

Cornelius F. (Neil) Foote Jr.
B.A., M.S.J., M.B.A.

foote@unt.edu

Phone: 214.448.3765

neil@neilfoote.com

PROFESSIONAL SUMMARY

Entrepreneurial, collaborative media executive, author, speaker, and educator who has worked in all aspects of media - print, broadcast, digital, public relations, and advertising. Recognized as a member of the National Association of Black Journalists Hall of Fame, a digital media pioneer and expert on diversity, equity and inclusion. A proven ability to be a stable, sane voice in the eye of a storm. Dedicated to bringing out the excellence in everybody, especially making sure students are prepared to succeed in the world as effective communicators.

EDUCATION

M.B.A.	Southern Methodist University
M.S.J.	Northwestern University
B.A.	Wesleyan University

EDUCATIONAL EXPERIENCE

2022 – present	Associate Dean, Research, External Relations and Community Engagement, New College
2015 – 2022	Director, Mayborn Literary Nonfiction Conference, Mayborn School of Journalism, Denton, Texas
2013 – 2022	Principal Lecturer, Mayborn School of Journalism University of North Texas, Denton, Texas
2007-2013	Senior Lecturer, Mayborn School of Journalism University of North Texas, Denton, Texas
1989 – 1990	Adjunct Professor, School of Communication, The American University, Washington, D.C.
1988	Writing Instructor, Northern Virginia Community College – Manassas Campus Manassas, Va.

PROFESSIONAL EXPERIENCE

2019.- present	Contributor, PRWeek, New York, N.Y.
2015 – present	Contributor, CommPro.biz, New York, N.Y.
2007 – present	President Foote Communications LLC Dallas, Texas
2003 - 2007	Director of Communications REACH Media Inc. Dallas, Texas
2000 - 2003	Chief Operating Officer BlackAmericaWeb.com Dallas, Texas
1999-2000	Director, Operating Company Partnerships Belo Interactive Dallas, Texas
1997 -1999	Director, Interactive Media Belo Corporation Dallas, Texas
1996-1997	Manager, Interactive Media The Dallas Morning News Dallas, Texas
1994 – 1996	Assistant Retail Manager, Regional Products/Interactive Media The Dallas Morning News Dallas, Texas
1990-1994	Minority Affairs Director American Society of Newspaper Editors Reston, Virginia
1988-1990	Staff Writer, The Washington Post, Metro Desk/Loudoun County
1986-1988	Staff Writer, The Washington Post, Business Desk, Real Estate Industry Reporter

1984-1986	Staff Writer, The Miami Herald, Business Desk, Small/Minority Business, Personal Finance, Marketing & General Assignment
1983-1984	Staff Writer, The Miami Herald, Hialeah Bureau, Northwest Dade County beat reporter, primarily covering city of Opa-locka
1982-1983	Staff Writer, The Miami Herald, Hialeah Bureau, Education Beat
1981-1982	Staff Writer, The Miami Herald, Hialeah Bureau, Police Beat

PROFESSIONAL AND CREATIVE ACTIVITIES

PUBLICATIONS

Foote, Cornelius "Neil", contributor, "Ethical Voices: Practicing Public Relations with Integrity," Business Expert Press (November 2, 2022)

Foote, Cornelius, source, "Diversifying PR: How the industry can recruit, retain and nurture Black talent according to the National Black Public Relations Society," February 15, 2022
<https://muckrack.com/blog/2022/02/15/diversifying-pr-with-neil-foote>)

Foote, Cornelius "Neil", author, "Principles of News," (Kendall Hunt Publisher, Spring 2020)

Foote, Cornelius "Neil", author, Chapter 16, "Multiculturalism and Online Voices" and Chapter 17, "Social Media in Political Communication and Social Activism" in "Race, Gender, Class, and Media: Studying Mass Communication and Multiculturalism," by Sharon Bramlett-Solomon (Arizona State University) and Meta Catarsphen (University of Oklahoma), (Kendall Hunt Publisher, December 2012). Revised chapters and textbook released in 2014 and 2017.

Foote, Cornelius "Neil", guest editor, State of the News Media Reports for 2011, 2012 and 2013, An Annual Report on American Journalism," published by the Pew Research Center's Project for Excellence in Journalism.

Foote, Cornelius "Neil", Editorial Board, Community Journalism, a peer-review online journal focusing on the present and future of journalism, published by the Texas Center for Community Journalism at Texas Southern Christian University, 2008 – 2012.

ARTICLES – Professional

Foote, Neil, contributor, PRNewsOnline.com. Occasional articles on public relations and diversity, equity and inclusion.

Foote, Neil, contributor, CommPro.biz. Occasional blog posts on public relations and media- related issues.

Foote, Neil, contributor, The Afro. Numerous essays and columns on state of U.S. politics, the Obama presidency.

Foote, Neil, contributor, PoliticsInColor.com. Numerous essays on state of U.S. politics, the Obama presidency and their impact diverse communities.

Foote, Neil, editor, The State of the News Media: Annual Report on American Journalism, "African American Media" section. The State of the News Media 2010 is the seventh edition of the annual report on the health and status of American journalism.

Foote, Neil, contributor, BlackAmericaWeb.com, "Expert Advice to Tiger: Play It Straight," December, 2009. Website has more than 1.2 million registered users.

Foote, Neil, founder/editor, PoliticsInColor.com, A broadband video channel and internet portal offering a multicultural perspective on politics, 2008.

Foote, Neil, editor, "Broad Reach" newsletter, National Association of Broadcasters Educational Foundation, 2007.

Foote Neil, writer/editor, "DigitalMediaCrashCourse.com", website devoted to discussing digital media, politics and race-related issues, 2007 – 2009.

Foote, Cornelius "Neil", "Newspapers and the Digital Age: Information at Your Finger Tips." Texas Lyceum Journal, 1998.

Foote, Neil, editor. "The Multicultural Newsroom – How to Get the Best from Everybody." American Society of Newspaper Editors, 1994.

Foote Neil, editor. "Covering the Community – Conducting the Newspaper Content Audit." American Society of Newspaper Editors, 1993.

REVIEWS

Explaining the News, Bedford/St. Martin's Press, 2008.

Managing the Business of News and Information: Putting Audience First, by Samir Husni, Debora Halpern Wenger, and Hank Price, SAGE Publishing, 2009.

RESEARCH GRANTS

Grant proposals written/awarded:

Principal Investigator, NBCU Academy, 2020 - present. Collaboration between UNT/Mayborn School of Journalism to provide scholarships to students, develop new curriculum and purchase state-of-the-art equipment for a two-year grant. The Mayborn School is one of only 17 schools selected to participate. **\$500,000 requested and funded.**

Co-Principal Investigator with Dorothy Bland, PhD, 2021 - present. Collaboration between UNT/Mayborn School of Journalism to run the Scripps Howard Emerging Journalists Program, a three-year-program intended to increase the number of diverse high school students attending college and pursuing careers in journalism. The Mayborn School is one of only two schools selected to participate. **\$300,000 requested and funded.**

Participant, UNT Connect Learning Grant to (re)develop JOUR 3340 – Digital Media for Journalists course through our development program for community and service-learning. The grant supports learning, training with the ePortfolio and its use in Canvas LMS, and in the development of partnerships that will produce evidence and student experiences that can be assessed for important marketable skills like communication or teamwork. **\$750 granted, 2019.**

Principal Investigator for Survey of Successful Recruitment and Retention Practices for Hispanic Students at UNT collaboration between Mayborn, UNT and The Autonomous University of the State of Mexico (UAEM). **\$5,000 requested and funded. 2017.**

2014 Grant for Reynolds Visiting Business Professor. **Submitted/received \$50,000.**

FELLOWSHIPS

- 2019 – 2020 Academic Affairs Fellow, University of North Texas Provost Office. selected by Provost Jennifer Cowley as one of two fellows to assist the office with special projects. Analyzed and recommended improved strategies to communicate internally (to administration, faculty, staff) and externally (students, academic community).
- 2017 Fellow, Scripps Howard Academic Leadership Academy. Participated in a four-day leadership development program along with high-potential professors at journalism schools. Extensive discussions and exercises in becoming strong, innovative leaders in journalism schools. The sessions featured presentations from deans and school administrators who shared advice, tips and strategies for success.
- 2014 Fellow, Business Journalism Professor, Reynolds Business Journalism Week, Arizona State University, Walter Cronkite School of Journalism and Mass Communication, Jan. 2-5, 2014.
- 2014 Fellow, Scripps Howard Journalism Entrepreneurship Institute, Arizona State University, Walter Cronkite School of Journalism and Mass Communication, Jan. 5 -9, 2014.

CONFERENCES, SEMINARS AND WORKSHOPS

- 2022 Panelist, “Diversity, Equity, and Inclusion in the PR Classroom,” PRSA Educators Academy Summit, Nov. 12, Gaylord Texan Resort & Convention Center, Grapevine, Texas.
- 2022 Panelist, “Inclusive Learning Activities Faculty Panel,” with University of North Texas’ Office of Faculty Success and DSI CLEAR, November 2022, moderated by Angie Cartwright, assistant vice provost, UNT with Dr. Vanessa Ellison, diversity & inclusion trainer and Stella Reed, adjunct professor, UNT Department of Spanish.
- 2022 Panelist, “Are PR Educators Getting It Right,” IPR Bridge Conference, May 12, Alex Sevigny, associate professor of communication studies and communication management at McMaster University; Julie O’Neil, professor and associate dean for graduate students and administration, TCU; Dr. Kathleen Stansberry, assistant professor, Elon University; and Elizabeth Toth, professor emerita, University of Maryland.

- 2022 Interviewer, April 5, 2022, Ashley Yablon, author, "Standing Up to China, How a Whistleblower Risked Everything for His Country," Barnes & Noble, Dallas, Texas.
- 2022 Interviewer, Annette Gordon-Reed, author, "On Juneteenth," March 23, , at University of North Texas Equity & Diversity Conference, Denton, Texas.
- 2022 Moderator, "Soul Talk: Dr. Frederick Gooding Jr. on What the Academy Awards Tell Us About African Americans," March 20, Denton Black Film Festival.
https://www.youtube.com/watch?v=wwZl27Lhs6w&list=PLrdL3Toxt5kS85yOuHDCjzwAju_B9MGyE&index=11&t=7s
- 2022 Moderator, "Writing Non-fictional and Historical Fiction," March 19, , Dallas Literary Festival, with Gordy Sauder, author, "Child in the Valley," Catherine Jean Prendergast, author, "The Gilded Edge," and Dionne Bremyer, author, "Quint: A Novel", Southern Methodist University, March 2022.
- 2022 Interviewer, NABJ Authors Showcase & Bookstore, August 3, NABJ/NAHJ Annual Conference
Author, Ellis Cose, Founder/Director, Renewing American Democracy, "Race and Reckoning: From Founding Fathers to Today's Disruptors."
- Author, Michael H. Cottman, visiting professor, Morgan State University - Say Their Names: How Black Lives Came to Matter in America (co-authors: Curtis Bunn, Patrice Gaines, Nick Charles and Keith Harriston.
- 2022 Moderator, Take the Leap: Starting and Financing a Small Business, powered by Wells Fargo, with Alima Hawthorne, vice president and business, acquisition manager for the small business development group, Wells Fargo; Joe Trimble, vice president and small business leader, Wells Fargo; Tammy Rice, CEO, Sky Pointe Healthcare at NABJ/NAHJ Annual Conference, August 4.
- 2022 Panelist, "Pitch Me with Your Best Shot," NABJ/NAHJ Annual Conference, August 6.
- 2022 Panelist, "Industry DEI Updates," PRNEWS, February 28, with Dwayna Haley, chief brand and communications officer, Metro Atlanta Chamber, and Seth Arenstein, editor, PRNEWS.

- 2021 Panelist, Coaching for Media Equity in Curricula, Classrooms and News Outlets for the Future, with Pat Thompson, assistant dean for student media, University of Mississippi; Dr. George Daniels, associate professor, University of Alabama; and Dr. Marquita Smith, assistant dean of graduate programs, University of Mississippi. National Association of Black Journalists Annual Conference (virtual), August 18.
- 2021 Panelist. Unapologetically PR/ Authentically Black: A Conversation with Iconic Leadership with Terry Allen, chair, NABJ Media Related Task Force; Ron Carter, CEO, The Carter Agency, Alexis Davis Smith, president & CEO, Precise Communications; and Misty Starts, founder/ owner, Mist Blue Media and 3 B Resources Group Public Relations. National Association of Black Journalists Annual Conference (virtual), August 19.
- 2021 Moderator, DBFF (Denton Black Film Festival) Soul Talk. Hosted show's discussion with Chef Tiffany Derry, Top Chef star and founder of Tiffany Derry Concepts and co-founder of T2D Concepts, the Texas-based purpose-driven hospitality group behind Roots Chicken Shak, Roots Southern Table.
- 2021 Moderator, Practicing Impactful Allyship, Social Impact Summit, with Melissa Vela-Williamson, Chief Communication Architect, MVW Communications; Meghnaa Tallapragada, Ph.D., Assistant Professor in the Department of Advertising and Public Relations, Temple University; Miri Rodriguez, Head of Global Internship Program, Microsoft
- 2021 Panelist, PR Vets Assess DEI Initiatives – One Year Later ([video](#)), Conversation with Dwayna Haley, Senior Vice President & Practice Director, Brand Innovation & Impact, Porter Novelli, moderated by Seth Arnstein, editor, PRNews, [VIDEO].
<https://www.prnewsonline.com/dei-diversity-inclusion-black-history-month>
- 2020 Panelist, Best Practices for Communications Professionals During a Crisis - How to Manage Your Job with Terry Allen, chair, NABJ Affiliated Media Task Force; L. Michelle Smith, president/CEO, no silos communications, and April Turner, CEO, Turner Communications.
<https://youtu.be/cm18ui7Q7Gg>
- 2020 Moderator, DBFF (Denton Black Film Festival) Soul Talk. Hosted show's discussion with Chester Higgins, legendary photographer whose photos have captures iconic leaders in the world over the past 50 years and

author of “Sacred Nile: Where It All Began,” a photography book about a river and how the ancient people who lived along its banks were the first to worship a God. <https://www.youtube.com/watch?v=T5Cd467cCTg>

- 2020 Panelist, COVID-19: How Businesses and PR Agencies Are Handling the Crisis. Panelist with Steve Cody, Founder / CEO, Peppercomm; Adele Cehrs, CEO / Founder, When + How Agency; Tina McCorkindale, Ph.D., APR, President and CEO of the Institute for Public Relations; Richard S. Levick, Esq., Chairman & CEO, LEVICK; Kim Sample, President, PR Council; Keith Kelly, Media Ink Columnist, New York Post. The session discussed what businesses and public relations agencies were doing to fight against COVID-19 and resulting panic, and gives tips for navigating these uncharted waters. The session also featured the results of a new study by the Institute for Public Relations and Peppercomm that surveyed 300 communication executives and senior leaders to find out how their companies managed communication both externally and internally in the COVID-19 pandemic. <https://www.commpro.biz/covid-19-how-businesses-and-pr-agencies-are-handling-the-crisis/>
- 2020 Panelist, Understanding Race in The PR Classroom: Pervasive Issues In PR Education Panelist with David Brown, Diversity Advisor to the Office of the Dean, Temple University; Natalie T. J. Tindall, Ph.D., Department Chair, Associate Professor, Lamar University. <https://instituteforpr.org/race-in-the-pr-classroom/>
- 2020 Moderator, “HBCU Action Nation Virtual Town Hall,” May 14 & 15. Conference featured presentations from more than 50 panelists, including college presidents, deans, professors, educational policy experts, distance learning experts, civic and corporate leaders.
- 2019 Panelist, “Raising Diversity Issues Without Burning Down the Place”, moderated by Martin J. Reynolds, co-executive director, The Maynard Institute.
- 2019 Panelist, “Rigged: The Voter Suppression Playbook”, panel discussion of documentary moderated by Jacque Reid, journalist, TV and radio personality.
- 2019 Panelist, Celebrating Black PR History: Diverse Voice, panel discussion with Judith Harrison (emcee), SVP, D&I, Weber Shandwick, past president PRSA Foundation, current president, New York Women in Communications; Denise Hill — Assistant professor at Elon University's School of Communication; Helen Shelton, Senior Partner, Finn Partners;

Neil Foote, president, National Black Public Relations Society, and President, Foote Communications; Terry Edmonds, former speechwriter to President Clinton; Brandi Boatner, Social and Influencer Communications Lead, Global Markets, IBM.

- 2018 Panelist, “Truth on Trial: Implications for Communicators – Ethics and the Collapse of Institutional Trust,” with Ty Cobb, special counsel to President Donald J. Trump; Richard Levick, Esq., chairman and CEO, LEVICK; Doug Simon, CEO, D S Simon Media; Judith A. Wilder, chief operating officer and professor, Schar School of Policy and Government; Nneka Chiazor, vice president of public and government affairs, Cox Communications Virginia; Karen DeWitt, breaking news correspondent, Talk Media News; Amb. Norman Eisen, senior fellow, Brookings; Major Elliott Garrett, chief White House correspondent, CBS News; Jeffrey Hayzlett, chairman and CEO, C-Suite Network; Laura Kane, chief communications officer, Public Relations Society of America; Andrew McCarthy, contributing editor, The National Review; Simon Newman, CEO and Founder, CMB Innovation, Inc.; Peter Nicholas, White House reporter, The Wall Street Journal; Richard W. Painter, former White House Chief Ethics Counsel & S. Walter Richey Professor of Corporate Law, University of Minnesota; Andy Pharoah, vice president, corporate affairs & strategic initiatives, Mars, Inc.; KayAnn P. Schoeneman, senior vice president, practice director of public corporate affairs, Ketchum; Michael Tomasky, political commentator; Shan Wu, CNN legal analyst; Michael Zeldin, CNN legal analyst. Washington, D.C.
- 2018 Moderator, “Journalists Turned Author,” with Nancy Churnin, author, “Charlie Takes His Shot: How Charlie Sifford Broke the Color Barrier in Golf”; Alfredo Corchado, author, “Homelands: Four Friends, Two Countries, and The Fate of the Great Mexican-American Migration”; Brantley Hargrove, “The Man Who Caught the Storm: The Life of Legendary Tornado Chaser Tim Samaras”. Dallas, Texas. April 2018
- 2018 Panelist, “Crisis Communications – Controlling the Message,” with Gail Cooksey, CEO, Cooksey Communications and Alicia M. Morgan, vice president of education and programs, Frontiers of Flight Museum, hosted by the American Marketing Association, Dallas, Texas. May 2018.
- 2017 Panelist, “Finding Agencies in a Diverse & Digital World,” with Tony Cheevers, head of business development, Researchscape; Robert Udowitz, principal, RFP Associates; Jennefer Witter, CEO/Founder, The Boreland

Group Inc., moderated by Simon Locke, founder and CEO, CommunicationsMatch™, September 2017.

- 2017 Presenter, "Lessons Learned," Salute to Faculty Teaching Excellence – Lessons Learned: Best and Worst Teaching Moments, selected among a group of professors from around the university to share a five-minute TedTalk like presentation, Oct. 16, Union Ballroom, Denton, Texas
- 2017 Moderator, "The CEO Perspective," a conversation with Ron Parker, president and CEO, of the Executive Leadership Council and former Pepsico executive, Aug. 28, NABJ National Conference, New Orleans, La.
- 2017 Presenter, "12 Strategies for PR" and "12 Strategies for Social Media," Bishop T.D. Jake's MegaFest, June 29, Dallas Convention Center, Dallas, Texas.
- 2017 Moderator, "Turn Your Leaders into Influencers," webinar with Alex Josephson, head of global brand strategy, Twitter; Patrice Tanaka, chief joy officer, Joyful Planet LLC, form chief, counselor at PadillaCRT; Doug Simon, D S Simon Media and Founder of the SPOKies™ Awards.
- 2017 Moderator, "Beg, Borrow, Deal: Entrepreneurship in Journalism from Media Start Ups to Longstanding Entrepreneurs," with Jerry Goodwin, Tulsa Community College, Dr. Kortni Alston, MBA, PhD., Georgia College; Greg Ellis, former Dallas Cowboy, Play Now Enterprises Production Co., Region III, March 11, NABJ Conference, Dallas, Texas
- 2016 Moderator, Q & A with April Ryan, journalist and author, and Fred Cooke, CEO of Golin and author, National Black Public Relations Society Conference, Oct. 27 & 28, Chicago, Ill.
- 2016 Panelist, "What Can You Do to Drive Diversity in Your News Organization," with Duchesne Drew, Alfredo Carbajal, ASNE/NABJ Minority Development Leadership Institute, 2016 NABJ-NAHJ National Conference, Washington, DC, Aug. 5 – 9, 2016.
- 2016 Moderator, "Journalists Turned Author," with Nancy Churnin, Alfredo Corchado and Doug Swanson, Dallas Book Festival, April 30, 2016, Dallas Public Library
- 2016 Moderator, "Staying Out of the News: Insight from Philly's Top Crisis PR Experts," with Cathy Engel Menendez, Director, Communications, PECO; Joshua Peck, Senior Media Relations Manager, Duane Morris; Christopher

Lukach, President, Anne Klein Communications Group
<http://ppra.net/content/calendar/viewevent.aspx?eventid=159>

- 2016 Panelist, "Diversity & the Media," SPJ regional Conference, Fort Worth Hilton, Fort Worth Texas, March 19, 2016

- 2015 Panelist, "Bring Your 'A' Game, National Association of Black Journalists Annual Convention, Aug. 5 - 9, 2015

- 2015 Moderator/Interviewer, Ingrid Ciprian-Matthews, senior vice president, news administration, CBS News, as part of the NABJ Executive Suite/ASNE Minority Development Leadership Institute, National Association of Black Journalists Annual Convention, Aug. 5 - 9, 2015

- 2015 Panelist, "Being Black in Modern America," UNT University Planning Council, Feb. 12, 2015

- 2014 Moderator, "The Power of Storytelling: How to Prep, Pitch & Score Press Like a Pro," National Black Public Relations Society Annual Conference, November 6 -9, 2014.

- 2014 Presenter, UNT/NABJ, Preparing for Careers in Journalism & Tips on Blogging

- 2014 Panelist, "How to Make Yourself Indispensable in the Newsroom" with Charisse Jones, national correspondent, USA Today. 16th National HBCU Student News Media Conference, hosted by Prairie View A&M University, February 6 - 9, 2014.

- 2014 Moderator, "Town Hall Conversation: Maintaining Integrity While Covering and Responding to Crisis, The Famuan and Gramblinite Stories" moderated by Fred Batiste, Student Publications Adviser, Houston Community College, Sheleah Reed, press secretary, Houston Independent School District, Jonathan McCall, reporter/anchor, KROI Radio News 92 FM and Ayana Mack, On-Air Radio/TV Personality, Radio One. 16th National HBCU Student News Media Conference, hosted by Prairie View A&M University, February 6 - 9, 2014.

- 2013 Co-Chair, Presenter, The NABJ / ASNE Minority Leadership Development Institute" sponsored by Scripps Foundation and CQ/Roll Call. This two-day series of seminars is for professionals chosen from a pool of applications. With the help of Poynter Institute, we also offered "360 Evaluations" for all participants. Moderated several panels,

including Q&A with Arthur Sulzberger, publisher, The New York Times. Executives and presenters represented a wide range of media companies, including Gannett, CNN, CBS, ESPN and CQ Roll Call.

- 2013 Co-presenter, with Dr. Tracy Everbach, at the High School Journalism Day, sponsored by the Dallas Morning News. April 10, 2013 at CityPlace.
- 2012 Co-Chair, Presenter, NABJ 'Executive Suite' Professional Development Seminar. This two-day series of seminars is for professionals chosen from a pool of applications Moderated several panels. Executives and presenters represented a wide range of media companies, including Gannett, CNN, CBS, ESPN and CQ Roll Call.
- 2011 Co-Chair, Presenter, Using Technology to Engage Readers & Viewer. Helped organize NABJ's "Executive Suite" seminar series, which was a two-day series of seminars for which professionals had to pre-register. Led kick off presentation and discussion and moderated several panels. Executives represented a wide range of media companies, including CNN, Cox Communications, ESPN.com, New York Times, Westwood One, the Christian Broadcasting Network, Boston Globe, BET, NBC and the Associated Press.
- 2011 Moderator, "In the Thick of My Career: Searching for the 'New Me,'" Moderated panel discussion targeting mid-career professionals on how to revamp their skills and become more tech savvy. Panelists discussed what a journalist in the digital age must do to improve their skills, offer advice on creating a blog or website, outline how to use the most popular digital media tools and use the power of your network and personal relationships. Panelists offered tips on how to create a personal business plan as part of launching a start-up company. Panelist were Toren Beasley, vice president, Seaberry Designs & Communication, and Kimberly S. Reid, president/CEO, Reid Development Group. Broadcast on BlogTalkRadio.com, <http://www.blogtalkradio.com/nabjdigital/2011/04/29/in-the-thick-of-my-career-searching-for-the-new-me>
- 2010 Presenter, "Using Technology to Engage Readers & Viewer. Led," the kick off presentation and discussion with mid-career media executives as part of the NABJ's "Executive Suite" seminar series, which was a two-day series of seminars for which professionals had to pre-register. Executives represented a wide range of media companies, including CNN, Cox Communications, ESPN.com, New York Times, Westwood One, the

Christian Broadcasting Network, Boston Globe, BET, NBC and the Associated Press.

- 2009 Panelist, "White Guys Interrupted: News Media Stumble When Feminine and "the Other" Join the Race for President", workshop, Association for Educators in Journalism and Mass Communication, Boston, Mass.
- 2009 Panelist, "Transitioning Journalists to Careers in Public Relations and Entrepreneurism," workshop, National Association of Black Journalists Annual Convention, Tampa, Fla.
- 2009 Panelist, "From the Newsroom to the Classroom: Fulltime", workshop, National Association of Black Journalists Annual Convention, Tampa, Fla.
- 2009 Organizer/Moderator, "Getting Down Your Elevator Pitch: How to Sell Yourself in 30 seconds," Webinar, National Association of Black Journalists' Reinvention Committee.
- 2009 Moderator, "How to Prepare for College", Book Expo of America/African-American Pavilion.
- 2009 Panelist, "Outreach to the African American Market," Podcast, Public Relations Society of America.
- 2009 Moderator, "Future of Newspapers," "Best of the Southwest Communicators Conference", Texas Public Relations Society of America.
- 2008 Moderator, "Be Your Own Boss," Unity Journalists of Color/National Association of Black Journalists Annual Conference, Chicago, Ill.
- 2008 Moderator, "Reinventing Your Career," Unity Journalists of Color/National Association of Black Journalists Annual Conference, Chicago, Ill.
- 2008 Presenter, "The Color of Money: Reaching Multicultural Markets," Community Board Institute Annual Forum, Dallas, Texas.
- 2008 Presenter, "21st Century Journalist: New Trends in Media!" "Hot Topics," University Program Council, University of North Texas, Denton, Texas.
- 2008 Presenter, Albert Fitzpatrick Leadership Development Institute, hosted and sponsored by The New York Times. Curriculum organized by the

- National Association of Minority Media Executives, New York, New York.
- 2007 Presenter, Albert Fitzpatrick Leadership Development Institute, hosted and sponsored by The New York Times. Curriculum organized by the National Association of Minority Media Executives, New York, New York.
- 2007 Presenter, "Writing for the Web", Public Relations Society of America/Dallas Chapter, Annual Communications Summit. Irving, Texas.
- 2007 Celebrity Auctioneer, "Cartoons & Cocktails", National Press Club, Washington, DC. Fundraiser for Youth Communication, a non-profit raising more than \$50,000.
- 2007 Co-presenter, "The Future of Electronic Media Courses at UNT", University of North Texas/National Association of Black Journalists, Denton, Texas, September.
- 2007 Organizer/Moderator, "Express Yourself – Digital Branding", National Association of Black Journalists Annual Conference, Las Vegas, Nevada. Panelists included Barry Cooper, managing editor, Virginian Pilot/Pilotonline.com and founder/BlackVoices.com; Katrina Witherspoon, vice president/interactive services, REACH Media Inc.; Retha Hill, vice president/content, BET.com; Dr. Sybril Bennett, executive director, New Century Journalism Program, Belmont University.
- 2007 Conference co-chair, National Association of Minority Media Executives, Washington, DC. Conference featured presentations by Dean Baquet, assistant managing editor, the New York Times and Dr. Howard Dean, chair, Democratic National Committee.
- 2006 Conference Co-chair, National Association of Minority Media Executives, Washington, DC.
- 2005 Participant, "A New Media Discussion", National Association of Black Journalists Annual Conference, Atlanta, Georgia.
- 2005 Conference Co-chair, National Association of Minority Media Executives Annual Conference, Washington, DC, July.
- 2004 Participant, National Association of Minority Media Executives Annual Conference, Chicago, Illinois, July.

- 2001 Panelist, "High-Tech/Operations Career Panel," Southern Methodist University, Dallas, Texas.
- 2002 Presenter, "The Good, The Bad, The Ugly of Websites," National Association of Black Journalists Region VII Conference, Baton Rouge, Louisiana, April.
- 1999 Presenter, Discussion Leader, "Virtual Marketing: Making Money in New Media," The American Press Institute, Reston, Virginia, March. Presented to 40+ advertising executives in major metro markets.
- 1997 Presenter/Discussion Leader, "Managing Electronic Ventures," The American Press Institute, Reston, Virginia, January. Presented to 40+ senior level newspaper executives attending a New Product Development Seminar.
- 1997 Panelist, "The Future of Telecommunications," North Dallas Chamber of Commerce, Dallas Texas.
- 1997 Panelist, "Preparing for New Media Jobs," Network of Hispanic Communicators, Dallas Texas, October.
- 1994 Moderator, "Unity '94: Can't We All Get Along?", seminar jointly sponsored by the Dallas-Fort Worth Association of Black Communicators, Network of Hispanic Communicators and the local Asian-American Journalists Association, Dallas Texas, June.
- 1992 Presenter, "Redefining the News: Cultural Diversity in News Today," The Washington Center for Internships and Academic Seminars", George Washington University, January.
- 1992 Presenter/Discussion Leader, "Diverse News Coverage Through Multicultural Eyes," The American Press Institute, Reston, VA, January. Presented to 40+ city and metro editors from newspapers with more than 75,000 circulation.
- 199 Keynote Speaker, "Tri-State Minority Journalism Conference and Job Fair," Northwest Ohio Black Media Association," Bowling Green University, Toledo, Ohio, November.
- 1991 Panelist, "Writing for a Living," The American University Second Annual Career Discovery Week, Washington, DC, October.

- 1991 Moderator, "Job Fairs: Thrive, Not Just Survive," Pacific Northwest Convention of the Asian Journalists Association, Seattle, WA, August.
- 1991 Presenter/Discussion Leader, "Today's Newsroom: A Multicultural Mix", The American Press Institute, Reston, VA, May. Presented to 40+ managing editors from newspapers with more than 75,000 circulation.
- 1990 - 1993 Emcee, "Cartoons & Cocktails," National Press Club, Washington, DC. Annual fundraiser for Youth Communication, a non-profit that publishes newspaper written and edited by multicultural high school students.

JUDGING

- Judge, 2017 The SPOKies™ Awards, first-time selection of best spokespeople of corporations and agencies.
- Judge, 2012 Creative Projects Competition for AEJMC.
- Judge Tom Joyner Foundation "Full Ride Scholarship" (Spring 2008 - 2019)
- Judge C.E. Shuford Annual Journalism Scholarships, Department of Journalism, University of North Texas (Spring, 2010).
- Judge C.E. Shuford Annual Journalism Scholarships, Department of Journalism, University of North Texas (Spring, 2008).
- Judge C.E. Shuford Annual Journalism Scholarships, Department of Journalism, University of North Texas (Spring, 2008).
- Judge Atlanta Association of Black Journalists Annual Awards, "Online Category" (Fall, 2007).

COURSES DEVELOPED, UPDATED AND REVISED:

- 2021 JOUR 5320 - New Technologies for Communication. Revised this graduate level course to focus discussion and analysis of the impact of emerging technologies as well as Facebook, Apple, Amazon, Netflix, and Google have changed the way we gather, distribute and engage with news, publications and advertising.

- 2019 JOUR 4280/5280 – Media Management. This 100% Internet only course added undergraduate students to this class, increasing enrollment to 45 students. Revisions to syllabus included a media industry book summary along with a more detailed final analysis of a local media company.
- 2019 JOUR 3270 – Media Entrepreneurship – Revised course to include design thinking and final business plan competition, featuring judges from local businesses. Added podcasts of entrepreneurs.
- 2019 JOUR 4220.5350 – Business Journalism – Revised course to expand focus on analyzing data from government resources, e.g., Bureau of Labor Statistics, Federal Reserve to help students better understand local and regional economics.
- 2019 JOUR 3340 – Digital Media for Journalists. Applied skills learned from UNT Connected Learning grant to integrate reflections from students on career interests along with additional expectations on multimedia storytelling. Students were able to include their assignments in their e-portfolio.
- 2019 JOUR 5280 – Media Management. Graduate students conducted a semester-long analysis of the Denton Media Company and presented their findings to the company’s publisher and his leadership team.
- 2018 JOUR 4210 – Media Entrepreneurship – Launched new class in collaboration with Juli James, lecturer in advertising, to help students learn the basic skills of entrepreneurship, including creating a business plan, design-thinking, raising capital and pitching.
- 2017 JOUR 4210 – Business Journalism – Revised class that introduces students from across the campus the basics about covering publicly traded and private companies. Guest speakers from the Dallas Fed, Dallas Morning News, Dallas Business Journal and IdeaGrove made presentations to the class.
- 2016 JOUR 4210 - Collaborated with Dr. Gwen Nesbitt to co-teach Summer Mayborn Study Abroad Program in London. We adapted lectures and assignments to allow students to learn about the British Press, advertising, public relations and engaged them in covering the historic Brexit vote.

- 2016 Converted JOUR 5280 Media Management to 100% online class. Course included online discussions, short videotaped lectures, podcasts with media executives using Blackboard Learn, Panopto and GoToMeeting.
- 2015 Revised syllabus for JOUR 5280 Media Management. Adapted class as a hybrid class where students met half the time in person and the other half online for discussions using the Blackboard Learn Collaborative tool
- 2014 Revised syllabus for “British Press” class during the Summer Mayborn Study Aboard Program in London. Introduced lectures on “cultural anthropology” and tactics on how to cover neighborhoods and communities using local demographic information.
- 2014 Developed course and syllabus for a new course – Business Journalism. This is a direct extension of my fellowship during the Scripps Howard Business Journalism Fellowship. The course, open to the entire university, offers students an overview of the basics of business and financial journalism and communication, including how to research and analyze public and private companies, how to find public documents from local, state and federal regulatory agencies and overviews of how certain industries work.
- 2013 Developed course and syllabus for a new course, JOUR 2300 – Principles of News. This is a course open to the entire university that offers students an overview of the role of journalism in democracy and the impact of the Internet, social media and mobile technology on news reporting, editing, and dissemination.
- 2013 Revised syllabus and lesson plan for JOUR 4250/5280 - Race, Gender and Media. Incorporated new articles as well as integrated some research from my contributions to the Race, Gender, Class and Media textbook.
- 2012 Complete revision of syllabus and lesson plan for JOUR 3340 Online Journalism. Chose new textbook – “JournalismNEXT” by Mark Briggs, updated various articles, integrated Blackboard Learn where students had to post weekly blogs and had to produce three multimedia projects based on beats and a final news blog.
- 2011 Revised syllabus and lesson plan for Journalism 3340 Online Journalism. Chose new textbook, related articles and introduced online tools to develop web logs and incorporate interactive elements. Students developed web logs for final assignment. Professionals spoke to class to address relevant issues and new products in online news media.

Integrated PowerPoint as a tool to present lecture notes and used Blackboard to post notes and related materials.

Revised syllabus and lesson plan for Journalism 4410-Reporting of Public Affairs. Integrated lessons from Poynter Institute's NewsU.com, Blackboard and professional journalists presented to the class. Students wrote stories on local and national elections, and contributed to NTNewsNet.com. Integrated PowerPoint to present lecture notes and used Blackboard to post notes and related reading materials.

Revised syllabus and lesson plan for Computer Applications to update exercises and post tutorial podcasts online, making them accessible to students off campus. Converted exercise worksheets into PowerPoint slides to make it easier for instructors to walk through exercise and key points. Also taught summer session of course.

2010 Revised syllabus and lesson plan for Journalism 5280 – News Management. Integrated extensive list of current magazine articles and studies on the future of media. Case studies from Harvard Business School. Integrated PowerPoint to present lecture notes and used website to post notes and related reading materials. Introduced basic concepts of business strategy and analysis. Introduced final course project on analyzing a news media organization where they had to do a full content and business analysis and present findings to class.

2010 Revised syllabus and lesson plan for Journalism 4410-Reporting of Public Affairs. Integrated lessons from Poynter Institute's NewsU.com and professional journalists presented to the class. Students wrote stories on local and national elections, and contributed to NTNewsNewsNet.com and DallasSouthNews.com. Integrated BlackBoard tools and PowerPoint to present lecture notes and used website to post notes and related reading materials.

2010 Revised syllabus and lesson plan for Journalism 3340 Online Journalism to incorporate more in-class, hands on exercises. Revised textbook and posted many related articles using BlackBoard and introduced online tools to develop web logs and incorporate interactive elements. Students developed web logs for final assignment and presented to class.

2010 Revised syllabus and lesson plan for Experimental Course/Special Problems – NTNewsNet.com. Students also covered breaking news stories along with developing story ideas, reported, wrote, shot and produced content for website, including webcast and audio/visual slideshows.

- 2009 Revised syllabus and lesson plan for Journalism 4510/5280 – News Management, Ethics and Problems. Integrated extensive list of current magazine articles and studies on the future of media. Integrated PowerPoint to present lecture notes and used website to post notes and related reading materials. Introduced basic concepts of business strategy and analysis. Introduced final course project on building a model for a newspaper and/or media product of the future.
- 2009 Revised syllabus and lesson plan for Experimental Course/Special Problems – NTNewsNet.com. Students developed story ideas, reported, wrote, shot and produced content for website, including webcast and audio/visual slideshows.
- 2008 Revised syllabus and lesson plan for Journalism 4410-Reporting of Public Affairs. Integrated lessons from Poynter Institute’s NewsU.com and professional journalists presented to the class. Students wrote stories on local and national elections, and contributed to NTNewsNewsNet.com. Integrated PowerPoint to present lecture notes and used website to post notes and related reading materials.
- 2008 Revised syllabus and lesson plan for Journalism 5030 Visual Journalism. Chose reading materials, related articles and introduced new online tools to develop web logs and other interactive photojournalism tools. Integrated PowerPoint as a tool to present lecture notes and used website to post notes and related materials. Invited guest speakers to discuss current trends in photojournalism.
- 2007 Wrote and devised syllabus and lesson plan for Journalism 3340 Online Journalism. Chose textbook, related articles and introduced online tools to develop web logs and incorporate interactive elements. Students developed web logs for final assignment. Integrated PowerPoint as a tool to present lecture notes and used website to post notes and related materials.

OTHER PROFESSIONAL ACTIVITIES

- 2016 Source for numerous NTDaily.com/NTDaily TV articles and newscasts.
- 2014 Elected to the board of the National Black Public Relations Society, an organization of more than 500 members. Serve on Executive Committee as parliamentarian and help lead public relations efforts.

Interviewed by Fort Worth Business Press on the death of Ben Bradlee, executive editor of The Washington Post.

Interviewed by USA Today on the death of Michel duCille, three -time Pulitzer Prize winner.

- 2013 News source. Interviewed by KERA-FM in Dallas Texas re: Will Mark Cuban's brand suffer for going on trial on charges of insider trading. October 4, 2013.
- News source. Interviewed by KRLD-AM 1080 in Dallas Texas re: Government spying on citizens/accessing phone data from telecommunications companies. May 27, 2013
- News source. Interviewed by KRLD-AM 1080 in Dallas, Texas re: Paula Deen's racial epithets revealed during court deposition, June 21, 2013.
- News source. Interviewed by KRLD-AM 1080 in Dallas, Texas re: Mark Cuban on trial and whether his brand will be affected, October 4, 2013.
- 2012 News source, interviewed by KRLD- 1080 AM in Dallas, Texas for story on Newsweek's cover story depicting President Obama with a rainbow halo and the headline: "America's First Gay President".
- 2011 News source, interviewed by the Christian Science Monitor for article on the retirement of longtime newsman Jim Lehrer: "Accolades galore for Jim Lehrer as he opts to exit 'PBS NewsHour'".
- 2010 News source, interviewed by NTDaily.com for article on the use of the Internet for job search: "UNT students enhance résumés with blogs."
- 2010 News source, interviewed by NTDaily.com for article on Chinese scholar in U.S.: "Scholar returns to U.S."
- 2010 News source, interviewed by NTDaily.com for article on the Internet and e-commerce: "Web site allows artisans to buy, sell creations online."
- 2010 News source, interviewed by NTDaily for article on YouTube: "YouTube teaches students."

- 2010 News source, interviewed by BlackAmericaWeb.com and TheRoot.com on story on the future of Johnson Publishing Company, owners of Ebony & Jet magazines
- 2009 News source, interviewed by reporter of Chicago Sun-Times on future of Johnson Publishing Company, owners of Ebony & Jet magazines.
- 2009 News source, interviewed on the role of YouTube and media for the NT Daily story, "YouTube teaches students."
- 2009 News source, interviewed on the future of Ebony and Jet magazines for TheRoot.com, "Is there a next page for 'Ebony'?"
- 2009 News source, interviewed on the future of the printed newspaper for NT Daily story, "UTA may end newspaper."
- 2009 Guest/ source, interviewed on the role of the media and political extremism for the "Man in the Middle" internet radio show, hosted by Gary Ramsey.
- 2009 Guest/ source, interviewed on the role of the media and interaction with government officials in light of Washington Post "salon" scandal on "Talking Right", an internet radio show hosted by Raynard Jackson.

Internships, Supervised

- 2017 Fall semester. AIM Media Sports Internship. Supervised Bianca Mujica in partnership with the company that publishes McAllen Monitor. Students reported and wrote up to 10 weekly briefs for "Cowboys Extra" double-truck.
- 2016 Fall semester. AIM Media Sports Internship. Supervised Saad Yousuf and Samantha Morrow in partnership with the company that publishes McAllen Monitor. Students reported and wrote up to 10 weekly briefs for "Cowboys Extra" double-truck.
- 2015 Fall semester. AIM Media Sports Internship. Supervised Shea Baldwin and Jordan Ottoway in partnership with the company that publishes McAllen Monitor. Students reported and wrote up to 10 weekly briefs for "Cowboys Extra" double-truck.
- 2014 Fall semester. AIM Media Sports Internship. Supervised Trent Johnson and Lance Ragland in first-ever partnership with the company that

publishes McAllen Monitor. Students reported and wrote up to 10 weekly briefs for “Cowboys Extra” double-truck.

- 2014 Spring semester. DallasNews.com Breaking News Interns. Supervised Michelle Heath and John Lugo.
- 2013 Fall semester. DallasNews.com Breaking News Interns. Supervised four students: Caroline Basile, Renee Hansen, Staci Parks and Anne Smajstrla.

MEMBERSHIPS IN PROFESSIONAL ORGANIZATIONS

National Association of Black Journalists
National Black Public Relations Society

HONORS

- 2021 Inductee, National Association of Black Journalists Hall of Fame
- 2018 Honoree, “Diverse Voices: Profiles in Leadership,” a book designed to help communications leaders and professionals better understand the challenges faced by communications professionals of diverse backgrounds. The book was developed by the PRSA Foundation and the Museum of Public Relations.
- 2007 Louvenia Johnson Visionary Award, presented by Strive Media Institute.
- 2001 Catalyst Award – New Media – National Association of Minority Media Executives (NAMME).

COMMITTEES AND ORGANIZATIONS

Service to the Profession:

Journal-isms™

- 2020 to present Elected as Board Chair to lead strategic initiatives to grow and expand Journal-isms™, a 501c3 nonprofit, created by Richard Prince, a veteran journalists and editor. Assisted in raising \$200,000 to fund programs and operations. The organization is dedicated to covering diversity issues in general, writing about groups, including Blacks, Hispanic, Asian American, Native American. The organization explores the intersection of media, journalism, race and society. It also offers special

monthly conversations, “Journal-isms™, featuring journalists, authors, media professionals and industry executives.

Diversity Action Alliance

2020 to present Selected to serve on steering committee for newly formed organization to achieve greater diversity and inclusion at all ranks in the public relations industry.

Commission on Public Relations Education

2018 – present Selected to serve on the steering committee of the (2018 – present).

National Black Public Relations Society

2016 to present President and former Secretary and Parliamentarian serving on Executive Committee and chairing convention public relations.

National Association of Black Journalists

Member, Program Committees, National Convention, Philadelphia, Penn. (2011), New Orleans (2012) and Orlando (2013), Minneapolis (2015), New Orleans (2017).

Co-chair, “Executive Suite Professional Development Series” / ASNE Minority Development Institute, National Convention, Philadelphia, Penn. (2011), New Orleans (2012), Orlando (2013), Boston (2014), Minneapolis (2015), Washington, D.C. (2016), New Orleans (2017) and Detroit (2018).

Member, Reinvention Committee (2008 – 2010). Committee created to develop training and educational seminars and programs to journalists who have been laid off, bought out or needing help retooling their skills.

National Association of Multicultural Media Executives – 1990 - 2009

Former Chairman of the Board and Board Member. Organization represents more than 300 senior level minority executives in print, broadcast and online.

Howard University Kerner Commemoration (2008)

Committee member. Working alongside with representatives of minority media organizations, universities, industry associations and private foundations.

Regional III Director, National Association of Black Journalists, 1988 – 1994.

Service to UNT

Co-host/announcer, Salute to Faculty Excellence Awards, (2020, 2021).

Co-announcer, reading graduates' names, UNT Commencement (2016 to present).

Academic Affairs Fellow, Office of the Provost (2019-2020).

Member, Search Committee, Dean, Mayborn School of Journalism (2018).

Chair, Search Committee, Mayborn Endowed Chair for Narrative and Multimedia Journalism (2017-2018).

Member, Mayborn School of Journalism Dean Evaluation Committee, (Fall 2017).

Member, Search Committee, Associate Dean, Mayborn School of Journalism (Fall 2015).

Selected participant in CLEAR assessment of LMS option – Blackboard v. Canvas – various meetings in Feb and March (2012).

Selected faculty participant in SASCOCS evaluation of UCD, March 2010.

Member, Search Committee for Dean, Mayborn School of Journalism, 2011 to 2013.

Member, Steering Committee, College of Arts and Sciences Committee, 2007 to 2008.

Service to the Mayborn School of Journalism:

Host, "Celebrate Mayborn" awards program, 2009 to present.

Presenter, UNT-NABJ Student Chapter, discussed how to write effective blogs and landing jobs in journalism.

Guest lecturer, Fundamentals of Public Relations Practices 3400, discussed social media metrics.

Guest lecturer, Advanced Reporting 2340, discussed opportunities in journalism and what's required to get a job in today's market.

Guest lecturer, NT Daily Kick off meeting, discussed online journalism and the role of digital media in student journalism, September 2008.

Guest lecturer, NT Daily Kick off meeting, discussed online journalism and the role of digital media in student journalism, September 2007.

Guest lecturer, Journalism 4330 Broadcast News II, presented lecture on the impact of digital media on traditional journalism, November 2007.

Host, escorted CNN Analyst & Syndicated Columnist Roland Martin who presented to joint session of several journalism classes and members of the University of North Texas/National Association of Black Journalists' Student Chapter, September.

Chair, C.E. Shuford Annual Journalism Banquet, Spring 2008 and Spring 2009.

Chair, Advancement and Alumni Development, 2008-2012.

Chair, Scholarship Committee, 2014 – 2015.

Chair, Search Committees, Visiting Lecturer-News and Visiting Lecturer-Strategic Communications, 2013.

Chair, Search Committee, Lecturer-News, 2013-2014.

Member, Graduate Committee, 2008-present.

Member, Technology and Space Committee, 2008-present.

Member, Search Committee, Adjunct Professor, Strategic Communications, 2009.

Member Search Committee, Assistant Professor, Strategic Communication, 2009.

Member, Search Committee, Visual Journalism professor, 2007-2009.

Member, Search Committee, News/Editorial professor, 2008-2009.

Member, DallasNews.com Internship Selection committee, 2008 – 2019.

Faculty Adviser, National Association of Black Journalists Student Chapter, 2008-present.

Faculty Adviser, FOCUS (Fellowship of Christian University Students) Student Chapter, 2013 -2019.

Service to the Community:

Board chair, Journal-isms™, 2021 – present.

Past Chairman of Board, National Kidney Foundation Serving North Texas, 2012 – present.

Board Chair and formerly, Board Secretary, Forefront Living (Formerly, Presbyterian Communities and Services, 2015 – present.

Member, UNT Alumni Association, 2012 – 2018.

Member, Board, National Kidney Foundation Serving North Texas 2004 – 2008, 2009-2012.

Member, Wesleyan University Admission Council for Alumni Volunteer Engagement, 2008 – 2013.

Life Trustee, The Lamplighter School, 2011 – present.

Member, Head Search Committee, The Lamplighter School, 2011.

Board member, The Lamplighter School, 2003 – 2009.

Board member, The Child Care Group, 2000 – 2006.