-style barbecue.

"We feel the Southfork tour will be the most popular," says Dana Bastas of Magic by Personal Tour Service, "if these people are anywhere close to regular convention attendees."