



Texas Intercollegiate Press Association



**DENTON 2026**

# Just embrace those TIPA jitters

**Kasi Key**  
TIPA President

Don't tell anyone, but I'm about to break an AP Style rule.

Things have come full circle for me. Cliché, I know. It feels like only a few years ago I was in your place. I was a shy college student who loved writing and photography, thrown into the conference thinking, "I have no idea what I'm doing."

I remember the panic. The thrill of competition. Once I got over my nerves and stepped out of my comfort zone, I noticed something different.



I felt an electric energy, a silent motivation tying us all together. Every year I attended TIPA, I left with a renewed passion for journalism and a fire to create.

Serving now as the TIPA president and adviser at Tyler Junior College, it feels poetic in a way. Working behind the scenes with so many wonderful advisers to help shape this conference has given me a newfound appreciation for these past and

present mentors.

TIPA wouldn't be what it is today without them. Advisers, thank you for supporting TIPA and this next generation of journalists.

Over the next few days, I hope you embrace all TIPA has to offer. From the incredible lineup of speakers and interactive contests to networking at the Career Fair and Trade Show, I challenge you to take risks, try something new and find your passion.

Above all, I hope TIPA inspires you to transform your own newsrooms at school and beyond. To lead with compassion. To report with courage. And every once in a while, to break an AP Style rule.

# Tongue-tied with a whole lot to say

**Julie Reed**  
TIPA Executive Director

It's embarrassing when a wordsmith's words fail her, and it happens more than I would like to admit. But when trying to explain the "secret sauce" of TIPA to employers and prospective sponsors, I can't help but stumble.

How do you explain all TIPA encompasses? The dynamic energy, the pulse-racing nature of live contests, the connections forged among schools, the buzz of the career fair?

Inevitably, I tell them they just have to come see it for themselves. Last year one of our longtime sponsors sent a new representative, who told me afterward that she is now the biggest TIPA "stan" of them all.

This kind of reaction is what drives me.

I have loved being part of this organization for more than 20 years. As executive director, I now have the privilege of talking about TIPA to employers and companies that have a national and global reach. More than that, I get to talk about *you* — our outstanding TIPA students from college media programs all over the state.

One thing I emphasize is that TIPA is not just about newspapers. "Media" is an ever-evolving term. We have students bound for careers in digital and broadcast journalism, but also public relations, marketing, design, advertising, social media and more.

Because of that, we have focused on widening our programming this year.

Students have told us they want more

intensive training. With the help of generous sponsors, we are able to meet that need this year by offering four pre-convention Deep Dives.

Our Diamond Sponsor, the University of North Texas Mayborn School of Journalism, is hosting three of the workshops on the UNT campus. Along with the Mayborn Literary Nonfiction Conference, they are leading an advanced writing workshop focused on long-form journalism — the first workshop they have ever done for Texas college media writers.

Our Legacy Gold Sponsor, Sony, is holding a photography workshop on lighting techniques and providing mirrorless cameras for the hands-on training.

Another Gold Sponsor, Flytedesk, is leading students and advisers through creating, funding and sustaining e-newsletters, which are often the largest drivers of reader traffic.

While those Deep Dives are happening on campus, Silver Elite Sponsor Nexstar will be at Embassy Suites walking broadcast students through anchor reads, live shots, image consultation and more.

And that's just the start of what's new.

For the first time, with the support of Flytedesk, we are launching a sales track to train students who work in student media



business offices. Media outlets cannot run without funding, and our students are selling advertising and marketing their publications every day. We see you.

Those are some of the companies and organizations you will find this year at the largest career fair and trade show in TIPA history. Sponsored by Sony, this Friday event boasts employers on the hunt for interns and new hires, companies with products tailored to you, and schools showcasing their programs. Dress sharp, and make sure to get your free headshot from Sony before you leave.

But before you show up, you'll want to make sure your resume is up to snuff. That's where the Fort Worth chapter of the Society of Professional Journalists comes into play. Their pros will be available from 11 a.m. to 3 p.m. Thursday to critique your resume. That gives you plenty of time to sharpen it up before you hit the career fair Friday.

In short, there is more happening at TIPA than ever before. Be sure to take advantage of every opportunity — there are few places you will find so many at your fingertips.

Thank you to our students, who have the hardest but most rewarding jobs on campus. Thank you to our advisers, whose jobs are a labor of love. And thank you to our sponsors and employers. Because of you, we are able to pursue our mission as never before.

*Julie Reed is also the student media adviser at Baylor University.*



**Central Office**  
One Bear Place #97330  
Waco, TX 76798  
[www.TexasIPA.org](http://www.TexasIPA.org)

Phone: 254-710-3683  
Web: [www.TexasIPA.org](http://www.TexasIPA.org)  
Email: [texasipa1909@gmail.com](mailto:texasipa1909@gmail.com)

**Executive Director**  
Julie Reed  
Baylor University  
[julie\\_m\\_reed@baylor.edu](mailto:julie_m_reed@baylor.edu)

## Faculty Officers

**President**  
Kasi Key  
Tyler Junior College  
[kasi.dickerson@tjc.edu](mailto:kasi.dickerson@tjc.edu)

**Vice President**  
Jesus Sanchez  
UT - Rio Grande Valley  
[jesus.sanchez01@utrgv.edu](mailto:jesus.sanchez01@utrgv.edu)

**Secretary**  
Meg Fullwood  
Dallas College - North Lake  
[mfullwood@dallascollege.edu](mailto:mfullwood@dallascollege.edu)

## TEXAS COMMUNITY COLLEGE JOURNALISM ASSOCIATION

**Executive Director**  
Robert Muilenburg  
Del Mar College  
[rmuilenburg@delmar.edu](mailto:rmuilenburg@delmar.edu)

## Faculty Officers

**President**  
Lori Dann  
Tarrant County College  
[lori.dann@tccd.edu](mailto:lori.dann@tccd.edu)

**Vice President**  
Adrienne Graham  
Tyler Junior College  
[adrienne.graham@tjc.edu](mailto:adrienne.graham@tjc.edu)

**Secretary**  
Erica Taylor  
Dallas College - Eastfield  
Adrienne Hampton  
Tyler Junior College  
[adrienne.hampton@tjc.edu](mailto:adrienne.hampton@tjc.edu)

# Your *Story* Starts Here!

At Mayborn, you become the  
storyteller you were **meant to be.**



[class.unt.edu/journalism](https://class.unt.edu/journalism)

# TIPA AT A GLANCE

Wednesday, March 18		
3-7 p.m.	<b>Write It, Revise It, Elevate It — Advanced Writing Workshop</b> <b>Presented by Diamond Sponsor UNT MAYBORN SCHOOL OF JOURNALISM &amp; THE MAYBORN LITERARY CONFERENCE</b>	222 Sycamore (UNT)
3-7 p.m.	<b>On Assignment: Mirrorless Camera &amp; Location Lighting Workshop</b> <b>Presented by Legacy Gold Sponsor SONY</b>	230 Sycamore (UNT)
3-7 p.m.	<b>The Digital Newspaper Box Presented by Gold Sponsor FLYTEDESK</b>	220 Sycamore (UNT)
3-7 p.m.	<b>Lights, Camera, Confidence! Presented by Silver Elite Sponsor NEXSTAR</b>	Irish Isles (upstairs)
7-9 p.m.	Check-in (Best of Show submissions, contest substitution forms)	Registration

Thursday, March 19		
7 a.m.-5 p.m.	Check-in (Best of Show submissions, contest substitution forms)	Registration
8:30-9:30 a.m.	TIPA Tipoff!	Equestrian Ballroom
10-10:50 a.m.	<b>CONTEST: News Event</b> — Gather at the doors between the Triangle Ballroom and Arabian rooms. Buses will leave promptly. (All print, Spanish, radio, photo and video contestants must attend)  <b>CONTEST: Newspaper Design</b> <b>CONTEST: Radio Announcing all day by appointment</b> <b>CONTEST: TV Announcing all day by appointment</b>	Near the registration desk  Denton Irish Isles (upstairs) Irish Isles (upstairs)
10-10:50 a.m.	WORKSHOP: Student Media Money Playbook 101 WORKSHOP: Building a Personal Brand for Career Success WORKSHOP: The Art & Angst of Being an MMJ WORKSHOP: TIPA Tips for New Advisers	Pioneer III Quarter Palomino Pioneer IV
11-11:50 a.m.	<b>CONTEST: Editorial Writing &amp; Editorial Cartooning</b>	Dallas
11-11:50 a.m.	WORKSHOP: Student Media Money Playbook 102 WORKSHOP: The Algorithmic Gaze: Drones, AI and Media Ethics WORKSHOP: 10 Lessons Learned in 10 Years as a Modern Journalist	Pioneer III Quarter Palomino
12-12:50 p.m.	<b>CONTEST: Print News Writing</b> <b>CONTEST: Spanish, TV, Radio News Writing</b>	Denton Fort Worth
12-12:50 p.m.	WORKSHOP: Newsroom to Newsmaker: How Journalists Thrive in PR WORKSHOP: Beefing Up Your Sports Journalism Skill Set WORKSHOP: Hyperlocal Reporting	Pioneer III Palomino Quarter



## RESUME CRITIQUES

11 A.M. - 3 P.M. THURSDAY  
EQUESTRIAN FOYER



Thursday, March 19		
Noon - 1:30 p.m.	 <b>LUNCH &amp; LEARN: Student Media Business Success Stories</b> Food provided for first 35 participants.	Pioneer IV
1-1:50 p.m.	WORKSHOP: Unpigeonholed: Pivoting out of the Newsroom WORKSHOP: Behind the Lens & Beyond the Desk: Careers That Power the Modern Newsroom WORKSHOP: The Art & Science Behind Design	Palomino Quarter Pioneer III
2-2:50 p.m.	<b>CONTEST: PR Crisis Management</b>	Fort Worth
2-2:50 p.m.	<b>ADVISERS ROUNDTABLE</b> WORKSHOP: Smartphone Cinema WORKSHOP: Taking Editing Beyond the Basics WORKSHOP: Access & the Moment	Dallas Palomino Pioneer III Quarter
3-3:50 p.m.	<b>EDITORS ROUNDTABLE</b> WORKSHOP: Telling Your Story: Connecting Theme, Writing and Photography WORKSHOP: Digital-First Journalism in the Broadcast Newsroom WORKSHOP: Communication Essentials for Essential Communicators WORKSHOP: Spend Your Department's Photo Budget Like a Boss	Dallas Quarter Palomino Pioneer III Pioneer IV
4-4:50 p.m.	WORKSHOP: The Art of Business in Photography WORKSHOP: Say Less, Mean More: The Power of Brevity WORKSHOP: Data, Algorithms & Influence: A Practical Guide to Digital Content Strategy WORKSHOP: Ask Sony: Your Campus, Your Gear, Your Game Plan	Palomino Quarter Pioneer III Pioneer IV
5 p.m.	<b>EVENING CONTESTS: Feature Photo, Feature Writing &amp; Two-Person Photo Essay</b> Gather at the doors near the registration desk. Buses will leave promptly. Upon return, feature writers will compete in Dallas.  <b>EVENING CONTESTS: Critical Review will meet in Pioneer III to receive instructions.</b>	

# TIPA AT A GLANCE

Friday, March 20		
8-10 a.m.	Adviser Business Meeting & Breakfast	Eagles 1
10-11 a.m.	TCCJA Business Meeting	Eagles 1
<b>9 a.m. - 5 p.m.</b>	<b>SONY PRESENTS: TIPA CAREER FAIR &amp; TRADE SHOW</b>	<b>PIONEER I &amp; II</b>
9-9:50 a.m.	<b>CONTEST: Magazine Design</b>	Denton
9-9:50 a.m.	WORKSHOP: The Basics of Investigative Journalism WORKSHOP: How to Design Engaging Instagram Reels	Palomino Quarter
10-10:50 a.m.	<b>CONTEST: Print Advertising</b> <b>CONTEST: TV, Radio Advertising</b>	Fort Worth Dallas
10-10:50 a.m.	WORKSHOP: Sound Credible on Camera: On-Air Presence for Student Journalists WORKSHOP: The One-Person Sports Desk WORKSHOP: Life as a Media Entrepreneur WORKSHOP: How to Cover Government Meetings and Why You Should	Appaloosa Pioneer IV Palomino Quarter
11-11:50 a.m.	<b>CONTEST: PR Release Writing</b>	Denton
11-11:50 a.m.	WORKSHOP: #MoreLatinosInNews WORKSHOP: Six Tips for Crafting Great Profiles WORKSHOP: Transitioning from College to Career: An Open Dialogue for Photojournalists WORKSHOP: Ad Sales 101: The Five-Step Sales Process & Why Traditional Advertising is Important	Appaloosa Quarter Palomino Pioneer IV



**FOLLOW US**

Instagram — [@texasipa](#)

X - [@texasipa1909](#)

Facebook —

**Texas Intercollegiate Press Association**



# TIPA AT A GLANCE

Friday, March 20		
Noon - 2 p.m.	 <b>PRESENTS the 2026 TIPA HALL OF FAME BANQUET</b>	Universities Ballroom
2-2:50 p.m.	<b>CONTEST: Editing</b>	Denton
2-2:50 p.m.	WORKSHOP: Independent Filmmaking: Enter at Your Own Risk WORKSHOP: Trial by Flood: Covering the Kerrville Tragedy Two Weeks into the Job WORKSHOP: Finding Your Lane WORKSHOP: Pitch Perfect Podcasts	Palomino Quarter Appaloosa Pioneer IV
3-3:50 p.m.	WORKSHOP: Using Open Records to Enhance Your Reporting WORKSHOP: Consider a Career in Community Journalism WORKSHOP: Writing About Nature WORKSHOP: How to Run a Healthy Student Newsroom	Quarter Palomino Appaloosa Pioneer IV
4 p.m.	<b>CONTEST: Sports Event</b> Gather at the doors near the registration desk. Buses will leave promptly. (All print, radio, photo and video contestants must attend.)	
4-4:50 p.m.	WORKSHOP: Getting a Journalism Job is Hard: Let's Talk About It WORKSHOP: Say Less, Mean More: The Power of Brevity WORKSHOP: Building Community: How Student Chapters Create Opportunity	Quarter Appaloosa Palomino
5-6 p.m.	<b>STUDENT BUSINESS MEETING</b> Vote in 2026-27 student officers & help plan TIPA's future	Arabian
5-7 p.m.	<b>ADVISER MIXER</b> Come mingle with old friends and make some new ones!	Eagles I

Saturday, March 21		
9 a.m. - 11:30 a.m.	 <b>PRESENTS the 2026 TIPA STUDENT AWARDS BREAKFAST</b>	Universities Ballroom

*Thank you to all our 2026 TIPA Sponsors!*

8:30 a.m. THURSDAY



## 2026 TIPA Tipoff!

EQUESTRIAN BALLROOM

Tipoff starts right at 8:30 a.m., so make sure to get checked in early. This is our big welcome party, complete with door prizes. We will also have important announcements about the convention. Come meet your fellow student media staffers from all across Texas and get ready for an unforgettable experience!

10 a.m. THURSDAY

## Student Media Money Playbook 101

PIONEER III



In the first of a two-part series, we'll cover a few essential components of a robust student media business operation:

1. Your value proposition
2. The core products of student media
3. Stronger client prospecting

Paige Hamzik, Niya Coleman  
Monica Brigham & Ashley Caudill

## Building a Personal Brand for Career Success

QUARTER

Discover how to stand out in today's competitive communications industry by building and promoting your personal brand intentionally. In this session, you'll explore practical strategies for identifying your unique strengths, crafting a clear professional identity and communicating your value to employers and audiences. We'll discuss how to use tools such as portfolios, social media, networking and storytelling to position yourself for opportunities in fields like public relations, journalism, media and corporate communications. Whether you're just beginning to explore careers or preparing to enter the workforce, this session will help you market your skills with confidence and build a brand that supports long-term career success.

Keaira English, City of Dallas

## The Art &amp; Angst of Being an MMJ

PALOMINO

Why would a veteran large market television news reporter agree to pick up a camera again after already surviving the sweat equity dues paid as a small market "one-man-band"? Learn MMJ/MSJ tips and tricks from 58-time Regional Emmy winner Kevin Reece and find out, even though the workload can be daunting, why it can sometimes be the choice that offers the most freedom and creativity.

Kevin Reece, WFAA-TV Dallas

## TIPA Tips for New Advisers

PIONEER IV

Meet your TIPA executive team and learn how you can make the most of your TIPA experience. While this session is geared toward new advisers, all are welcome.

11 a.m. THURSDAY

## Student Media Money Playbook 102

PIONEER III



In the second of a two-part series, we'll cover more "advanced" components of a robust student media business operation:

1. Client outreach, from emails to phone calls to in-person meetings
2. Pitching
3. Closing deals and following through

Paige Hamzik, Niya Coleman  
Monica Brigham & Ashley Caudill

## The Algorithmic Gaze: Drones, AI and Media Ethics

QUARTER

This session explores the evolving intersection of emerging technologies and journalistic integrity. We examine how AI-driven tools and drone technologies are reshaping news gathering, storytelling and audience engagement while raising critical ethical questions around privacy, bias and accountability. Attendees will gain insights into responsible practices and the implications of tech-enhanced reporting in a rapidly changing media landscape.

Julian Rodriguez, University of Texas Arlington

## 10 Lessons Learned in 10 Years as a Modern Journalist

PALOMINO

I graduated college in 2016 and entered the professional journalism world with a clear-cut goal of where I hoped to be 10 years later. Ironically, I made it there, but in a way I could never imagine. In this session you'll hear about 10 lessons learned over the last decade: on taking risks, on being adaptable, and on always sticking to the most important part of sports reporting.

Joseph Hoyt, Dallas Morning News

12 p.m. THURSDAY

## Newsroom to Newsmaker: How Journalists Thrive in PR

PIONEER III

This session explores the evolving relationship between journalism and public relations through the lens of someone who's worked both sides of the story. Drawing from her experience as an Emmy-winning newscast producer, college instructor and now corporate communications leader, Dawn Hensley will share how newsroom instincts translate into powerful PR strategies. The session will dive into media pitching, storytelling and how to build trust with journalists — all while staying true to the craft. Whether students plan to stay in journalism or pivot into communications, they'll walk away with practical insights and real-world perspective.

Dawn Hensley, Capital One Auto

## Beefing Up Your Sports Journalism Skill Set

PALOMINO

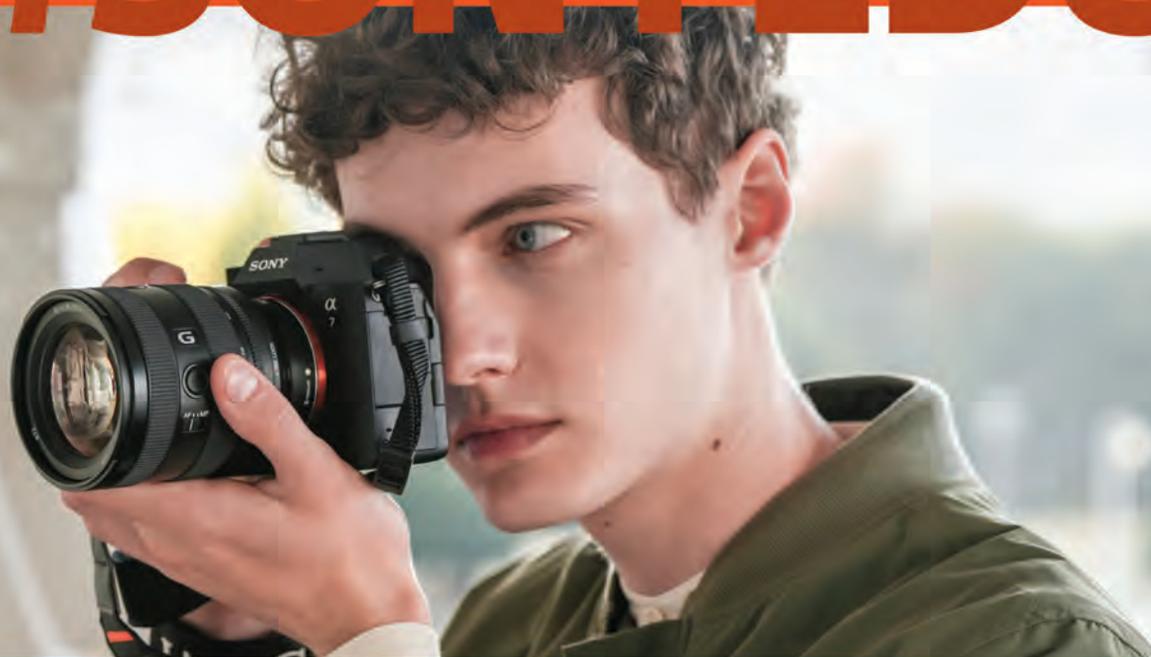
In the competitive field of sports journalism, versatility is the key to success. This session, led by a journalist from The Athletic who has worked in newspapers, digital media and sports talk radio, will cover the importance of being adaptable and why learning to cover high school baseball is just as important as covering the Dallas Cowboys. Regardless of how you view yourself — as a writer, radio personality or television broadcaster — there is no such thing as a one-trick pony anymore. Developing a diverse skill set will help you stand out.

Saad Yousuf, The Athletic

# SONY

## EDU SAVINGS FOR STUDENTS, FACULTY & INSTITUTIONS

# #SONYEDU



### FOR STUDENTS AND FACULTY

Enjoy exclusive discounts for students and faculty on select Sony cameras, lenses and accessories. Scan the QR code to join the #SONYEDU community for access to savings and exclusive content.



### FOR INSTITUTIONS

Want to provide the best imaging equipment and solutions for your students? Looking to upgrade your cage? Contact us to learn more about our EDU programs and promos for institutions.



\*Must be over the age of 18 years old. © 2026 Sony Electronics Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited. Sony is not responsible for typographical and photographic errors. Sony, the Sony logo, and the Alpha logo are trademarks of Sony Corporation. All other trademarks are trademarks of their respective owners.

## 12 p.m. THURSDAY

### Hyperlocal Reporting

QUARTER

Hyperlocal reporting thrives on strong relationships, sharp instincts and a deep understanding of the community. This session explores practical strategies for developing sources, finding stories others miss and building a beat that readers trust. Attendees will walk away with actionable tips for strengthening source development and producing impactful journalism at the neighborhood level.

**Samantha Douty, Community Impact**

## 12 - 1:30 p.m. THURSDAY

### Lunch & Learn: Student Media Business Success Stories



Join Flytedesk for a lunch-and-learn where we'll share best practices and great ideas for building a strong, sustainable business from student media organizations just like yours. We'll walk you through how to turn their ideas into action.

PIONEER IV

*Food available for first 35 attendees.*

## 1 p.m. THURSDAY

### Unpigeonholed: Pivoting Out of the Newsroom

PALOMINO

Do you have doubts if news will be your long-term career after all? Don't worry, you're still preparing for many valuable career paths. Studying journalism and working in a newsroom gives you tools for a multitude of "not-news" careers. This session explains how newsies build a powerful skill set, making you an exceptional candidate for agency, corporate, and nonprofit careers alike. I'll share my winding journey from college newsrooms, to nonprofit PR, agency communications, and now corporate marketing.

**Marshall Cearfoss, Ciena**

## 1 p.m. THURSDAY

### Behind the Lens & Beyond the Desk: Careers that Power the Modern Newsroom

QUARTER

Join the senior corporate recruiter for Nexstar for an inside look at the many careers that drive today's broadcast and digital newsrooms. From MMJs, producers and assignment editors to digital anchors, OTT creators, and newsroom leaders — discover how these roles work together to deliver multiplatform journalism. Whether you're pursuing an on-air path or exploring behind-the-scenes opportunities, this session will help you understand where your skills fit in the evolving media landscape. Nexstar Media Group is the largest owner of TV stations in the country.

**Travis Ruiz, Nexstar**

### The Art & Science Behind Design

PIONEER III

Have you ever seen a designed page and thought, "How did they think of that?" There's a method to the magic. We'll talk about the "why" behind some examples and explore how the basics of design can inform fun layouts. You'll leave with a better understanding of design principles and how to apply them.

**Natalie Webster, Hearst Newspapers**

## 2 p.m. THURSDAY

### Smartphone Cinema

PALOMINO

Get tips and learn techniques for shooting cinema with your smartphone for social media and other platforms. Filmmaker, educator and author Bart Weiss draws on his experience to present a compelling workshop on storytelling techniques and proper methods to shoot and edit video and mix with high-quality audio. Drawing from his book, "Smartphone Cinema," he will also discuss media makers, from filmmakers to social media influencers, who use the medium as a hub of their creativity.

**Bart Weiss, Dallas VideoFest Founder**

## 2 p.m. THURSDAY

### Taking Editing Beyond the Basics

PIONEER III

Are you a reporter looking to improve your copy? Are you an editor hoping to hone your craft? This session is a quick look at editing tips that will keep stories accurate and clear. We'll go over some of the most common stumbling blocks and how to remedy them. You'll leave with a better idea of how to refine a story beyond just style, spelling, grammar and punctuation.

**Natalie Webster, Hearst Newspapers**

### Access & the Moment

QUARTER

This session explores techniques and strategies for covering a wide range of news and feature events as a photojournalist. We will examine the process of gaining access — being in the right place at the right time — and translating that into images that capture pivotal moments, tell the story, and, when everything aligns, become memorable. Presented by a former Staff Photographer and Picture Editor for The Dallas Morning News who was a part of the team awarded the 2006 Pulitzer Prize for Breaking News Photography.

**Brad Loper, UT Arlington**

### Advisers Roundtable

DALLAS

Join fellow advisers for an informal, candid conversation about the challenges and opportunities facing student media programs. This roundtable offers a chance to share ideas, compare strategies, ask questions and learn from colleagues who understand the realities of advising student journalists. Bring your experiences, your questions, and your best tips—this is a space for advisers to connect, collaborate and support one another.

**3 p.m. THURSDAY**

QUARTER

**Telling Your Story: Connecting Theme, Writing & Photography**

This session dives into how strong journalism drives your yearbook theme and how photography supports that story. Learn to craft captions and features that connect emotionally, choose photos that illustrate action and context, and design spreads where words and images work together. Your book should read like a story, not just look like one.

Leland Mallett, Walsworth

**Digital-First Journalism in the Broadcast Newsroom**

PALOMINO

As audiences increasingly consume news on mobile devices, social platforms, and streaming services, broadcast newsrooms and journalists must evolve beyond the traditional “TV-first” mindset. You’ll learn how to adopt a digital-first journalism strategy that prioritizes speed, accessibility, and audience engagement while still producing quality broadcast content.

Charlie Haldeman, Sinclair Broadcast Group

**Communication Essentials for Essential Communicators**

PIONEER III

In today’s competitive media landscape, students must not only demonstrate their technical expertise but also communicate their value persuasively in job interviews. This interactive workshop equips students with essential communication strategies to help them confidently navigate interviews, articulate their skills, and leave a lasting impression on hiring managers.

Trey Guinn, University of the Incarnate Word

**Editors Roundtable**

DALLAS

This roundtable brings together student editors and news directors for an open conversation about leading a newsroom. Share what’s working on your campus and connect with other student leaders who understand the pressures and rewards of running student media.

**GOLD SPONSOR  
DOUBLE SESSION!**

**SONY**

**PIONEER IV**

**3 p.m. THURSDAY**

**Spend Your Department’s Photo Budget Like a Boss**

Outfitting a student media program with the right equipment can be challenging—especially on a tight budget. In this session, Sony Pro Support and EDU account managers will discuss practical options for photo, video, and hybrid storytelling in a teaching environment. They’ll also share tips on how journalism programs can stretch equipment budgets through education pricing, rebates, and trade-in opportunities available through authorized resellers.

**4 p.m. THURSDAY**

**Ask Sony: Your Budget, Your Gear, Your Game Plan**

After the session, stick around for informal one-on-one conversations with Sony’s Pro Support and EDU team. This open consulting time is your chance to talk through your program’s specific equipment needs—whether you’re planning future purchases, updating aging gear or figuring out the best setup for your newsroom. Bring your questions and your campus challenges, and get practical recommendations tailored to your program.

**4 p.m. THURSDAY**

**The Art of Business in Photography**

PALOMINO

As founder of Kathy Tran Creatives and Kessler Studios, Kathy Tran continues to build a career that blends storytelling, creativity and business. In this session, she will discuss the art of business in photography and how a photojournalist’s mindset can lead to a sustainable creative career.

Kathy Tran  
Kathy Tran Creatives & Kessler Studios

**Say Less, Mean More: The Power of Brevity**

QUARTER

In an era of shrinking attention spans and endless content, brevity isn’t a limitation. It is a strength. This session challenges journalists to sharpen their writing by saying exactly what matters and nothing more. From trimming cluttered leads to tightening quotes and nut grafs, this session reinforces why the best journalism often comes down to using fewer words.

Austin Lewter  
Texas Center for Community Journalism

**Data, Algorithms & Influence: A Practical Guide to Digital Content Strategy**

PIONEER III

In today’s social media landscape, algorithms decide what gets seen—and what gets ignored. This session breaks down how platforms use data to shape your feed and influence content performance. Learn how to interpret analytics, understand algorithmic behavior, and use data-driven insights to create content that stands out in a crowded digital world. Whether you’re a creator, communicator or future marketer, this will give you the tools to let data lead your communication strategy.

Jamile Yglecias, Baylor University



**GO FROM SURVIVAL MODE  
TO GROWTH MODE WITH**

**flytedesk** 

**Boost your ad revenue and grow your audience by teaming up with flytedesk. With your help, we're working towards a stronger and more sustainable future for student media, through coaching, training and national advertising opportunities.**



**SCAN THE QR CODE TO  
LEARN MORE**

**8 - 10 a.m. FRIDAY**

**Adviser Business Meeting & Breakfast**

EAGLES I

We encourage all faculty advisers to attend the annual business meeting and enjoy a hot breakfast with friends. TCCJA business meeting immediately follows.

**9 a.m. FRIDAY**

PALOMINO

**The Basics of Investigative Journalism**

Investigative journalism is more essential than ever, yet few young reporters are taught the practical tools to do it safely, legally and effectively. In this session, we'll break down the core skills — from public-records strategies to interviewing techniques and source development — that students can begin using immediately. Attendees will leave with a step-by-step framework they can apply to uncover original stories on their campuses and in their communities.

Brian Collister, Investigative Reporter

**How to Design Engaging Instagram Reels**

QUARTER

Learn how to produce engaging Instagram reels by using Adobe Premiere in this hands-on session. Designed for novice to intermediate editors, the session covers the fundamental tools, methods and processes required to create short-form vertical video content for social media. From project setup and clip editing to adding text/sound and exporting in optimum reel formats, participants will follow a guided, step-by-step presentation. To get the most out of this session, students should bring a laptop with Adobe Premiere installed. Attendees will leave with the fundamental knowledge and abilities needed to edit and export Instagram reels for academic, personal or student media purposes.

Darlene Carbajal  
 University of the Incarnate Word

**9 a.m. - 5 p.m. FRIDAY**

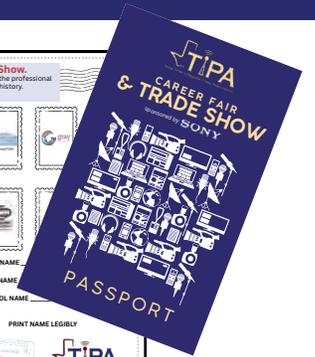
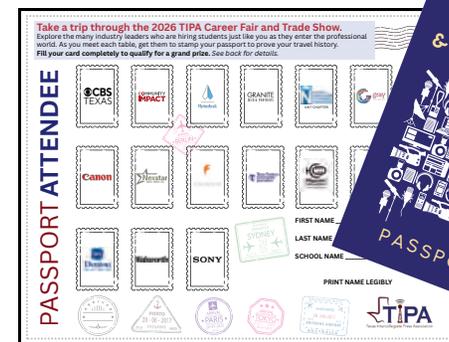


**TIPA CAREER FAIR & TRADE SHOW** presented by

PIONEER I & II

**SONY**

- SONY
- Flytedesk
- Nexstar
- Community Impact
- Jostens
- Texas Center for Community Journalism
- Texas Press Association
- CBS Texas
- Fort Worth Star-Telegram
- Denton Record-Chronicle
- Granite Media
- Gray Media
- Firehouse Agency
- Canon
- Community Impact Printing
- DFW Hispanic Communicators
- National Association of Hispanic Journalists - UNT Chapter
- Walsworth



**STUDENTS:**  
 Fill up your passport with stamps and be entered in a drawing to win



**ONE OF TWO SONY A7 IV CAMERAS AND 24-70 GM2 LENSES!**  
 (Each kit is valued at \$4,950!)

Turn in your passport to the registration desk by **5 p.m. Friday**. Winners will be announced Saturday at the awards breakfast.

**Visit these member schools while you're there!**

- University of North Texas
- Baylor University
- A&M San Antonio
- University of Texas at Arlington
- UT Rio Grande Valley
- Lamar University
- A&M Kingsville
- Texas State University

**10 a.m. FRIDAY**

**APPALOOSA**

**Sound Credible on Camera: On-Air Presence for Student Journalists**

On-air presence is a skill that can be learned and strengthened with practice. Led by a former broadcast anchor/reporter and current college professor, this session will help student journalists build credibility and confidence on camera through techniques for vocal delivery, pacing, body language, and camera awareness. Participants will learn strategies for managing nerves and maintaining professionalism in both live and recorded settings. The session also explores how traditional broadcast presence translates to digital and social media storytelling, providing practical tools students can immediately apply to their work.

**Dr. Liza Benedict, Tarleton State University**

**The One-Person Sports Desk** **PIONEER IV**

Covering nine schools over a 900-square-mile county as a one-man sports department in charge of writing, editing, photography and social media seems like an impossible task. But there are tools to leverage your ability to handle the task, starting with the top one: relationships. Listen to how veteran sportswriter Richard Greene managed the department at the Wise County Messenger, garnering three National Newspaper Association honors along the way and multiple Texas Press Association honors. As a bonus, he will share how pivoting from an original idea turned into one of the NNA awards.

**Richard Greene, Used Car Dealer Magazine**

**How to Cover Government Meetings and Why You Should** **QUARTER**

Investigative journalism is more essential than ever, yet few young reporters are taught the practical tools to do it safely, legally and effectively. In this session, we'll break down the core skills — from public-records strategies to interviewing techniques and source development — that students can begin using immediately. Attendees will leave with a step-by-step framework they can apply to uncover original stories on their campuses and in their communities.

**Brian Collister, Investigative Reporter**

**Life as a Media Entrepreneur** **PALOMINO**

Learn the ins and outs of creating your own journalism brand from a seasoned media entrepreneur. Investigative journalist Claire St. Amant is an author, podcaster and executive producer of "Killer Confessions" on HBO Max. She will show you how to create and pitch your own projects for the page and screen.

**Claire St. Amant, Media Entrepreneur**

**11 a.m. FRIDAY**

**#MoreLatinosInNews** **APPALOOSA**

The National Association of Hispanic Journalists is fighting for more Latinos in newsrooms and advocating for fair and accurate coverage of Hispanic communities. Come find out all about what NAHJ has to offer our student members.

**Dr. PJ Cabrera, San Antonio College**

**Six Tips for Crafting Great Profiles** **QUARTER**

This discussion will offer tools to help you craft compelling profiles that entertain, enlighten and enrich readers. We will discuss storytelling through the medium of journalism, which has been known to employ tools of narrative nonfiction to make it easier to digest issues by framing them through the people who live them.

**Christian McPhate, Denton Record-Chronicle**

**PALOMINO**

**Transitioning From College to Career: An Open Dialogue for Photojournalists**

This interactive session will focus on what it takes to start and maintain a career as a photojournalist. How do you gain new clients and make a name for yourself in an oversaturated industry? The workshop will be an open format with a focus on Q&A, so be prepared to discuss anything you'd like to know about your future career.

**Jason Janik, Freelance Photojournalist**

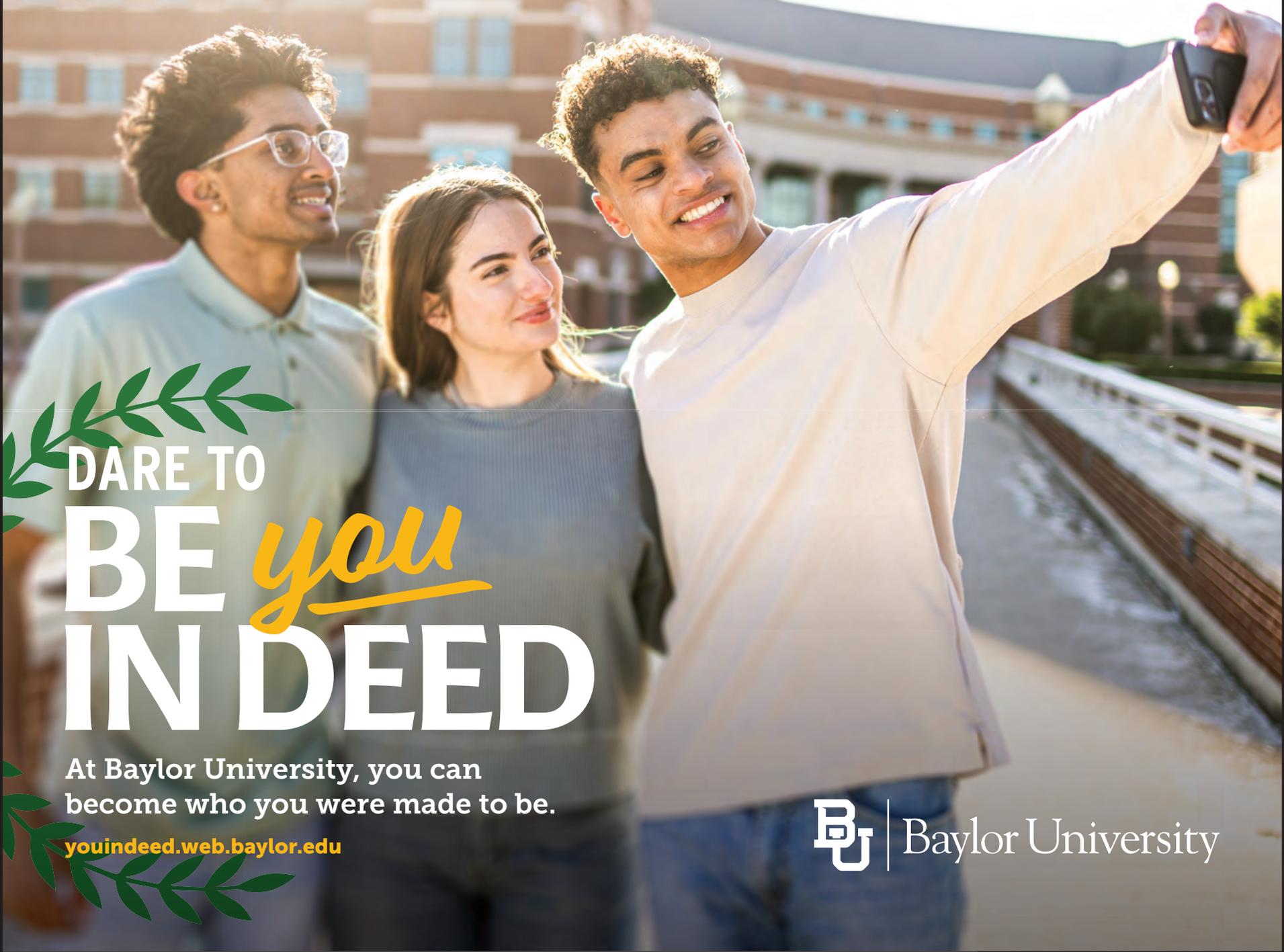
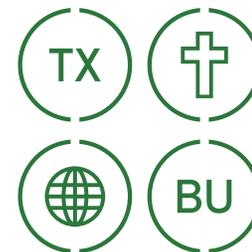
**Ads Sales 101: The Five-Step Sales Process & Why Traditional Advertising is Still Important** **PIONEER IV**

Everything that's old becomes new again, including the value to advertisers found in traditional media. Good, compassionate sales work connects the dots between your audience and those businesses and non-profits that would be most blessed by their attention. In this session, you'll learn a simple five-step process that makes calls easy and fun for anyone intimidated by sales.

**James Taylor, Goldthwaite Eagle**

**Don't forget to drop off copies of your newspapers and magazines at the publications exchange tables in the Universities Grand Foyer!**



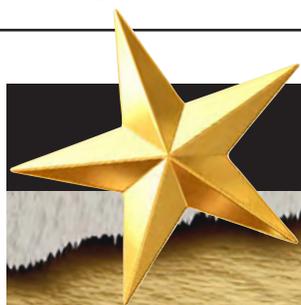


DARE TO  
**BE** *you*  
**IN DEED**

At Baylor University, you can become who you were made to be.

[youindeed.web.baylor.edu](http://youindeed.web.baylor.edu)

 | Baylor University



NOON TO 2 P.M. — UNIVERSITIES BALLROOM

TIPA HALL OF FAME KEYNOTE

# Olive Talley

MEDIA MINDSET: HOW EMBRACING  
CHANGE CAN IMPROVE YOUR FUTURE



PRESENTED BY



## 2 p.m. FRIDAY

### Independent Filmmaking: Enter at Your Own Risk

PALOMINO

Not for the faint of heart, independent filmmaking is a rocky road. Join award-winning journalist and producer Olive Talley for an open discussion on how to get started as a filmmaker. Bring your questions and your curiosity!

Olive Talley, Producer and Journalist

### Trial by Flood: Covering the Kerrville Tragedy Two Weeks into the Job

Warning: Contains  
Graphic Content

QUARTER

Two weeks into my first big girl job after college, on July 4, I woke up to a text from my publisher asking if I could come into work because Kerrville was having the biggest flood in its history. As a new reporter, I had to figure things out quickly. In this session, I will share my experiences with reporting and news photography.

**\*This session will include sensitive content regarding death and graphic photos.**

Haeley Carpenter, Kerrville Times

### Finding Your Lane

APPALOOSA

Whether it's what kind of career you want to have, or what approach you take to a story, modern sports journalism is all about finding a niche. Access is difficult, in college and the pros, the players are their own brands or companies, and we need them more than they need us. Whether you want to be a beat reporter, columnist, analyst, podcaster or an all-around multimedia journalist, it's more important than ever to find an angle and hone your style and approach.

Dave Wilson, ESPN.com

### Pitch Perfect Podcast

PIONEER IV

Want to make a podcast but don't know where to start? Learn from experienced podcaster Claire St. Amant how to find your voice and make a winning show. In addition to show concepts and structures, the session will cover ways to make money from podcasting.

Claire St. Amant, Media Entrepreneur

## 3 p.m. FRIDAY

### Using Open Records to Enhance Your Reporting

QUARTER

This presentation delves into the Texas Public Information Act and how it can enhance your reporting. It covers effective request writing, tips and tricks, tracking systems, and leveraging records to get scoops. The presentation includes examples from reporting on the Dallas Police Department, demonstrating the practical use of records for beat development and accountability reporting.

Chase Rogers, Dallas Morning News

### Consider a Career in Community Journalism

PALOMINO

The doom and gloom about the death of the community newspaper is fake news. There are great opportunities at community newsrooms across Texas and this session is geared to help college students find those opportunities.

Austin Lewter  
Texas Center for Community Journalism



# 2026 HALL OF FAME



*Bettye Craddock*

KILGORE COLLEGE  
STEPHEN F. AUSTIN



*Judy Walgren*

UNIVERSITY OF TEXAS

---

Read about our inductees



### 3 p.m. FRIDAY

#### Writing About Nature

APPALOOSA

Learn about the research, writing process, and essential tools of the trade required to write about the outdoors. The author of *Wild DFW: Explore the Amazing Nature Around Dallas-Fort Worth*, Amy Martin, is a career journalist with more than 40 years of experience. She alternated between the environment (specializing in recycling) and entertainment, before settling into being a nature writer. She is a senior features writer for *Green Source Texas* and is crafting the biography of Texas's most eminent environmentalist, Ned Fritz.

Amy Martin, *Green Source Texas*

#### How to Run a Healthy Student Newsroom

PIONEER IV

Two former student newspaper EICs, including one TIPA Editor of the Year, talk about their time as the head of their college papers, what went wrong, what they wished they knew, what went really well, and balancing friendships with management.

Samuel O'Neal and Rachel Royster  
*Fort Worth Star-Telegram*

### 4 p.m. FRIDAY

#### Getting a Journalism Job is Hard — Let's Talk About It

QUARTER

Making yourself stand out on an unending list of applicants is a near-impossible task, but in this session you'll learn about being a more valuable applicant in a competitive media market. The discussion will cover entry-level jobs, making connections and being a versatile journalist.

Rachel Royster, *Fort Worth Star-Telegram*

#### Say Less, Mean More: The Power of Brevity

APPALOOSA

In an era of shrinking attention spans and endless content, brevity isn't a limitation. It is a strength. This session challenges journalists to sharpen their writing by saying exactly what matters and nothing more. From trimming cluttered leads to tightening quotes and nut grafs, this session reinforces why the best journalism often comes down to using fewer words.

Austin Lewter  
Tarleton State  
Texas Center for Community Journalism

#### Building Community: How Student Chapters Create Opportunity

PALOMINO

Strong journalism programs don't happen by accident — they are built through intentional community. In this interactive session, members of the UNT chapter of the National Association of Hispanic Journalists share how student-led organizations can create professional pathways through mentorship, events, collaborative projects and peer support. Attendees will leave with concrete strategies to build inclusive journalism communities on their campuses and create opportunities for students to grow as reporters, leaders and storytellers.

Tabitha Hidalgo, Emily Guerra  
Juan Carlos Ramirez Delgadillo  
Cynthia Mendoza, Alejandra Graterol

### 5 p.m. FRIDAY

#### Student Business Meeting

EAGLES I

TIPA was started by students just like you more than 100 years ago. Now it's your turn to help shape the organization. Vote in your student officers for 2026-27 and discuss what you want TIPA to look like moving forward. **SEE BELOW for student officer job descriptions and the election process.**

## Make your mark as TIPA officer

TIPA is the oldest state collegiate press association in the nation, and it was started by nine students in 1909 who had a vision to "improve college journalism, to raise the standard of college publications and to bring the colleges and editors into closer and more vital relationship."

You have an opportunity to build on that legacy by becoming a student officer. A student election is held each year during the convention to elect a president, vice president and secretary. Winners will serve a one-year term. In addition to working to promote the mission of TIPA throughout the year, the officers will be actively involved in planning next year's convention.

The positions alternate annually between two-year and four-year schools. The 2026-27 president and secretary will be from two-year schools, and the vice president will be from a four-year school.

The student business meeting will be at 5 p.m. Friday in Veramendi D.

■ The president is to preside over all regular and all called meetings of student members as well as participate in called

meetings of the TIPA Executive Committee.

■ The vice president shall assist the president, and, in the absence of the president, shall preside at student meetings and/or called meetings of the TIPA Executive Committee.

■ The secretary shall assist the president and the vice president with correspondence throughout the year and keep the minutes of the proceedings of any student meetings as well as TIPA Executive Committee meetings to share with student membership.

Student officers shall assist with the planning of the annual conference and convention as well as working with the TIPA social media team. TIPA student officers should meet at least once a quarter to share ideas and discuss issues and concerns presented by student membership. Those ideas, issues and concerns should be discussed with the Executive Committee during a called meeting.

All issues to be voted on shall be decided by a simple majority of those students attending the student session at the annual TIPA convention.



**Student Business Meeting**  
5 p.m. Friday  
Eagles I

# F N

## FOGHORN NEWS

*Del Mar College's Student Media Outlet*

*Covering Del Mar College and  
Corpus Christi since 1935*

Thank you to another  
outstanding staff



### Liza Benedict

Dr. Liza Benedict has been an associate professor in the communication studies department at Tarleton State University since 2016, specializing in public relations and journalism.



She earned her Ed.D. in educational leadership from Tarleton, her Master's from Emerson College and her Bachelor's from Rollins College. She spent her early career working in broadcast journalism, at New England Cable News and as a reporter and early-evening anchor for a cable station that covers the second-largest city in Massachusetts, Channel 3 News in Worcester, Mass. Among the many stories

she covered were two presidential visits and a tragic warehouse fire that killed six firefighters and made international news. From there, she entered corporate public relations, hired by Golin Harris, an international PR firm. After that, she moved into academic PR, starting as a director and working her way up to an associate vice president in different higher education institutions in the U.S., running areas such as media relations, publications, sports management, branding, marketing, advertising, video productions, crisis communications and more. She is the faculty advisor for the Tarleton chapter of the Public Relations Student Society of America (PRSSA), a member of the Society for Professional Journalists (SPJ) and is the past president and vice-president of The Southwest Education Council for Journalism and Mass Communication (SWECJMC).

### PJ Cabrera

Dr. PJ Cabrera is an award-winning educator with extensive experience in journalism and communication education. He holds a Doctorate in Educational Leadership and has taught at various educational levels, revitalizing programs and developing curricula. He has received numerous awards for teaching and advising, and actively participates in journalism education associations. He presents at conferences, mentors aspiring journalists and volunteers his time. His expertise includes scholastic journalism, gatekeeping, media literacy, civic engagement, student leadership and student voice. He is committed to advancing journalism education and supporting student success.



### Darlene Carbajal

Dr. Darlene Carbajal is department chair and an associate professor in the Communication Arts Department at the University of the Incarnate Word. She teaches courses in the multimedia concentration, where she implements pedagogical approaches that help students make connections between the communication discipline and their role and responsibility to enhance human connectedness. Her research interests include the role of spirituality in higher education and the pedagogical and mentoring approaches faculty use to facilitate the spiritual



development of students. Aligned with UIW mission and values, educational practices integrate academic learning with the development of the whole person. Students learn discipline-related content that prepares them to enter future careers and simultaneously complete lessons and explore questions of meaning and purpose. Carbajal has 10 years of experience teaching in K-12 public education. Her personal interests include searching for new ways to engage in self-reflective practices, volunteering with animal rescues to stop the homeless animal population, and going to rock concerts. Carbajal is a proud El Paso native.



### Haeley Carpenter

Haeley Carpenter graduated Cum Laude from Tarleton State University in May 2025. She started her new job at the Kerrville Daily Times and two weeks later, on July 4, she was called into the office to cover the largest flood Kerrville had ever seen. From death notices for little girls to being in a press conference with President Donald Trump, she never expected her first job would be such a wild ride.

**Endless Opportunities**

JOIN OUR TEAM AT OVER  
**200+ STATIONS**  
NATIONWIDE!

**Nexstar**  
MEDIA GROUP, INC.

**Proud to be a sponsor of TIPA**

### Marshall Cearfoss

Marshall Cearfoss is a marketing lead at Ciena, a global telecommunications company. With a background in journalism and PR, his career has several chapters spanning communications for nonprofit, agency and corporate. An alum of UNT and TJC, he fulfilled multiple editor roles at both The North Texas Daily and The Drumbeat student media organizations. He also participated in TIPA and TCCJA, earning a combined 14 awards in competitions and reporting. After graduating in 2019, he became an account manager at a PR agency, then pivoted to corporate marketing where he heads the email marketing channel for a multibillion-dollar corporation. He has no idea how he got here, but journalism got him started.



KXAN in Austin and WOAI-TV in San Antonio, where his investigations spotlighted critical public concerns and resulted in meaningful change.

### Samantha Douty

Samantha Douty is the senior editor for Community Impact newspaper with a focus on Frisco and Prosper/Celina news. She was selected as a member of Editor and Publisher Editors Extraordinaire Class of 2025 and was named Texas AMPE Star Investigative Reporter of the Year in 2021. She graduated from The University of Texas at Arlington in 2018 with a degree in journalism. Before joining Community Impact in 2021, she reported on education for the Victoria Advocate, a rural South Texas daily newspaper.



of experience in the public relations field, Keaira prides herself on building collaborative relationships with cross-functional partners and engaging with stakeholders.

Keaira holds a bachelor's degree in public relations and broadcast from the University of Texas at Arlington. She is currently the marketing and community outreach manager for code compliance with the City of Dallas.

### Richard Greene

A national and state award-winning sportswriter, Richard Greene has more than 20 years of experience covering sports at daily and weekly newspapers in North Texas. As sports editor at the Wise County Messenger, he covered nine schools and garnered three National Newspaper Association honors for feature and column writing, while also helping the newspaper win multiple Texas Press Association sweepstakes awards. During this time, he started the Messenger's Best of Sports section, honoring the best athletes, teams and Denny Deady Sportsman of the Year, named after a longtime Wise County journalist who battled cancer and started a fund to help women in the community receive mammograms. He moved into the editor role, guiding coverage through the COVID-19 pandemic. He now serves as the editor of national publication Used Car Dealer magazine.



### Brian Collister

Brian Collister is an investigative reporter with over 30 years of experience in journalism and is known for his work uncovering corruption, holding governments accountable and addressing social justice issues. Throughout his career, he has worked at several news organizations across Texas, including



### Keaira English

Keaira English is an experienced communications professional with a diverse background in journalism, digital marketing and public relations. She is passionate about storytelling and enhancing brand awareness through collaboration, strategic marketing and community trust. With nearly 10 years



WE ARE  
**HIRING**  
and we think you'd be *Amazing*

We believe in investing in our people, which leads to a supportive, productive and fun culture where each individual is positioned for success and growth.



**APPLY TODAY!**

or contact us at [hr@communityimpact.com](mailto:hr@communityimpact.com).

**COMMUNITY  
IMPACT**  
NEWS EVERYONE GETS

**COMMUNITY  
IMPACT**  
PRINTING AND MAILING

ONCE A YEARBOOK KID.  
**ALWAYS**  
A YEARBOOK KID.

NOW MAKE IT YOUR CAREER.  
CONNECT WITH JOSTENS CAREERS TODAY.

## Trey Guinn

Trey Guinn is a professor of communication arts and assistant dean for the School of Media and Design at University of the Incarnate Word in San Antonio.

He is also a Business Communication Specialist for the University of Texas at Austin and Communication Coach with the McCombs School of Business.



His teaching and research is focused primarily on communication effectiveness and human relationships.

A sought-out author, speaker, facilitator and executive coach, Trey helps people achieve their goals and master their communication skills. He frequently works with groups and professionals across the globe from companies such as Accenture,

Amazon, American Express, Apple, AT&T, Bain, BBVA-Compass, BCG, Chevron, Deloitte, Dell, Facebook, Google, Harvard Business School, Intel, Intuit, GE, HP, McKinsey, Microsoft, PWC, Salesforce, Shell, Snap, U.S. Air Force, and more.

Trey earned his bachelor's and master's degrees from Baylor University and his Ph.D. from the University of Texas at Austin. His scholarship has been presented and published internationally. His 2023 book "Communication Essentials" was published by McGraw-Hill and is now available as an audiobook. He remains actively involved with numerous academic organizations.

In his spare time, Guinn is an award-winning film actor in the region, avid runner and kitchen experimenter. Most importantly, Trey is the husband to Shannon and dad to three incredible kids.

## Charlie Haldeman

Charlie Haldeman is an award-winning journalist based in Houston.

After stints at Disney-owned ABC13 Houston and TEGNA's KHOU 11 News, Charlie now serves as regional director of digital content for Sinclair Broadcast Group.

Charlie arrived in Houston after 13 years as a news director at television stations in Texas and Louisiana, where he hired and mentored journalists, managers and technical professionals. Many of them developed the skills to go on to top 10 television markets and digital platforms.



Newsrooms under Charlie's leadership have earned multiple statewide broadcast association and professional organization awards and were known industry-wide for excellence in broadcast and digital journalism, including multiple regional Edward R. Murrow Awards.

Charlie has helped grow newscast and content offerings during his career. He's led projects that increased the number of original news hours per week on the air and higher story counts online and social media. Every endeavor has yielded increased ratings, digital views, and overall value.

In 2014, Charlie was instrumental in a Louisiana criminal law revision by the state legislature. Following his suggestion, local policymakers successfully revised the criminal charge of incest to a different name. This eliminated the indirect identification of innocent victims. All too often, journalists are faced with difficult choices on content, while working hard to minimize harm to the innocent. This new law helps make that possible for victims today.

Charlie began his television career at KBTX-TV, the CBS affiliate in Bryan/College Station. He's also worked at the City of College Station, KXII-TV in Sherman and KPLC-TV in Lake Charles, Louisiana. He also spent a decade as an on-air talent and program director for a number of radio stations. In addition to generating content and mentoring others, Charlie has a proven background in strategy, sales, technology and writing for digital, broadcast and social platforms.

## Dawn Hensley

Dawn Hensley is a communications leader and graduate of Midwestern State University, where she laid the foundation for her work in storytelling and media. She spent more than a decade in Texas newsrooms, earning two Emmy Awards as a newscast producer and gaining deep experience in breaking news, editorial judgment and how journalists think and work.



After her time in the newsroom, Dawn moved into corporate communications, bringing her journalism-trained instincts to roles at major national brands. She has led public and media relations, executive communications and storytelling initiatives with a focus on clarity and relatability.

Today, Dawn serves as a senior manager of corporate communications at Capital One Auto, where she crafts messaging and storytelling that explain complex topics in ways that resonate with customers, employees and the media. She carries her newsroom instincts into every role, blending them with her PR experience to create communication that feels real, relatable and genuinely useful.

## Joseph Hoyt



Joseph Hoyt covers the Dallas Cowboys for The Dallas Morning News. After graduating from the University of Oregon in 2016, Joseph interned at The Morning News before working for The Ames Tribune and KOIN-TV in Portland. He returned to The Morning News in November 2018, where he spent five years before leaving to cover the Cowboys for Lone Star Live and DLLS Sports. He returned to The Morning News in 2025.

## Jason Janik



Jason Janik has been a freelancer since 1999, contributing to D Magazine, The Dallas Morning News, Dallas Observer and a variety of other local and national publications.

In addition to photojournalism and writing, Jason has collaborated with musicians such as Rhett Miller, Survivor, Bowling For Soup and others to create album covers, music videos and band promotions and merchandise.

## Austin Lewter

Austin Lewter was named director of the Texas Center for Community Journalism in 2021. He is an instructor of journalism and broadcast at Tarleton State University, where he also serves as the faculty adviser of the Texan News Service and JTAC newspaper. Prior to education, Lewter's career included newspaper leadership roles at numerous community papers across North and East Texas. He holds a B.A. from Southeastern Oklahoma State University and an M.A. from Stephen F. Austin State University. He and his wife Jennifer also own and operate the Whitesboro News-Record—a 150-year-old weekly in Grayson County, Texas.



## Brad Loper

Brad Loper is a 1993 graduate of The University of Texas at Arlington, where he received a BA in communication (Photojournalism) with a minor in criminal justice. Loper joined the staff of The Dallas Morning News as a staff photographer in July 2001 following a five-year stint as a staff photographer/special projects page designer at the Arlington Morning News. During his career at the DMN, Loper worked as a photojournalist covering notable events including Hurricanes Katrina and Rita in 2005; the 2004 and 2008 Republican National Conventions in New York City and St. Paul, Minnesota; the Space Shuttle Columbia tragedy in 2003; and the Dallas Mavericks through more than 70 playoff games from 2002 through 2006, including the NBA Finals in 2006. In 2006, Loper was one of eight photographers from the DMN awarded The Pulitzer Prize for Breaking News Photography for their coverage of Hurricane Katrina. From 2006 to 2011, Loper moved into the role of photo editor. In 2008, 2009 and 2010 he was named Newspaper Picture Editor of the Year in the National Press Photographers Association's Best of Photojournalism competition. Two projects that Loper edited were finalists for The Pulitzer Prize in Feature Photography. They are: "The Bottom Line," by Mona Reeder – 2008 and "At the Edge of Life," by Sonya N. Hebert - 2009). Loper started teaching as an Adjunct Instructor in the Communication Department at UTA teaching Photojournalism I and II starting in 2007. In 2014 he accepted a full-time teach position as a Specialist at UTA.



## Leland Mallett



For more than 25 years, Leland Mallett, CJE, guided newspaper, yearbook and photography students in Mansfield and Big Spring. Along the way, his students picked up plenty of state and national awards—but more importantly, they learned to tell stories they loved. In 2025, Leland brought that same passion to Walsworth as an education specialist and sales rep, where he now helps advisers and staffs create yearbooks they're proud of — and have fun doing it.

The Shorthorn puts the news in our readers' hands.  
**Let us put the skills in yours.**

**MEET SOME OF OUR SUCCESSFUL UT ARLINGTON TRANSFER STUDENTS**



"What drew me to UTA was its proximity to where I already lived and worked. The location is fantastic for most industries. Being in the middle of Fort Worth and Dallas makes it easier for students to find professional opportunities. I've met some amazing people through extracurricular activities and classes.

Working for Student Publications has led me to an amazing fellowship I would not have gotten otherwise. UTA was a great transfer choice for me."

**CHRISTIAN BURNO, '19**  
 Transferred from Tarrant County College



"I didn't major in journalism. But that didn't stop me from spending three years at *The Shorthorn* after I transferred from my community college. I walked away with a career, some of my closest friends and more than \$11,000 in total scholarships.

From reporter to editor in chief, I learned everything at this organization to set myself up for my career. There is no way I would've landed my full-time job at *The Texas Tribune* without my time here."

**REESE OXNER, '20**  
 Transferred from Weatherford College



"Transferring from Del Mar College to UTA was the best decision I made in my college career. I toured multiple university newsrooms. When I saw *The Shorthorn*, I knew this was my newsroom.

From day one at *The Shorthorn*, you are producing content, and you are encouraged to try something new. I gained lifelong friends and mentors. I wouldn't be the journalist I am today without *The Shorthorn*."

**SAMANTHA DOUTY, '18**  
 Transferred from Del Mar College



"When I was transferring to a four-year university, I knew there was only one place that would help launch my career: *The Shorthorn*. Since graduating, I've worked as a full-time journalist at two reputable news organizations: the Fort Worth *Star-Telegram* and *The Texas Tribune* — and I recently returned to UTA. I wouldn't have landed these jobs if it wasn't for my time at *The Shorthorn* and all the brilliant people who mentored me. It is a place that fosters both professional and personal growth."

**BRIAN LOPEZ, '20**  
 Transferred from Mountain View College

**ABOUT UT ARLINGTON**

- UTA is a Carnegie Research-1 "highest research activity" powerhouse committed to life-enhancing discovery, innovative instruction and caring community engagement.
- Millions of dollars in scholarships and financial aid is available for transfer students.
- UTA offers degree programs in over 180 fields of study.
- UTA is at the heart of a top media market in the nation, putting you at the center of opportunity for internships and jobs for any communication field.



**THE SHORTHORN**

UT Arlington Student Publications is home to the oldest tradition on campus — *The Shorthorn*, which began publishing in 1919. *The Shorthorn* serves the UTA community as its No. 1 source of news and information while innovating among college media.

We employ students in five areas: the newsroom, advertising sales, ad design, web development and marketing. Together, they produce:

- A daily e-newsletter edition of *The Shorthorn*, sent to 50,000+ subscribers
- A weekly print edition of *The Shorthorn*
- A summer magazine
- Digital projects, including interactive databases

**Join the hundreds of media professionals who call *The Shorthorn* their first daily news organization home!**

**BY THE NUMBERS**

**65+**

students employed in 2025-26; all positions are paid.

**141**

state, regional and national journalism, advertising and overall excellence awards earned by students in 2025-26.

**30+**

guest speakers/skills development workshops held exclusively for *The Shorthorn* students. In addition, we aided more than 40 students in attending skills development and coverage opportunities.

**\$18,300**

scholarships and awards to Shorthorn employees in 2025-26.

For information about opportunities at UTA and *The Shorthorn*, contact UTA Student Publications at **(817) 272-3188** or visit **theshorthorn.com**

**CONNECT WITH US!**

**theshorthorn.com**  
 uta.edu • uta.edu/studentpubs  
 @utashorthorn • f/theshorthorn

**UTA** Student Publications  
 DIVISION OF STUDENT AFFAIRS



COLLEGE OF FINE ARTS & COMMUNICATION

# LAMAR UNIVERSITY

Department of Communication & Media



*In a constantly evolving world, communication is everything.  
The Department of Communication & Media empowers you to tell your story.*

**Advertising • Broadcasting • Journalism  
Communication Studies • Film Studies • Public Relations**

*Get hands-on experience, build your network, and develop real-world skills  
inside and outside the classroom.*



**SEE FOR  
YOURSELF**



LAMAR.EDU/  
COMMUNICATION



COMMUNICATION BUILDING • 801 E VIRGINIA ST, BEAUMONT, TEXAS 77710 • 409.880.8153

## Amy Martin

A journalist and writer for over 40 years, Amy Martin is senior features writer for Green Source Texas and the author of “Wild DFW: Explore the Amazing Nature Around Dallas-Fort Worth” on Timber Press. In her presentation, hear insight about the research and writing process. Learn the essential tools of the trade required in writing about the outdoors. Discover how writing the book is only a third of the work, with editing/proofreading and marketing as the other two-thirds. Find her writings at Moonlady.com.



## Christian McPhate

For more than a decade now, Christian McPhate has been slinging ink for several publications that you may or may not have read. He’s won a few awards for feature writing and investigative work, and his bylines have appeared in several publications, including Cowboys & Indians, D Magazine and Rolling Stone. He is also the city editor for the Denton Record-Chronicle.



## Samuel O’Neal

Samuel O’Neal served as the editor-in-chief of The Temple News, the student-run newspaper of Temple University in Philadelphia, during the 2024-25 academic year. The paper won several statewide and national awards during his leadership, including best college digital newspaper in the country. He worked at The Philadelphia Inquirer, The Idaho Statesman, NBC and NewsCorp Australia before joining the Fort Worth Star-Telegram as a local news reporter in December.



## Kevin Reece

Kevin Reece is a senior reporter, multimedia journalist, photographer and editor whose award-winning work has been recognized across the country. As a reporter, writer, producer, and photojournalist, Kevin is a 58-time Regional Emmy winner for his work in Texas and Washington State. Late in his career he also chose to pick up a camera again, receiving Lone Star Regional Emmys for his work as a Solo Video Journalist every year from 2015 to 2024.



He is a five-time recipient of the Best Reporter in Texas award from the Texas Associated Press Broadcasters, a five-time Best Reporter recipient from the Headliners Foundation of Texas, has been honored with multiple regional Edward R. Murrow Awards, and is a contributing photographer to WFAA’s 2018, 2019, 2021 and 2022 wins as National Press Photographers Association Large Market Station of the Year.

He was also recipient of the 2025 Lone Star Emmy for Reporter with an entry composed of stories produced entirely as a solo video journalist - reporter, photographer, writer, and editor.

## Julian Rodriguez

Julian Rodriguez is an assistant professor of practice in the Department of Communication at the University of Texas at Arlington, where he teaches television news with a focus on Hispanic American media. His research centers on Hispanic media in the United States and the integration of emerging technologies to foster awareness systems and enhance community engagement. As director of the UTA Hispanic Media Initiative (HMI), Julian leads efforts to advance Hispanic media education, journalism and research through innovative programming and cross-cultural collaboration (www.utahispanicmedia.com). In addition to his academic and leadership roles, Julian is a



national Emmy-nominated documentary producer whose work explores the human impact of climate and environmental change. Through compelling storytelling, he aims to illuminate urgent ecological challenges and inspire collective action.

## Chase Rogers

Chase Rogers is a public safety reporter for The Dallas Morning News, covering the Dallas Police Department. His work has examined the use of new policing and surveillance technologies, the politics that shape public safety and immigration enforcement. In December, he and a colleague published a three-part, records-driven investigation into how Dallas leaders failed over years to deliver on a number of public safety commitments for a troubled public housing complex. Before joining The Morning News, he reported for the Austin American-Statesman and the Corpus Christi Caller-Times. He studied journalism at Texas State University.



## Rachel Royster

Rachel Royster is a government and politics reporter at the Fort Worth Star-Telegram and a 2024 Baylor graduate. In her junior year, she worked as the editor-in-chief of the Baylor Lariat and went on to intern at the Waco Tribune-Herald, DC’s the Hill Rag and the Austin American-Statesman. She was the TIPA Editor of the Year in 2024.



## Travis Ruiz

Travis Ruiz is a senior corporate recruiter for Nexstar Media Group. He is a former news director turned recruiter.

Travis spent more than five years leading the news operations at KTAB/KRBC in Abilene, transforming the news culture and concentrating on impact-driven journalism.

In his career, Travis has done nearly every role in a newsroom, including reporter, anchor, producer and social media/digital manager in newsrooms across the country. From being a part of



a National Edward R. Murrow award-winning team to covering two national political conventions, Travis is passionate about news that affects people in their everyday lives.

Originally from Guymon, Okla., Travis understands the importance of local news to small, growing communities. He attended West Texas A&M University in Canyon, studying mass communications.

Being involved in the community is paramount to Travis. He is the current Board Chairman for Big Brothers Big Sisters Abilene and the Board Chairman for the Hispanic Business Council. Travis also serves on the Board of Directors for the Abilene Chamber of Commerce, CASA (Court Appointed Special Advocates) and the Abilene Convention & Visitors Bureau. Additionally, Travis is active with Abilene Young Professionals, Abilene Downtown Association and many other local organizations.

Travis received the prestigious recognition of being named to the “Top 20 Under 40” by Abilene Young Professionals in 2020.

## Claire St. Amant

Investigative journalist Claire St. Amant produced crime stories for CBS News for nearly a decade, first at 48 Hours, and later contributing to 60 Minutes. She built her unconventional career one story at a time, rising through local media to national television and her own network podcast, Final Days on Earth with Claire St. Amant. Her 2025 memoir, “Killer Story: The Truth Behind True Crime Television,” is an inside look at the real-life drama of working in true crime. In 2026, St. Amant created and executive produced “Killer Confessions: Case Files of a Texas Ranger,” for Warner Brothers Discovery. It is available on HBO Max. She is also a visiting professor at Baylor University.



## Olive Talley

Olive Talley brings a blend of small town American values and big city sophistication to everything she does. She grew up on a farm in Texas but built her career in some of the nation’s largest cities (New York, Houston, Dallas, Boston and Austin).

Olive, an award-winning veteran of print, television and online media — has earned a reputation for toughness, fairness and compassion in her work.

While she’s interviewed and worked with high-profile people and well-known companies, Olive believes character and integrity matter the most in telling a story, whether the focus is a billion-dollar firm or a farmer struggling to make ends meet in rural America.



## James Taylor

James Taylor hates sales but loves people. Over his 26-year career with community newspapers, he shifted his mindset from scared sick by sales to daily excitement and purpose in his work. He’s a quiet introvert, a gamer, a nerd and a dad — if he can do this, anyone can.



### David Silva Ramirez



As the civic editor at Dallas Free Press, David Silva Ramirez is passionate about empowering residents to be more civically engaged through the Documenters program. He trains and oversees a team of residents who attend and take notes at public government meetings, creating an expansive public record that informs and engages the community. He previously worked as a racial equity reporter and a breaking news reporter for the Fort Worth Star-Telegram. He is a graduate of UT Arlington and Dallas College, where he attended multiple TIPA conferences.

### Kathy Tran



Kathy Tran is a Dallas-based photojournalist, photographer and creative entrepreneur whose work is rooted in the principles of photojournalism — observation, storytelling and capturing authentic moments. That documentary approach shapes everything she creates, from editorial assignments to commercial campaigns. Her work has appeared in publications including Billboard Magazine,

D Magazine, Dallas Observer and The Dallas Morning News, and she has photographed notable figures such as President Joe Biden, Mark Wahlberg, Denzel Washington and Post Malone.



### Natalie Webster

Natalie Webster is an editor and designer for Hearst Newspapers, which includes work on the Houston Chronicle, Austin American-Statesman and San Francisco Chronicle. She has edited and designed for more than a dozen newspapers across the nation in all newspaper sections during her more than a decade in the industry.

### Bart Weiss



Bart Weiss is an award-winning independent film and video producer, director, editor and educator.

He is mainly known as the director and founder of the Dallas VideoFest. He produces the TV show “Frame of Mind” on KERA TV, which airs on all PBS stations in Texas. He is a host of the Frankly Festivals Podcast and the Fog of Truth Podcast.

He was a tenured professor at the University of Texas at Arlington, where he taught film and video

for 30 years. He has also taught film and video at Texas A&M’s Visualization Lab, Southern Methodist University, the University of Texas at Austin, the University of North Texas and West Virginia State College.

His book “Smartphone Cinema: Making Great Films with Mobile Phones” was published by Focal Press in 2025

He has been a video columnist for The Dallas Morning News, Dallas Times Herald, and United Features Syndicate.

Bart received an MFA in Film Directing from Columbia University.

### David Wilson

Dave Wilson is a national reporter for ESPN.com, covering features, college football, as well as other events like The Masters.



He was a finalist for the Dan Jenkins Medal for excellence in sportswriting last year for a profile of Barry Switzer, tall cotton for a kid from Kilgore who spent 20 years as a newspaper editor, designer and art director — including stops at five Texas newspapers — before serving as a senior editor on an ESPN Magazine staff that won the national Magazine Award for overall excellence. He learned everything he knows from this

year’s TIPA Hall of Famer Bettye Craddock, who tricked him into going into journalism at Kilgore College.

**Let us do the heavy lifting,**

**so you can focus on journalism.**

[www.snosites.com](http://www.snosites.com)  
[contact@snosites.com](mailto:contact@snosites.com)  
855-543-9766

SNO Sites provides the technology, service, and training to help college media programs thrive online.

**SNO**  
sites

### Jamile Yglecias

Jamile Yglecias is an energetic, data-driven marketing professional and digital strategist who leads student teams to breakthrough digital growth through sharp tactical planning and strong interpersonal coaching. She drives sales, social media, and marketing initiatives by translating consumer insight, audience analytics, platform trends and performance data into bold, high-engagement content strategies that elevate Baylor University's student media presence and connect with current interests. Her leadership blends creative momentum with analytical discipline, empowering students to build campaigns that are innovative, measurable, and community-building. She brings a dynamic, insight-led approach to every



project, ensuring digital storytelling not only resonates but accelerates results.

### Saad Yousuf

Saad Yousuf is a staff writer at The Athletic covering the NFL. He previously served as a beat writer covering the NHL's Dallas Stars and the NFL's Dallas Cowboys, and he has experience covering the Dallas Mavericks for a variety of outlets, including the Dallas Morning News. Saad also works part-time as a talk show host on 96.7/1310 The Ticket in Dallas and is an adjunct professor in the Mayborn School of Journalism at the University of North Texas. He graduated with his bachelor's degree from UNT in 2017 and received his master's degree in education in 2023.



# 2026 TIPA T-shirt design honors Denton history

This year's T-shirt design was created by Texas State University student Carson Rodgers, who works for The University Star.



Rodgers based his art on the Denton County Courthouse-on-the-Square Museum. "I think it was important to highlight a staple of the city, to sort of continue the homegrown Texas identity of TIPA, and pay homage to something that has withstood the test of time," Rodgers said.

The design also was influenced by challenges student media organizations are seeing across the country.

"The schools that are silencing student media and reducing print orders are violating



In Celebration of the  
**First Amendment**  
TIPA 2026, Denton, Texas

our First Amendment rights," Rodgers said. "Coming together to celebrate those rights at a collegiate journalism summit is something that's very important to our organization."



TEXAS A&M UNIVERSITY-SAN ANTONIO

Award-winning online news, print magazine, and broadcast programs!

**JAGUAR**

STUDENT MEDIA

The Mesquite ~ El Espejo ~ Enlace ~ Jaguar College Radio

<https://www.tamusa.edu/Student-Media>

**BAYLOR'S ACCELERATED JOURNALISM BA + MA PROGRAM**

- Earn a Bachelor of Arts and Master of Arts in journalism in five years.
- Take approved courses for dual credit during senior year.
- Build advanced skills in digital journalism, broadcasting, photography, public relations or advertising.
- Save time and money.

Want more information?

**Baylor University**  
COLLEGE OF ARTS & SCIENCES  
Journalism, Public Relations & New Media

# UTRGV hosts TIPA's first summer boot camp

By Hannah Harris  
TIPA Intern

The Texas Intercollegiate Press Association held its first editor boot camp June 23-25 at the University of Texas Rio Grande Valley in Edinburg. Ten students from three schools received hands-on training in multimedia reporting, photography and story development.

The boot camp was created as a training opportunity outside TIPA's annual convention, allowing students to build practical journalism skills in a more focused environment. It was organized by Jesus Sanchez, student media director at UTRGV; Nicole Morris, student media adviser at A&M Kingsville; and Robert Muilenburg, student media director at Del Mar College.

Sanchez said the boot camp had been discussed for some time before it became a reality. Once it was in place, he said the goal was to give students support and confidence while allowing them to take ownership of their work.

“We did our best to make them feel empowered. We guided them, but they really did it on their own.”

**Jesus Sanchez**  
Student Media Director  
UTRGV

“We had been talking about it, but it never came out of the group chat,” Sanchez said. “We did our best to make them feel empowered. We guided them, but they really did it on their own.”

Throughout the camp, students attended workshops on multimedia production and photography and learned how to develop a compelling news story. They then applied those skills by producing a multimedia package based

on reporting at sites in Edinburg, including the city's wetlands and a museum.

Sanchez said advisers intentionally kept the camp small because it was the first time the program had been offered, and they didn't want to promise more than they could deliver.

“We didn't know what to expect, and we didn't want to commit to something big and have it fall through,” Sanchez said. “We wanted a good foundation.”

Students stayed in dorms at UTRGV during the camp.

Muilenburg said the program aligned with TIPA's mission of supporting student media through training and leadership development.

“I think it coincides with it perfectly,” he said. “Training students and hearing something from a new source gets them out of their comfort zones and works with and for student media outlets.”

He said TIPA had previously offered training through Zoom calls and adviser-led sessions, but the boot camp gave students a different way to understand what goes into building a story.

Matthew Roberts, a senior communications and journalism



Photo courtesy of Jesus Sanchez

**Front row:** Robert Muilenburg, director of student media at Del Mar College; Daniela Martinez Salazar (UTRGV); America Salazar (UTRGV); Dathan Treviño (UTRGV); Nicole Morris, A&M Kingsville student media adviser; and Aryssa Enriquez, A&M Kingsville assistant general manager of student media. **Top Row:** Jesus Sanchez, director of student media at UTRGV; Chandler Carrol (Del Mar), Nemo Reveron (Del Mar), Jacob Daniels (TAMUK), Matthew Roberts (TAMUK) and Matthew Nicolas (TAMUK).

major at A&M Kingsville, said he attended after being encouraged by his adviser, who was serving as TIPA faculty president at the time.

Roberts, who is editor-in-chief of The South Texan, said the boot camp helped him sharpen previously learned skills and helped him better understand the pace of professional journalism work. His biggest takeaway, he said, was experiencing the time pressure that comes with producing media work on a deadline.

Adding additional days, more multimedia assignments and more structured lectures would strengthen the program, Roberts said.

Another way to improve the program, Sanchez said, would be to tailor it to student interests by collecting feedback in advance.

Sanchez and Muilenburg said they hope the boot camp will return next summer.

“I'd love to continue doing it again,” Sanchez said. “I feel confident we will do it again.”

Muilenburg said he also hopes other regions will eventually develop similar programs, allowing TIPA to provide student training beyond its annual convention.

“It's not just about meeting once a year,” Sanchez said.

Hannah Harris is a senior at Baylor University.

**Advisers: Would you like to host a TIPA boot camp this summer?**

Contact us for information on how to create a training program in your region.

**Jesus Sanchez, TIPA vice president**  
jesus.sanchez01@utrgv.edu



# **CALLING ALL**



# **STUDENT JOURNALISTS!**

Looking for opportunities in:

**Scholarships**

**Internships**

**Award  
Opportunities**

**Professional  
Connections**

**Join the Society of Professional Journalists  
Fort Worth Chapter.**

Our chapter has been supporting media professionals, media educators and media students throughout the North Texas area since 1946. We strive to support student and professional journalists in the ever-changing field of journalism.

**Students get a reduced membership rate!**



**SOCIETY OF  
PROFESSIONAL  
JOURNALISTS**  
Fort Worth Professional Chapter

For more  
information  
scan here:



**JOIN  
TODAY!**

# Join the #TIPAHunt!

Grab your friends and join the TIPA Instagram Scavenger Hunt! Students may form teams of three to five people and complete a series of 18 challenges throughout the convention (nine each day).

A challenge "bingo" card will be posted on the official TIPA Instagram account (@texasipa) each day.

Challenges range from creating a quick "breaking news" video and interviewing fellow attendees to capturing photojournalism moments and showing off your creativity.

To participate, post your completed

challenges on Instagram (post, reel, or story) using the hashtag #TIPAHunt, tag the official TIPA account, and include your school's name in the caption.

Each completed challenge earns 10 points, and teams can complete as many as they like during the scavenger hunt time period.

At the end of the convention, points will be tallied and a prize will be awarded for the top team/individual.

It's a great way to explore the convention, meet

students from other schools and show off your social media skills!



**UTRGV**  
STUDENT MEDIA

VAQUERO RADIO | KVAQ-TV | THE RIDER | Pulse Magazine

**TIPA**  
Texas Intercollegiate Press Association

**2026 DIAMOND SPONSOR**

**UNT** | MAYBORN SCHOOL OF JOURNALISM

**GOLD SPONSORS**

**SONY**

**Baylor University**

**flytedesk**

**SILVER ELITE**

**Nexstar**  
MEDIA GROUP, INC.

**BRONZE ELITE**

**DMC**  
DEL MAR COLLEGE

**BRONZE SPONSORS**

**Jostens**

**Baylor University**  
COLLEGE OF ARTS & SCIENCES  
Journalism, Public Relations & New Media

**THE SHORTHORN**  
UTA Student Publications

**COMMUNITY IMPACT**

**TEXAS A&M UNIVERSITY**  
SAN ANTONIO

**FRIENDS OF TIPA**

**TA**  
TEXAS PRESS ASSOCIATION

**UTRGV**  
STUDENT MEDIA

**Texas Center for Community Journalism**

## Free Support & Training for Texas Newspapers

Workshops  
Consulting  
Ask the Expert  
Industry Outreach



**Austin Lewter, Director**  
254-968-0528  
alewter@tarleton.edu  
[www.tccjtsu.com](http://www.tccjtsu.com)



# Protecting press freedom starts right where you are

**Austin Lewter**  
Director

Texas Center for Community Journalism

I was honored to be included in an online roundtable earlier this year along with leading journalists and media experts from around the world. The conversation was hosted by the Center for News, Technology & Innovation and the George W. Bush Center at SMU.

The event, themed “Be Prudent, Be Deliberative, Be Prepared,” brought together U.S. reporters and international press representatives to examine mounting threats to independent journalism.

Participants described how media outlets face not only traditional forms of repression, but also legal and economic measures designed to silence critical reporting.

Examples shared included strategies used in Guatemala and across Latin America. Journalists from Africa and Europe also recounted long-term patterns of suppression.

U.S. journalists expressed alarm that familiar constitutional protections are being tested.

The meeting was aimed to foster solidarity, share strategies and emphasize the need for resilience and preparedness as media landscapes shift worldwide.

Though this was an international audience discussing grandiose threats to press freedom, it quickly became evident that — no matter the size of the market or the audience — threats to press freedom abound. And sometimes they are subtle.

Have you experienced increased threats to press freedom threats in your markets? I’m afraid we all have.

Recently an editor in North Texas contacted the Texas Center for Community Journalism with quite a story. Apparently their city manager did not like a front-page story, so he attempted to buy every copy off every store rack before folks could read it.

He owned up to his actions and did not apologize for them. What he did not know was the newspaper had several hundred extra copies at the office.

They replaced what had been removed and had a great week of rack sales.

Another publisher told us a school board president threatened a libel suit over a column that hadn’t even been published yet.

The official was just so sure of what the newspaper would publish, he wanted to get out

ahead of it and suppress it.

The publisher did not back down.

We’ve seen pressure at universities too. A fellow student newspaper adviser sounded off in a message board recently about a sports information director who asked that a story be pulled before it printed.

The university did not want negative press about a coach.

The student newspaper did not abide.

Another adviser friend recently got a request from their school’s English department for prior review of a student’s story before publishing.

The story in question should not be controversial. It was a book review about a novel assigned in class.

The student was fired up. She loved the book and was excited to write about it. The work dealt with crimes against women on Native American Reservations.

The department head was afraid the student would use the word “indigenous.” They were afraid such a word would be flagged and reflect poorly upon the department.

You know — because DEI is bad and “indigenous” could be flagged as a loaded term.

The adviser, rightly, declined prior review.

This is where we are in our public discourse, and these are conversations publishers and journalists should be prepared for.

Just last week, at the newspaper I own in Whitesboro, we requested contact information for each of the city council candidates.

We were provided a partial list. The city secretary said a handful of candidates did not want their information shared.

Though I bristled at first, we took it as an opportunity to take the high road, play nice and educate our friends at City Hall.

We provided documentation from the Secretary of State website explaining that contact information is public.

We politely asked her to reach out to each candidate and explain the law before resorting to public records requests, 10-day wait periods and all the red tape therein.

The law was on our side. She explained it to the candidates and we got the information we needed.

I implore upon you to cultivate those relationships with your local officials.

Know the laws.

Know how to educate people when you need to, and don’t back down.

Protecting the free press starts at home.

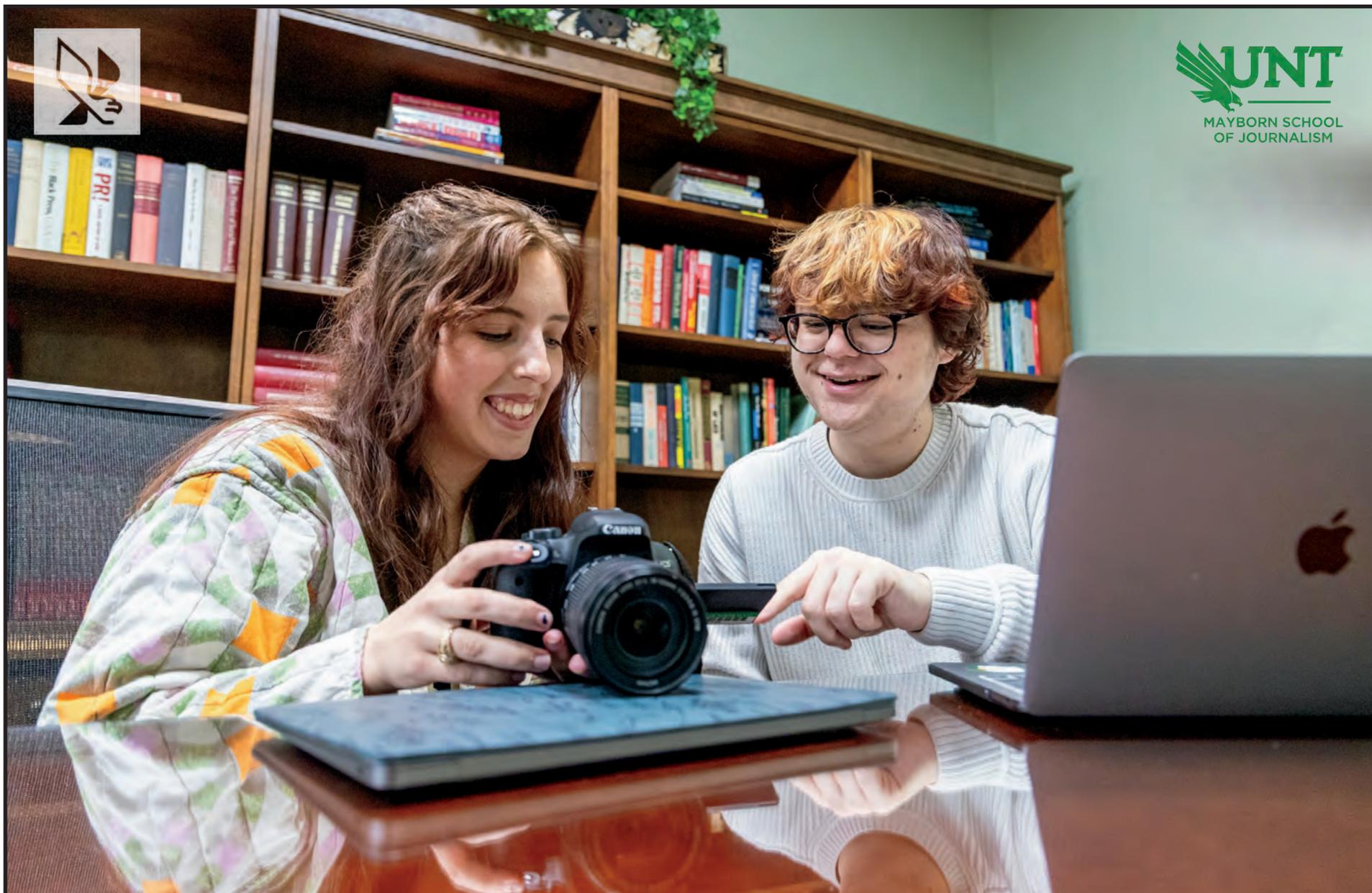
## GREAT CAREERS AHEAD!

Today's Print and Digital Newspapers have extensive reach and impact throughout Texas

Journalists seeking a job can post on the Texas Press job bank for free

[texaspress.com/job-board](http://texaspress.com/job-board)





Gaining real-world  
experience starts at the  
**North Texas Daily**



Providing the University of North Texas and Denton with  
independent student journalism since 1916.