

Beverly Narum Roth  
Adjunct Instructor  
Department of Mass Communication  
College of Humanities and Social Sciences

### **Degrees Earned**

Graduate studies in journalism, Kansas State University, Manhattan, Kan., 1980-82.

Bachelor of arts in journalism and environmental studies, Baylor University, Waco, Texas, May 1974.

Diploma with honors, Memorial Senior High School, Houston, May 1970.

### **Work or Professional Experiences**

#### **Free-lance writer and editor:** August 1997 to present

As a free-lance writer and editor, I've had a variety of clients ranging from business newspapers to trade magazine to entrepreneurs. For a stint, I covered commerce in the Texas Gulf Coast region for the Journal of Commerce. I have been a contributing editor for Intel-Card News, a trade magazine. I edited a book about the Texas savings and loan debacle in the 1980s. I helped Habitat for Humanity publicize its first home tour. Most recently I have done research for an entrepreneur who is developing a number of Websites. My work load has waxed and waned depending on my teaching schedule, the economy and other offers I couldn't refuse.

#### **LocalBusiness.com:** October 1999 to April 2001

When I joined the intriguing world of Internet publishing, I knew it might be tumultuous. I wasn't disappointed. I signed on to the news Web site as an assistant managing editor. We focused on emerging companies that aimed to become the next Cisco or Amazon.com. In one year, our company grew from 13 markets to 28. Initially I edited the Dallas site and set up a Houston operation. (All of us worked from our homes and communicated online or via telephone.) As our company hit the expansion fast track, I was promoted to regional managing editor with oversight of three Texas markets, Denver, Phoenix, Chicago and Minneapolis. My responsibilities included recruiting and training staff, monitoring story quality and handling personnel issues. I also managed a team project to create in-depth weekly stories to run in multiple markets. When the economy slowed, our company floundered. We ceased operations in April 2001.

#### **Austin American-Statesman:** May 1995 to July 1997

As deputy metropolitan editor for the city's daily newspaper, I was second in command over a staff of 35 reporters. My responsibilities included preparing daily story budgets, overseeing weekend story schedules and handling special projects. I regularly attended planning sessions for daily and Sunday newspapers. I also directed three different reporter teams. I worked with them in developing ideas, scheduling stories and editing their work. I also wrote annual evaluations and helped screen job candidates.

#### **The Houston Post:** November 1989 to April 1995

As a business writer for what was then the city's second-largest daily newspaper, my primary areas of coverage were airlines and retail stores – both businesses going through times of tumult. For example, I followed Houston-based Continental Airlines as it spent more than two years in bankruptcy reorganization, sued American Airlines for predatory pricing and re-engineered operations under its fourth chief executive in less than five years. During the same period, I wrote about Houston retailers who faced dueling trends – the national merger craze and the rise of new competition as the city emerged from the oil bust. In my last year at The Post, I also wrote an advertising column and filled in occasionally as assistant business editor.

**Dallas Business Journal:** September 1985 to February 1989

For the weekly tabloid, I followed the energy business, explored restaurant companies, wrote about retailing and handled general assignments. I wrote a weekly column on media and advertising.

**ADWEEK, Southwest:** October 1983 to August 1985

As Houston bureau editor for the weekly advertising trade news magazine, I wrote news stories and features about the local advertising scene. I met with top ad executives, attended creative reviews and watched commercial shoots.

**Free-lance writer/traveler:** August 1982 to September 1983

I spent nearly a year exploring various points in Europe and the United States. To support my wanderings, I free-lanced stories for several magazines including Houston City and KANSAS. I enjoyed the travel so much that I took time off again in 1989, this time venturing as far as Pakistan and India.

**Kansas State University:** September 1980 to July 1982

To pay for graduate school, I worked as a graduate teaching assistant in editing. I also edited engineering reports. In summer 1981, I worked at Oklahoma City-based Private Practice Magazine, an economic/political magazine for physicians.

**Kansas City Star:** August 1978 to July 1980

For the famous Missouri daily, I worked as a suburban bureau reporter with responsibilities varying from disaster coverage to feature writing. I generated stories from 11 school districts and more than two-dozen outlying communities.

**Beaumont Enterprise-Journal:** August 1975 to July 1978

I started at the Texas daily in features where my responsibilities including writing and page layout as well as a stint as food editor. I later became a general assignments reporter and next learned about life's tougher side as evening police reporter.

**Conroe Daily Courier:** June 1974 to July 1975

In my first full-time job, I spent six months as the Today's Family assistant editor and seven months as editor of the department. I wrote features, designed layouts, implemented an amusements page and supervised seven correspondents.