JACOB P. "JAKE" BATSELL

Associate Professor and O'Neil Chair in Business Journalism
SMU, PO Box 750113 • Dallas, TX 75275 • 214.768.1915 (o) • 214.529.2978 (m)

SOUTHERN METHODIST UNIVERSITY (Dallas, TX)

2008-present
- Appointed in 2019 as William O'Neil Chair in Business Journalism. Responsibilities include running the O'Neil Program in Business Journalism, advising students, contributing to SMU's entrepreneurial education efforts, and organizing the O'Neil lecture series.
- Promoted to Associate Professor with tenure in May 2016.
- Courses taught include Business and Journalism, Media Entrepreneurship, Introduction to Digital Media and Analytics, Digital Journalism, Investigative Reporting and News Reporting.
- Author of *Engaged Journalism: Connecting with Digitally Empowered News Audiences* (Columbia University Press, 2015), one of three national finalists for AEJMC's Tankard Book Award. As the first book-length examination of audience engagement in digital journalism, it has been cited widely, adopted by classes, purchased in bulk by media organizations, and translated into Korean.
- Author of numerous publications in both peer-reviewed academic journals and influential periodicals within the journalism industry.
- Other activities include guest lectures and presentations; developing professional workshops; expert source interviews for local and national media; writing for national journalism websites; serving on editorial and advisory boards; supervising internships and directed studies; judging contests; and contributing to the university through multiple service roles as a senior faculty member.
- Served as faculty adviser to digital student media for eight years.
- Appointed as Assistant Professor (professional/creative track) in 2009 after serving one year as a lecturer.

TEXAS TRIBUNE (Austin, TX)

- Spent the 2013-14 academic year as a visiting research fellow at The Texas Tribune, studying and documenting best practices in the business of nonprofit news as part of a grant funded by the Miami-based John S. and James L. Knight Foundation.
- Regularly shared findings on my fellowship blog, News-Biz.org, and in presentations at venues including the South by Southwest Interactive Festival, the University of Minnesota and the Columbia University Graduate School of Journalism.
- Hosted and coordinated a day-long Digital News Revenue Summit, an event that drew more than 90 participants from 27 countries to the University of Texas at Austin.
- My fellowship report, "Earning Their Keep: Revenue Strategies from The Texas Tribune and Other Nonprofit News Startups," was published by Knight in April 2015.

PREVIOUS JOURNALISM AND TEACHING EXPERIENCE
• More than a decade of professional journalism experience at major metropolitan newspapers including *The Dallas Morning News* and *The Seattle Times*. Worked as a beat reporter covering government, politics, business and general assignments.
• Taught news writing and reporting as an instructor at the University of North Texas.

EDUCATION

2001   **M.A., Government** • University of Texas at Austin
Concentration in comparative politics, with supporting coursework in media and public policy at the LBJ School of Public Affairs. Two-year program included a research emphasis on the politics of AIDS in Africa. Thesis fieldwork in Zimbabwe produced several publications, including two book chapters and a widely cited lead journal article.

1996   **B.A., Journalism** • Arizona State University
Graduated *summa cum laude* with minors in Political Science and History. Named 1996 Outstanding Graduate of ASU's Walter Cronkite School of Journalism and Telecommunication. Placed second nationally at Hearst Intercollegiate Writing Championships in San Francisco. Served as editor-in-chief of campus newspaper, the *State Press*. Attended school on four-year, full-ride Flinn Foundation scholarship.

ACADEMIC AND INDUSTRY PUBLICATIONS

Peer-reviewed
Everbach, T., Batsell, J., Champlin, S., and Nisbett, G. "Does a More Diverse Newspaper Staff Reflect Its Community? A Print and Digital Content Analysis of The Dallas Morning News." *Southwestern Mass Communication Journal*, Vol. 35 (1), Spring 2019, pp. 1-18.

Batsell, Jake. *Engaged Journalism: Connecting With Digitally Empowered News Audiences.* New York: Columbia University Press, 2015. Part of the Columbia Journalism Review Books series. Translated into Korean and published by the Korea Press Foundation and Communication Books in December 2016.

Kraeplin, C., and Batsell, J. "Web-Centric Convergence Replaces Media Partnerships." *Newspaper Research Journal*, Vol. 34 (4), Fall 2013, pp. 68-82.

Batsell, Jake. "The 'Original Platform': How Newsrooms Build Digital Loyalty and Generate Revenue Through Face-to-Face Engagement," *#ISOJ – The Official Research Journal of the International Symposium on Online Journalism Journal*, Vol. 3 (2), Spring 2013, pp. 274-289.

Batsell, Jake. "Intrigued, But Not Immersed: Millennial Students Analyze News Apps During the iPad's First Year," *Electronic News,* Vol. 6 (3), September 2012, pp. 111-130.

Invited

Batsell, Jake. "From rural news audiences to Russian tweets, this new research has some useful takeaways for reporters." The Poynter Institute, August 2018.

Batsell, Jake. "4 Steps to Bring Ethical Clarity to Native Advertising." *Nieman Reports* (Harvard University), January 2018.

Batsell, Jake. "Nonprofit Model Development." In Michelle Ferrier & Elizabeth Mays (Eds.), *Media Innovation and Entrepreneurship*. Montreal: Rebus Community Press, 2017, pp. 102-127.

Batsell, Jake. "Pushing Journalism Students Beyond Comfort Zones." Disruptive Journalism Educators Network (CUNY Graduate School of Journalism), October 2017.

Batsell, Jake. "There is a Swedish city where the CueCat lives on as a monument to media's digital failures." Nieman Journalism Lab (Harvard University), June 2017.

Batsell, Jake. Book Review. Reaching audiences: A guide to media writing (6th ed.), *Electronic News,* Vol. 9 (2), June 2015, pp. 138-140.

Batsell, Jake. "Earning Their Keep: Revenue Strategies From The Texas Tribune and Other Nonprofit News Organizations." Miami: Knight Foundation, April 2015.

Batsell, Jake. "Data is News: Data-driven projects and news-based games should be presented as journalism, not frilly add-ons." *Nieman Reports* (Harvard University), Vol. 69 (1), Winter 2015, pp. 48-51. Book chapter excerpt.

Batsell, Jake. "On Convening a Community: An excerpt from Jake Batsell's new book on engaged journalism." Nieman Journalism Lab (Harvard University), February 2015.

Batsell, Jake. "Paying For News By Filling a Need: Lessons from Austin's Digital News Revenue Summit." Nieman Journalism Lab (Harvard University), April 2014.

Batsell, Jake. "Practicing 'Engaged Journalism': Five Areas Where Putting the Audience First Can Reap Rewards." *The Convergence Newsletter*, Vol. XI No. 2, February 2014, University of South Carolina.

Batsell, Jake. "Friday Night Bytes: In Texas, High School Football is the Killer App." *Columbia Journalism Review*, January/February 2012, pp. 39-41.

Batsell, Jake and Camille Kraeplin. "Converging With the Former Audience: TV-Newspaper Partnerships Decline as Focus Turns to Public Collaboration." *The Convergence Newsletter*, Vol. VIII No. 9, December 2011, University of South Carolina.

Batsell, Jake. "Lone Star Trailblazer: Will the Texas Tribune transform Texas Journalism?" *Columbia Journalism Review*, July/August 2010, pp. 39-43.

REFEREED CONFERENCE PAPERS, PANELS AND PRESENTATIONS

Batsell, Jake. "Can Newsroom Values Coexist with Native Advertising? Navigating Boundaries For a New Revenue Model." Conference paper presented at the annual convention of the Association for Education in Journalism and Mass Communication in Toronto, Ontario, August 2019.

Everbach, T., Batsell, J., Champlin, S., & Nisbett, G. "Does a More Diverse Newspaper Staff Reflect Its Community? Analyzing The Dallas Morning News' Content." Conference paper presented at the annual convention of the Association for Education in Journalism and Mass Communication in Washington, D.C., August 2018.

Batsell, Jake. "The 'Original Platform': How Newsrooms Build Digital Loyalty and Generate Revenue Through Face-to-Face Engagement." Journal article presented to the 14th annual International Symposium on Online Journalism, Austin, Texas, April 2013.

Batsell, Jake. "Teaching Data Visualization Through Coffee Prices," one of 10 presentations during the Teach-A-Thon at Journalism Interactive: The Conference on Journalism Education and Digital Media at the University of Florida, Gainesville, Fla., February 2013. Selected from more than 50 applicants.

Batsell, Jake. "Converging With the Former Audience: Cross-Platform Partnerships Slip as Newsrooms Focus on Collaborating With the Public." Based on longitudinal study conducted with co-author Camille Kraeplin. Presented at the 10th Annual Convergence and Society Conference, University of South Carolina, October 2011.

Batsell, Jake. "Intrigued, But Not Immersed: Millennial Students Analyze the iPad's Performance as a News Platform." Research paper presented to the 12th annual International Symposium on Online Journalism, Austin, Texas, April 2011.

Batsell, Jake. "Social Media in the Classroom: Mastering the Art of the Push Post." Poster session presented at the 33rd Annual Southwest Symposium, sponsored by the Southwest Education Council for Journalism and Mass Communication, Round Rock, Texas, November 2010.

Batsell, Jake. "Planning, Launching and Running a Convergent Student News Website." Organized panel and delivered presentation at the annual convention of the Association for Education in Journalism and Mass Communication with Alfred Hermida, Mary Rogus

and James Stovall, Denver, Colo., August 2010. Panel was jointly accepted by AEJMC's Newspaper and Radio-TV Divisions.

Batsell, Jake. "AIDS, Politics and NGOs in Zimbabwe." Research paper presented to the annual conference of the African Studies Association, Nashville, November 2000.

INVITED PRESENTATIONS, PANELS, GUEST COLUMNS & DISCUSSANT ROLES

Batsell, Jake. Solo speaker for "How Audience Engagement Can Build Community, Deepen Loyalty, and Boost the Bottom Line." Revenue Strategies Workshop, co-hosted by Texas Center for Community Journalism and Texas Press Association, Fredericksburg, Texas, June 2019.

Batsell, Jake. Solo speaker for "How Multimedia Storytelling Can Transport Your Audience to the Scene." University of North Texas' Mayborn in Madrid program, ACCENT Madrid Study Center, Madrid, Spain, June 2019.

Batsell, Jake. Panelist for "Strengthening Our Community: Closing the Gap Between Professors and Professionals." Association for Education in Journalism and Mass Communication conference, Washington, D.C., August 2018.

Batsell, Jake. Solo speaker for "Facts, Opinions and Fake News." The Hockaday School, June 2018.

Batsell, Jake. Virtual presentation for "Combining Research With Teaching." Ph.Digital Bootcamp, hosted by Texas State University & funded by Knight Foundation, May 2018.

Everbach, T., Batsell, J., Champlin, S., & Nisbett, G. "Does a More Diverse Newspaper Staff Reflect Its Community? A Print and Digital Content Analysis of *The Dallas Morning News*." Research presentation for senior DMN leadership team, April 2018.

Batsell, Jake. Solo speaker for "How Social Media Can Help You Build Influence and Boost Your Career." Dallas Morning News High School Journalism Day, April 2018.

Batsell, Jake. Virtual presentation for News Executive Team, Australian Broadcasting Corporation, November 2017.

Batsell, Jake. Solo speaker for "It's All Business: Entrepreneurial Opportunities in Journalism." ACP/CMA National College Media Convention, Dallas, October 2017.

Batsell, Jake. "To Go Deep, Keep Going Back." Speed teaching presentation at educators' panel, Online News Association conference, Washington, D.C., October 2017.

Batsell, Jake. Co-presenter for "Detecting Fake News." Mayborn Multimedia High School Journalism Workshop, University of North Texas, July 2017.

Batsell, Jake. Solo speaker for "Tweet, Snap and Insta with purpose." Dallas Morning News High School Journalism Day, April 2017.

Batsell, Jake. Co-presenter for "Entrepreneurial Approaches to Journalism." Society of Professional Journalists Region 8 Conference, Tarleton State University, March 2017.

Batsell, Jake. Panelist for "Journalism and Community Engagement." AEJMC Southeast Colloquium, Texas Christian University, Fort Worth, March 2017.

Batsell, Jake. Panelist for "Journalism in the Digital Era." Hispanic Communicators DFW, Dallas, February 2017.

Batsell, Jake. Panelist for "IJNet Live: How to Engage Audiences and Build Community Among Readers." Live chat sponsored by the International Journalists' Network, October 2016.

Batsell, Jake. "Connecting with Digitally Empowered Audiences." Solo presentation at DFW Albert Schweitzer Fellowship retreat, Dedman College, SMU, Dallas, October 2016.

Batsell, Jake. Discussant for two AEJMC Scholar-to-Scholar sessions, Newspaper and Online News Division, AEJMC annual conference, Minneapolis, August 2016.

Batsell, Jake. Co-presenter for "The Audience Growth and Revenue Rewards of Engaged Journalism." Audience Development and Circulation Management Conference, sponsored by the Inland Press Foundation and Southern Newspaper Publishers Association, held at *The Dallas Morning News*, June 2016.

Batsell, Jake. Solo virtual presentation, "Principled Experiments in Engaged Journalism," for Informed Citizen Akron, a participatory journalism project sponsored by Knight Foundation, the Jefferson Center and the Bliss Institute of Applied Politics at the University of Akron (Ohio), June 2016.

Batsell, Jake. One of four featured speakers at "SMU Faculty Book Fest: A Celebration of All Books Published by Faculty in 2015," Dallas Hall, SMU, Dallas, May 2016.

Batsell, Jake. Co-presenter for "The Future of Engaged Journalism." Webinar sponsored by Toronto-based Viafoura and the Inland Press Foundation, April 2016. Online event drew more than 140 participants.

Batsell, Jake. "How Engaged Journalism Can Boost Your Career." Solo presentation at Texas Intercollegiate Press Association conference, Dallas, April 2016.

Batsell, Jake. "From Subscription to Membership: What Publishers Need to Know." Solo presentation at Digital Innovators' Summit, Berlin, Germany, March 2016.

Batsell, Jake. Solo speaker for "Engaged Journalism: Connecting with Digitally Empowered News Audiences." Public Relations Society of America (Fort Worth chapter), January 2016.

Batsell, Jake. Panelist for "How Do You Put the Citizens in Citizen Media?" By The People Democracy Conference, Arizona State University, Tempe, Ariz., December 2015.

Batsell, Jake. Guest lecturer for International Week. St. Pölten University of Applied Sciences, St. Pölten, Austria, November 2015.

Batsell, Jake. Panelist for "Engagement & Hyperpersonal News." Local Independent Online News (LION) publishers conference, Chicago, October 2015.

Batsell, Jake. Panelist for "What's trending in digital newsrooms – Increasing journalism engagement through video." Association for Education in Journalism and Mass Communication conference, San Francisco, August 2015.

Batsell, Jake. Panelist for "A Social Media Toolkit: Lessons and tips, promises and pitfalls in teaching 'digital natives'." Association for Education in Journalism and Mass Communication conference, San Francisco, August 2015.

Batsell, Jake. Solo speaker for "Riding the Engagement Wave: How Engaged Journalism Can Boost Your Career." Institute on Political Journalism, George Mason University, Arlington, Va., July 2015.

Batsell, Jake. Solo speaker for newsroom training brown-bag session on audience engagement, Center for Public Integrity, Washington, D.C., July 2015.

Batsell, Jake. Panelist for "New Forms of Revenue" and discussion leader for "Town Hall Wrap-Up." Engage Local conference, Montclair State University, Newark, N.J., June 2015.

Batsell, Jake. Course co-instructor for "Growing a Nonprofit News Site: Strategies for Revenue and Engagement." Webinar sponsored by Poynter Institute's News University and Knight Foundation, May 2015. Online event drew more than 100 participants.

Batsell, Jake. Chair and discussant for the research panel "Influence, Consumption and Participation: Paths to News Engagement." International Symposium on Online Journalism, University of Texas, Austin, April 2015.

Batsell, Jake. Solo speaker for audience engagement newsroom training webinar, *Santa Fe New Mexican*, Santa Fe, N.M., April 2015.

Batsell, Jake. "Not a Buzzword, But a Mindset: Five Ways Newsrooms are Seeking to engage." Solo presentation at Dissecting Engagement conference, Donald W. Reynolds Journalism Institute, University of Missouri, March 2015.

Batsell, Jake. Book reading and signing for *Engaged Journalism*. South By Southwest Interactive Festival, March 2015.

Batsell, Jake. Keynote speaker for SPJ Careers Conference. Tarrant County Community College, Fort Worth, February 2015.

Batsell, Jake. Solo speaker for "Capturing Value: Audience Engagement and the Business of Digital News," faculty brownbag presentation hosted by SMU's Temerlin Advertising Institute, January 2015.

Batsell, Jake. Keynote speaker for ONA Camp Phoenix, a daylong news business strategy workshop sponsored by the Online News Association. Walter Cronkite School of Journalism and Telecommunication, Phoenix, November 2014.

Batsell, Jake. Panelist for "Using Web Analytics for Mobile." Asian American Journalists Association conference, Washington D.C., August 2014.

Batsell, Jake. Panelist for "Engaging the Audience." Association for Education in Journalism and Mass Communication conference, Montreal, August 2014.

Batsell, Jake. Solo speaker for "Engagement, Loyalty and Revenue: The Changing Relationship Between Journalists and Audiences." Annette Strauss Institute for Civic Life, University of Texas at Austin, June 2014.

Batsell, Jake. Moderator and presenter for "It Takes a Village: Engaging the Community on the Beat" panel. Education Writers Association conference, Vanderbilt University, Nashville, May 2014.

Batsell, Jake. Solo speaker for "Engagement, Loyalty and Revenue: The Changing Relationship Between Journalists and Audiences." Minnesota Journalism Center, University of Minnesota, Minneapolis, April 2014.

Batsell, Jake. Panelist for "Nonprofit News: Monetize Mission, Not Memes." South By Southwest Interactive Festival, March 2014.

Batsell, Jake. Solo speaker for "News as Conversation: The Changing Relationship Between Journalists and Audiences." LAMP (Learning Activities for Mature People) program, University of Texas at Austin, February 2014.

Batsell, Jake. Opening presentation for "Business Models in the Making" panel. Single-Subject News Conference, Columbia University Graduate School of Journalism, Tow Center for Digital Journalism, New York, November 2013.

Batsell, Jake. Panelist and session organizer for "Using Social Media in Teaching." Teaching Effectiveness Symposium, SMU Center for Teaching Excellence, August 2013.

Batsell, Jake. Panelist for "Using Technology to Enhance Learning." Higher Ed in the CrossHairs symposium, SMU Center for Teaching Excellence, February 2013.

Batsell, Jake. Solo speaker for "Real-Time Ethics: Balancing Journalism and Social Media in the Digital Age." Public Relations Society of America (Dallas chapter), September 2012.

Batsell, Jake. Solo speaker for "Student Innovations in Data Journalism," an event sponsored by Hacks/Hackers Austin and the Online News Association, Austin, May 2012.

Batsell, Jake. Panelist for "How to Find Sources & Stories on Social Media," a national teletraining call for business journalists, April 2012. Training sponsored by the Society of American Business Editors and Writers. Call drew more than 80 participants nationwide.

Batsell, Jake. Keynote speaker for "Merging Traffic: Converging Lanes of Communication," United Methodist Reporter Communicators Conference, Irving, Texas, March 2012.

Batsell, Jake. Solo speaker for "Expanding Your Skills: How to Become a Curator, Liveblogger and Data Visualizer." Society of Professional Journalists Region 8 Conference, Fort Worth, March 2012.

Batsell, Jake. Solo speaker for Religion Communicators Council, University Park United Methodist Church, University Park, Texas, January 2012.

Batsell, Jake. Panelist for "Future of News Media." Public Relations Society of America annual communications summit, Irving, Texas, October 2011.

Batsell, Jake. Solo speaker for "Media Outreach During Turbulent Times for the News Business," U.S. Department of State, Office of Passport Services Conference, Dallas, Texas, September 2011.

Batsell, Jake. Panelist for "Teaching Innovation and Entrepreneurship in Journalism School." Association for Education in Journalism and Mass Communication conference, St. Louis, August 2011.

Batsell, Jake. "Sniffing Out Shovelware: Millennial Students Analyze News Apps During the iPad's First Year." Research paper presented to the Communication in the Millennium International Symposium, San Diego, May 2011.

Batsell, Jake. Panelist for "How Social Media Can Make You a Better Journalist." Society of American Business Editors and Writers annual conference, SMU, April 2011.

Batsell, Jake. Panelist and session chair for "Online/Convergence Media." SPJ-Fort Worth Careers in Journalism/Mass Communication Conference, Texas Christian University, February 2011.

Batsell, Jake. "SMU Journalism Instructor Recounts Super Bowl XLV No-Seat Saga at Cowboys Stadium." Guest column, *Dallas Morning News*, page 8A, February 8, 2011.

Batsell, Jake. Panelist for "New Directions in Experiential Learning." Associated Press Managing Editors NewsTrain, Texas Christian University, Fort Worth, October 2010.

Batsell, Jake. Panelist for International Visitors Leadership Program. World Affairs Council of DFW Event with Iraqi provincial officials, Dallas, September 2010.

Batsell, Jake. Authored five guest columns for [Journalism 2.0: A Conversation about Journalism and Technology](), an industry blog operated by digital news pioneer Mark Briggs, January-July, 2010.

Batsell, Jake. Panelist for "The Role of the Media in the United States." World Affairs Council of DFW / Press Club of Dallas joint event with South Korean trade and education delegates, Dallas, June 2010.

Batsell, Jake. Panelist for "Online/Convergence Media." SPJ-Fort Worth Careers in Journalism/Mass Communication Conference, University of Texas at Arlington, February 2010.

Batsell, Jake. Panelist for "Blogging and Web Site Creation Demystified." SPJ Region 8 Conference, Fort Worth, March 2009.

Batsell, Jake. Panelist for "Online/Convergence Media." SPJ-Fort Worth Careers in Journalism/Mass Communication Conference, Texas Christian University, Fort Worth, February 2009.

Batsell, Jake. "The Role of Civil Society in Transforming Democracy in Zimbabwe." Presented to the U.S. State Department's Bureau of Intelligence and Research, Washington, D.C., February 2001.

BOOK CHAPTERS AND JOURNAL ARTICLES ON AFRICAN POLITICS

Boone, Catherine and Jake Batsell. "Politics and AIDS in Africa: Research Agendas in Political Science and International Relations," in *HIV/AIDS and the Threat to National and International Security*, Robert L. Ostergard Jr., ed. New York: Palgrave Macmillan, 2007, 3-35.

Batsell, Jake. "AIDS, Politics and Non-Government Organizations in Zimbabwe, " in *The African State and the AIDS Crisis*, Amy S. Patterson, ed. Hants, England: Ashgate Publishing, 2005, 59-77.

Boone, Catherine and Jake Batsell. "Politics and AIDS in Africa: Research Agendas in Political Science and International Relations," *Africa Today*, Summer 2001, 3-33.

DEVELOPMENT OF PROFESSIONAL AND STUDENT WORKSHOPS

Batsell, Jake. Co-organized and hosted [ONA DFW: Digital Storytelling Workshop](), held at SMU's Meadows School of the Arts in partnership with the Online News Association and Dallas Morning News, February 25, 2017. The workshop drew nearly 100 participants.

Batsell, Jake. Organized, hosted and curated the [Digital News Revenue Summit](), held at the University of Texas at Austin's Belo Center for New Media in partnership with The Texas Tribune and the Knight Center for Journalism in the Americas, April 3, 2014. The summit drew more than 90 journalists and researchers from 27 countries and was viewed by more than 500 virtual participants from around the world via livestream.

Batsell, Jake. Coordinated [Becoming the Ultimate Freelancer](), a workshop co-hosted with the Press Club of Dallas, March 2, 2013. More than 40 media professionals and students came to SMU's Division of Journalism for a half-day workshop on how new technology is creating new freelance opportunities in the media business.

Batsell, Jake. Coordinated [Entrepreneurial Journalism and the Future of News](), a workshop co-hosted with the Press Club of Dallas, February 25, 2012. More than 60 media professionals and students came to SMU's Division of Journalism for a series of sessions on how to chart your own course in the media business. SMU digital journalism students live-blogged the workshop, and tweets tagged with #pressclubsmu became a trending topic on Twitter in the DFW area.

Batsell, Jake. Coordinated Press Club of Dallas Mobile Video Workshop, April 16, 2011. Worked with fellow instructor Michele Houston to plan and execute a daylong video workshop for 11 Press Club members at SMU's Division of Journalism.

Batsell, Jake. Host and co-coordinator of the Texas Multimedia Workshop with Randy Eli Grothe, Sept. 25-26, 2010. A dozen high school and college students shot photos and videos at the State Fair, then edited their work in the SMU Convergence Newsroom.

Batsell, Jake. Host, coordinator and panelist for the SMU Social Media Workshop, Sept. 11, 2010. This outreach event brought more than 80 local media professionals and students to the Division of Journalism. Worked with the Press Club of Dallas and Asian American Journalists Association of Texas to co-host the event. Also served as a panelist for the session "Using Social Media as a Journalistic Tool."

COURSES TAUGHT AND DEVELOPED

Southern Methodist University
JOUR 4306: Business and Journalism
JOUR 3355: Media Entrepreneurship (first team-taught in 2013; taught solo since 2015)
JOUR 2398: Introduction to Digital Media and Analytics
JOUR 4398: Digital Journalism
JOUR 3325: Technology Reporting
CCJN 3358: New Media News
CCJN 3365: Investigative Reporting (team-taught)
CCJN 2312: Reporting I

University of North Texas
JOUR 2310: Newspaper Reporting and Writing
JOUR 2320: Newspaper Reporting and Writing II
JOUR 4410: Reporting of Public Affairs
UNT Upward Bound Program: Introduction to Journalism (high school)

University of Texas at Austin
J361: Reporting Urban News (graduate teaching assistant for Dr. George Sylvie)

OTHER TEACHING ENDEAVORS

June 2011-
May 2017

Faculty adviser, smudailycampus.com
- Faculty liaison for student media collaboration between SMU's Division of Journalism and the independent student newspaper, *The Daily Campus*. Advised students, faculty and staff on editorial, curricular, logistical and technical matters. Coordinated digital coverage of major events including

statewide and national elections, the NCAA basketball tournament and the opening of the Bush Presidential Center.

2011   **Faculty supervisor, Light of Day Project**
                    • SMU coordinator for statewide collaboration with The Texas Tribune, Freedom of Information Foundation of Texas and numerous other Texas universities. Worked with the Daily Mustang and Daily Campus to publish a Technology Reporting class project with interactive maps and graphics examining SMU's compliance with the federal Clery Act. Yahoo! News picked up the project as a featured story in May 2011.

August 2008-   **Founding faculty adviser, smudailymustang.com**
May 2011   • Created and oversaw the Division of Journalism's award-winning student news site. During its three-year existence, the site grew to attract more than 43,000 pageviews per month and won regional and national recognition from the Society of Professional Journalists and the Center for Innovation in College Media. Organized training sessions; led weekly critique sessions; developed multimedia tutorials; supervised payroll; coordinated coverage of major events; supervised directed studies for student editors; coordinated flow of content from journalism classes; tracked analytics; oversaw Web hosting and content management systems; supervised equipment checkout; negotiated sponsorships and content partnerships.

PROFESSIONAL JOURNALISM EXPERIENCE

2005-2008   **The Dallas Morning News**
                    • Divided time equally between print and video as the Metro Desk's only "hybrid" reporter, writing general-assignment stories while also shooting and editing short-form videos.
                    • Served as interim transportation reporter from March-June 2007. Covered a fierce statewide debate on toll roads, routinely traveling to Austin to cover state Capitol developments.
                    • Previous duties included city hall beat coverage of Plano and Frisco, as well as regional enterprise stories.

2001-2004   **The Seattle Times**
1997-1999   • Retail beat reporter for Business News section. Covered retail companies based in the Puget Sound region, including a trio of Fortune 500 corporations: Starbucks, Nordstrom and Costco.

- Traveled to Costa Rica and Nicaragua to report and write a three-day series about coffee farming conditions for the paper's award-winning "Shifting Fortunes" project.
- Metro desk responsibilities included general assignments, night police beat and the federal courthouse.

1994-1996 **Reporting internships**
- San Jose Mercury News (metro desk)
- Chicago Tribune (metro desk)
- Arizona Republic (Washington, D.C., bureau)

1992-2005 **Freelance contributor** to newspapers including the Arizona Republic, Washington Post, Austin American-Statesman, Fort Worth Star-Telegram and Seattle Times.

HONORS, GRANTS & AWARDS

2017   Tow-Knight Disruptive Educator Fellowship, awarded by the City University of New York Graduate School of Journalism.

2017   Selected for 2017 class of the Emerging Leaders Seminar Series, Office of the Provost, Southern Methodist University.

2017   Recipient of a Meadows Summer Research Fellowship to visit news organizations in the U.S. and Scandinavia for fieldwork.

2016   One of three national finalists for the Tankard Book Award, an annual competition by the Association for Education in Journalism and Mass Communication's Standing Committee on Research.

2014   "Social Media Mogul" award from SMU Center for Teaching Excellence, for efforts to integrate social media into the classroom.

2013-14   One of two nationally selected Texas Tribune fellows, funded as part of a $1.5 million grant from the John S. and James L. Knight Foundation to study best practices in the business of digital news.

2012   Recipient of a Meadows Summer Research Fellowship and Meadows Faculty Development Grant for book project fieldwork.

2012   Selected from an international pool of 57 applicants as one of 15 Scripps Howard Entrepreneurial Journalism Institute fellows at Arizona State University's Walter Cronkite School of Journalism.

2010-2011	Recipient of Meadows iPad Pilot Program Grant (four iPads for use in teaching), Southern Methodist University.
2009	Recipient of a Meadows Faculty Development Grant to attend the Online News Association conference in San Francisco.
2009	Recipient of a Knight Digital Media Center Fellowship, University of California at Berkeley, Multimedia Reporting/Convergence Workshop.
2008	Dallas Morning News quarterly in-house award for video storytelling.
2005	Award for Excellence in Economic Reporting, presented by The Institute on Political Journalism and The Fund for American Studies in Washington, D.C. The annual award is given to the "magazine or newspaper writer, or team of writers, whose work best expands the public's understanding of economic theory and reality." Award presented for "Shifting Fortunes," a team series on the local effects of globalization with fellow reporters Alwyn Scott and Brier Dudley.
2005	Finalist, Gerald Loeb Awards for Distinguished Business and Financial Journalism, "Shifting Fortunes" series. (The Loeb Awards are widely considered to be the Pulitzer Prizes of business journalism.)
2005	Entered by The Seattle Times for a Pulitzer Prize in explanatory reporting, "Shifting Fortunes" series.
2005	Pacific Northwest Society of Professional Journalists Award, 2nd place, comprehensive coverage, "Shifting Fortunes" series.
2004	Finalist, Scripps Howard Foundation National Journalism Awards, business/economics reporting, "Shifting Fortunes" series.
2004	Pacific Northwest SPJ Award, 3rd place, spot news for coverage of the merger between Starbucks and Seattle's Best Coffee.
2000	Teaching Assistant of the Year for the entire UT-Austin campus.
1999	Pacific Northwest SPJ Award, 3rd place, business features for profile of stock guru Wade Cook.

SERVICE TO ACADEMIA

2017-present	Coordinator, AEJMC Research Prize for Professional Relevance. The annual $1,000 competition, judged by a committee of

academics and professionals, recognizes each year's top conference papers "that bring newfound clarity and insight to emerging media industry practices, cultures and business imperatives."

2015-present   Book manuscript/proposal reviewer for publishers including SAGE, Columbia University Press, University of Illinois Press, Oxford University Press, Peter Lang Publishing and Focal Press.

2012-present   Editorial board member for *Electronic News*, the journal of AEJMC's Electronic News Division, and article reviewer for journals including *Journalism Practice*, *Journalism Studies*, *Digital Journalism* and *Southwestern Mass Communication Journal.*

2018   Mentor, Tow-Knight Center for Entrepreneurial Journalism. Was matched with an entrepreneurial journalism fellow at CUNY's Craig Newmark Graduate School of Journalism to help guide and encourage the development of a new journalism venture.

2016-2018   AEJMC Presidential Task Force on Bridges to the Professions, an eight-member group charged with finding ways to make academic work more relevant to the current media industry landscape.

2013-2017   Conference paper reviewer for AEJMC. Have reviewed for divisions including the Newspaper and Online News Division, the Electronic News Division and the Communication & Technology Division as well as the News Audience Research Paper Award.

2011-2012   Judge, AEJMC "Best of the Web" student contest

SERVICE TO THE UNIVERSITY

2019-present   Chair, Curriculum Committee, Division of Journalism

2018-present   Member, Dean's Advisory Council on Creativity, Innovation and Empowerment, Meadows School of the Arts

2016-present   Committee on Academic Petitions

2016-present   Guest speaker, faculty mentor and judge, Provost's Big iDeas Pitch Contest (university-wide entrepreneurship competition)

2017-2019   President's Scholars Selection Committee

2017-2019   University Athletics Council

2016-2019	Faculty Senate Athletic Policies Committee
2017-2018	Search Committee for Assistant Professor, Division of Journalism
Spring 2017	Search Chair for Professor of Practice, Division of Journalism
2014-2017	Board member, Student Media Company
2010-2017	Oversight Committee, smudailycampus.com
2009-2019	Member, Curriculum Committee, Division of Journalism
2009-2016	Co-coordinator, Dallas Morning News internship orientation

- Organized (in consultation with fellow instructor Jayne Suhler) training sessions for our dallasnews.com internship program.

Spring 2015	Search Committee for Assistant Professor, Division of Journalism
2010-2015	Provost's Information Technology Advisory Council
2010-2011	Search Committee for Video Lecturer, Division of Journalism
2009-2010	Faculty development training

- Organized summer training workshops for fellow faculty on social media (2010) and multimedia reporting (2009).

2008-2011	Technology Committee, Meadows School of the Arts
Various years	SMU Common Reading discussion leader ('09, '10, '16, '17, '18)

SERVICE TO THE PROFESSION AND COMMUNITY

2017-2018	Advisory board for Your Voice Ohio, a participatory journalism initiative run by the Jefferson Center for New Democratic Processes and funded by the Democracy Fund and Knight Foundation.
2017	Steering committee for Gather, a community engagement project and platform based at the University of Oregon's Agora Journalism Center and funded by the Democracy Fund and Knight Foundation.
2015	Online News Association Conference Program Committee

2015	Judge for Scripps Innovation Challenge, an entrepreneurial competition among student teams at Ohio University
2014	Judge for Stephen Philbin Awards for excellence in legal reporting, Dallas Bar Association
2012	Judge for Dallas Morning News High School Journalism Competition
2010-2013	Organizing committee member for annual Mass Communication Career Conference, sponsored by the Society of Professional Journalists' Fort Worth chapter
2008-2010	Screening judge, Online Journalism Awards (Online News Assn.)
2006-2009	Judge, Robert Novak Collegiate Journalism Award, presented by the Institute on Political Journalism in Washington, D.C.

PROFESSIONAL MEMBERSHIPS

2009-present	Association for Education in Journalism and Mass Communication
2009-present	Online News Association
2010-present	Society of Professional Journalists (Fort Worth Chapter)
2010-2016	Press Club of Dallas

NEWS SOURCE/EXPERT

Texas Tribune (Austin), quoted in "Beto O'Rourke is Betting Big on Facebook Ads," October 31, 2018.

MediaShift (San Francisco), quoted in "Will Comment Sections Fade Away, Or Be Revived By New Technologies?", January 19, 2018.

KLRD-AM (Dallas/Fort Worth), live radio interview about Sean Spicer's first briefing as White House press secretary, January 23, 2017.

WBAP-AM (Dallas/Fort Worth), live radio interview about Donald Trump's use of Twitter, January 18, 2017.

Fox4 News (Dallas/Fort Worth), live studio TV interview about Donald Trump attacking the media during his first press conference as president-elect, January 11, 2017.

Columbia Journalism Review, quoted in "A TV station taps viewers to help 'truth-test' the news," November 25, 2016.

Fox4 News (Dallas/Fort Worth), live studio TV interview about key moments during the U.S. vice presidential debate, October 4, 2016.

WNWS-101.5 FM (Jackson, Tennessee), live on-air radio interview about social media coverage of the first U.S. presidential debate, September 27, 2016.

Columbia Journalism Review, quoted in "With key new hires, Texas Tribune continues to reach beyond political insiders," August 2, 2016.

Drehscheibe (Berlin-based German news video magazine), on-camera interview for "The membership model of The Texas Tribune," April 18, 2016.

Rzecspospolita (newspaper in Warsaw, Poland), quoted in "Digitalisation will not kill investigative journalism," April 4, 2016.

Columbia Journalism Review, quoted in "How audience engagement editors are guiding online discussions," September 15, 2015.

Institute on Political Journalism blog (Washington, D.C.), featured in "Engaged Journalism: An inside scoop of IPJ alumnus Jake Batsell's new book," April 2015.

Parse.ly digital media blog (New York), featured in "Engaged Journalism: Lessons from Professor Jake Batsell," April 20, 2015.

Nieman Journalism Lab (Harvard University), quoted in article "In the world of nonprofit news, different paths to sustainability for local and state news sites," April 8, 2015.

Poynter Institute, quoted in article "Knight Foundation finds nonprofit sites' revenue rising but sustainability elusive," April 8, 2015.

Washington Post, cited in critic Carlos Lozada's "Book Party" column, March 10, 2015.

PBS MediaShift's Idea Lab, featured in "Engagement, Loyalty and (Even) Making Money: A Q&A With Jake Batsell," February 18, 2015.

SXSW Interactive blog, featured Q&A in "2015 SXSW Interactive Session Spotlight: Engaged Journalism – Connecting With News Audiences," January 28, 2015.

Nieman Journalism Lab (Harvard University), quoted in article "The Texas Tribune is 5 years old and sustainable. Now what?" November 3, 2014.

Media Management and Economics Division of AEJMC (blog), featured in Q-and-A article regarding my fellowship research and upcoming book. May 30, 2014.

Modesto Bee, quoted in education column "On Campus: Education writers give, take lessons at conference," May 21, 2014.

Voice of America, quoted in "News Business in US Faces Big Challenges," April 23, 2014.

World Economic Forum (blog), featured in "Lessons from Texas on the future of news," February 25, 2014.

Street Fight Magazine: Inside the Business of Hyperlocal, interviewed at length for article "How Community News Sites Can Get the Most Out of Facebook," January 3, 2014.

Reynolds Journalism Institute (University of Missouri), video interview about Knight fellowship in "Futures Lab Update #31: Mobile Revenue, Social Video News, and Learning From The Texas Tribune," October 15, 2013.

Nieman Journalism Lab (Harvard University), featured in Q-and-A about Knight fellowship in "Jake Batsell Wants to Build a Guide on How to Build a Successful News Nonprofit," July 15, 2013.

Dallas Morning News, quoted about relationship between local media and police in "Shawn Williams to Oversee Media Relations for Dallas Police Department," June 29, 2013.

Fort Worth Star-Telegram, quoted about readers' online comments in "Shooting of Dog by Police Brings Strong Reader Response," June 1, 2012.
CBS-11 News (Dallas/Fort Worth), morning show interview about Google bypassing iPhone users' privacy settings to track Web browsing history, February 20, 2012.

CBS-11 News (Dallas/Fort Worth), on-camera interview about social media backlash to Susan G. Komen Foundation's defunding of Planned Parenthood, February 8, 2012.

CBS-11 News (Dallas/Fort Worth), morning show interview about the introduction of Facebook's new timeline feature, January 31, 2012.

CW-33 News (Dallas/Fort Worth), on-camera interview for "Experts: Twitter Key Part of GOP Debate Process," January 19, 2012.

CBS-11 News (Dallas/Fort Worth), in-studio morning show interview about Wikipedia's blackout to protest anti-piracy legislation, January 18, 2012.

CW-33 News (Dallas/Fort Worth), "Watch What You Tweet," in-studio interview about social media reaction to Penn State football scandal, November 10, 2011.

Yahoo! Sports (Sunnyvale, California), ThePostGame, quoted in "Premature Tweets Proclaim Rangers World Series Champions," October 28, 2011.

CW-33 News (Dallas/Fort Worth), on-camera interview about backlash to Facebook changes, September 21, 2011.

Dallas Observer, quoted in Unfair Park blog post about "The End of SMU's News War," August 19, 2011.

The Sherman Democrat (Sherman, Texas), quoted about using social media productively, July 24, 2011.

NBC-5 News (Dallas/Fort Worth), on-camera interview about the Dallas City Manager reprimanding employees for using Facebook at work, July 12, 2011.

MSNBC.com (New York), quoted about social media reaction to British tabloid phone-hacking scandal, July 6, 2011.

CW-33 News (Dallas/Fort Worth), on-camera interview about Facebook's slowing growth trajectory, June 15, 2011.

CW-33 News (Dallas/Fort Worth), on-camera interview about Twitter's impact in breaking the news of Osama bin Laden's death, May 3, 2011.

NBC-5 News (Dallas/Fort Worth), interview about Twitter addiction, April 25, 2011.

Poynter Institute (St. Petersburg, Florida), research cited in "iPads, Tablets and the News: What We Know Now," News University online webinar, April 13, 2011.

CBS-11 News (Dallas/Fort Worth), on-camera interview about the impact of social media on sports and journalism, February 27, 2011.

PBS MediaShift (San Francisco), quoted in "How to Integrate Social Tools into the Journalism Classroom," February 24, 2011.

Social Media and the Super Bowl (February 2011):
> • Interviewed by four radio stations, two TV stations and two newspapers about social media's role in breaking the Super Bowl XLV ticket fiasco: WBAP-AM (Dallas/Fort Worth), WTNR-FM (Grand Rapids), KESN-FM (Dallas/Fort

Worth), WXOS-FM (St. Louis), CBS-11 (Dallas/Fort Worth), The CW/33 News (Dallas/Fort Worth), *Dallas Morning News* and *Fort Worth Star-Telegram.*

Fox4 News (Dallas/Fort Worth), on-camera interview for news package about President George W. Bush joining Facebook, June 3, 2010.

CBS-11 News (Dallas/Fort Worth), on-camera interview regarding social media's role in times of crisis (Chilean earthquake), March 1, 2010.

The CW/33 News (Dallas/Fort Worth), on-camera interview about news coverage of Michael Jackson's death, July 5, 2009.

Fox4 News (Dallas/Fort Worth), on-camera interview about layoffs at The Dallas Morning News and the future of journalism, April 6, 2009.

WFAA-TV (Dallas/Fort Worth), interview about changes in journalism, March 6, 2009.

Fox4 News (Dallas/Fort Worth), on-camera interview about SMU journalism students covering President George W. Bush's surprise visit to campus, February 24, 2009.

The CW/33 News (Dallas/Fort Worth), on-camera interview about how news organizations are using Twitter as a journalistic tool, January 16, 2009.

CBS-11/TXA-21 News (Dallas/Fort Worth), interview discussing SMU journalism students' multi-platform coverage of the general election, November 5, 2008.