UNT student media facing severe budget cuts

DMN announces 43 layoffs, nearly half in editorial

Ranking up Brazil’s internet so Bolsonaro can’t censor it

TPG concerned about US detection of Russian interference in US
democracy; now women in newsmakers are changing the conversation

Do journalists deserve some blame for America’s mass shootings?

Can student journalists teach the media a lesson about neutrality?

Do journalists deserve some blame for America’s mass shootings?

CPJ concerned about US detention of Iranian TV journalist

DMN announces 43 layoffs, nearly half in editorial

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IN THE WORKPLACE: GET A JOB

INFORMING THE NORTH TEXAS JOURNALISM / COMMUNICATION WORKFORCE

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QUICK HITS

• Hispanic Communities DFW networking mixer — 6 p.m. Thursday, Feb. 7, Las Almas Rotas, 3815 Parry Ave., Dallas.


• Writers Guild of Texas monthly program, “Social Media for Writers: How to use online and offline tools to grow your brand and network.”

• Humphreys The programs team is shaking hands and making plans.

IN ACADEMY

ACADEMIA. The TCU Master’s in Strategic Communication prepares future and working professionals — in strategy, research, storytelling, new media and leadership — for success in today’s digital and global communication environments. Utilizing TCU’s teacher-scholar model, master’s students are taught by vetted professionals, those who are the top scholars in strategic communication. Being one of the largest media markets in the country gives the students valuable experience from collaborations with brands, agencies and nonprofits in simulated and real-world, client-based communication projects and through internships, networking and speaking engagements. Merit-based graduate assistantships help with tuition, and, depending on the award, a monthly stipend covers additional costs. More from Dr. Catherine Coleman at the website.

IN THE WORKPLACE: GET A JOB

Listings in journalismjobs.com and twocommunicators.com appear in this report. … The North Central Texas Council of Governments Transportation Department seeks interns to provide assistance in strengthening the region’s engagement in air quality and transportation projects/programs. … The Marshall News Messenger seeks an experienced reporter with the desire to report on agriculture, aviation, natural resources, public health and community journalism. With a “digital first, print best” attitude, this position will cover news and features through print, digital and photographs. … The San Antonio Express-News is looking for a “GA ninja who can report with enthusiasm and write with verve” on a variety of subjects related to the city of San Antonio; would also work with legendary radio personality Suzie Humphrey.

THE TCU MASTER’S IN STRATEGIC COMMUNICATION PREPARES...
Beth Frerking, the new vertical editor at The Dallas Morning News, will keynote the SPJ Region 8 Conference, Saturday, March 23, at Tarleton State University in Stephenville about 80 miles southwest of Fort Worth.

A reception Friday evening will kickstart the weekend. Attendees will have the evening free and dinner on their own. All sessions and panel discussions will be Saturday, along with the Mark of Excellence student journalism awards luncheon.

Registration is $40 in advance, $50 at the conference. Five minutes from campus, the Hampton Inn & Suites has reserved a block of rooms for conference participants at $116 a night for a king suite. To book a room early, call 254-918-5400 or log onto hamptonstephenville.guestreservations.com, confirmation code 93946439.

The conference will be held in the Department of Communication Studies' Texan News Service facilities with their state-of-the-art newsroom and media labs, TV studio and control room. The O.A. Grant Humanities Building is near the Lillian-Washington streets intersection and easy to find — look for the blue glass tower with the purple Tarleton T at the top. Free parking is adjacent to the building.

Frerking, a UT Austin graduate and former Daily Texan editor, served as editor in chief of the Rivard Report in San Antonio and The National Law Journal in Washington, D.C., before joining the Morning News. She also was an editor for Politico, Washington bureau chief of The Denver Post, and a reporter at the late, great Dallas Times Herald.

Other presenters are still being confirmed. Some of the sessions and panels will cover...

- Fake news: How to spot it, how to fight it
- Covering the powder keg on the border
- Google tools and Facebook training, with two expert trainers
- The pros and cons of digital-only journalism
- Panel on the top issues facing broadcast journalists
- How you can make a living as a freelancer
- Starting your own news website
- Launching a broadcast career (recent grads have talks, yes they do)
- Media literacy — how you can help SPJ’s national education program
- Killer apps for news gathering and reporting
- How to be a podcasting star
- iPhone photography tools and tips
- Freedom of Information Foundation of Texas update

The afternoon wrap-up panel will tackle journalism in the age of Donald Trump, how demonizing journalists as “enemies of the state” is having an impact beyond the Beltway and major mainstream media outlets, and what can be done to build public trust.

Call or e-mail conference coordinator Kathryn Jones-Malone with any questions: 254-974-0326; kathrynjones1956@gmail.com. Look for more info on the Region 8 Facebook page, fep2019.org, or in the new Region 8 blog sent to members.

Each logo in the ad rail links to the sponsor’s website!
Roxo transforms TCU ad/PR undergrads into pros

Roxo, TCU’s student ad + pr agency located in the Bob Schieffer College of Communication, is breaking the mold by giving students hands-on experience and preparing them for future success. The agency, which is part of the Communication Department, is designed to offer students practical experience in the fields of advertising and public relations. Roxo is the brainchild of Davis and Davis, a marketing and advertising firm based in Fort Worth. The agency was established in 2012 and has been breaking records ever since.

Davis added 200 followers on Instagram, and the impressions of her account increased by approximately 5,000 per week. “When we first started, we were just a small team of students, but now we have a full complement of professionals,” Davis said.

Roxo’s work for Kendall Davis Clay included curating a social media campaign tailored to the holiday season (product giveaway and Black Friday sales), designing product takeaway cards featuring photos of Davis’ designs, and pitching local publications to gain earned media. Result? Davis added 200 followers on Instagram, and the impressions of her account increased by approximately 5,000 per week.

Installing a leg-to-step feature on Facebook and Instagram led to higher online sales. The TCU students even created an infographic to educate customers on Davis’ artistic process, and she was featured in Fort Worth Weekly, Fort Worth Business Press, Mad例行 and Fort Worth Home. Not only does Roxo help clients become the best version of themselves, it prepares them for success after the contract ends. Davis now has partnerships with local food and floral vendors to advertise her products, and she’s stocked up with social media content from Roxo’s photoshoot to launch 2019.

While it may take 20 years to blow him up with a book. But the gunpowder destroys itself along with its victim, while a book can keep on exploding for life.

While still lagging NPR and American Public Media in public radio program ratings, SPJ Region 8 coordinator, thank you to those of you who supported me. A recent article published in the Columbia Journalism Review to take advantage of the rise in podcasting.

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