Laura Elizabeth Krantz

Texas State University
Professor
School of Jrnlism & Mass Comm
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Professional Positions

Professor of Instruction, Texas State University. (August 2024 - Present).

University Star Director, Texas State University. (August 2017 - Present).

Senior Lecturer, Texas State University. (August 2017 - July 2024).

Department Chair/Student Media Adviser, Tyler Junior College. (August 1, 2007 - July 31, 2017).

Communication Director, City of Tyler, Texas. (December 2004 - August 2007).

Adjunct Faculty, University of Texas at Tyler. (January 15, 2005 - August 1, 2007).

Senior Staff Writer, Tyler Morning Telegraph. (January 2002 - December 2004).

Asst. Managing Editor, The Paris News. (October 2000 - January 2002).

Editor in Chief, Hugo Daily News. (March 2000 - October 2000).

Education

MA, Stephen F Austin State Univ, 2005.
Major: Communication
Dissertation Title: In the Balance: Libel and Self-Censorship at Texas Newspapers

BA, Univ of New Mexico Main Campus, 1998.
Major: Creative Writing, Journalism and Mass Communication

Professional Memberships

Society of Professional Journalists. (July 2019 - Present).

Online News Association. (September 1, 2018 - Present).

College Media Association. (August 1, 2007 - Present).

Texas Intercollegiate Press Association. (August 1, 2007 - Present).

Awards and Honors

2026 Part-Time Faculty Excellence in Teaching Award for the College of Fine Arts and Communication, Texas State University. (August 2026).

Carles T. (Chuck) Choate Memorial Adviser of the Year, Texas Intercollegiate Press Association. (March 2026).

Montgomery Distinguished Service Award, College Media Association. (November 1, 2024).

BOKO Awards Recognized Student Organization Advisor of the Year, Texas State University. (April 2023).

Distinguished Two-Year Newspaper Adviser, College Media Association. (March 20, 2017 - October 26, 2018).

Star Professor, Alpha Omicron Chapter Phi Theta Kappa. (2016).

Best Special Election Campaign, 2014 Reed Awards. (2014).

Volunteer of the Year, CASA for Kids of East Texas. (2013).

TJC Endowed Chair for Teaching Excellence, NISOD. (2012).

Star Professor, Alpha Omicron Chapter Phi Theta Kappa. (2012).

Adviser of the Year, Texas Intercollegiate Press Association. (2011).

Best Public Relations Campaign Conducted, National Association of Home Builders. (2010).

Honor Roll Adviser Award, College Media Advisers. (2010).

Best Special Event, Texas Association of Municipal Information Officers. (2007).

Katie Awards Finalist, Dallas Press Club. (2004).

First Place Business Reporting, Texas Associated Press Managing Editors. (2004).

First Place Freedom of Information Award, Texas APME. (2004).

First Place Freedom of Information Award, Texas APME. (2002).

Second Place Paul R. Ellis Media Award, American Heart Association. (2001).

Journalist of the Year, North and East Texas Press Association. (2000).

Consulting

Owner and President, Krantz Public Relations, Tyler, TX, United States. (July 1, 2007 - August 1, 2017).

Publications

Krantz, L. J. (2018, December 5). Texas State Hosts Soapbox Soundoff. *College Media Matters*. Published. http://www.collegemediamatters.com/2018/12/05/texas-state-hosts-soapbox-soundoff/

Presentations

Krantz, L. E., 2024 National College Media Convention, "Now Spin This: Your Student Media Needs a PR Team," College Media Association / Associated Collegiate Press, Sheraton New Orleans, New Orleans, LA. (October 31, 2024).

Krantz, L. E., Bobcats Vote, "Why Don't We All Vote?," Student Involvement & Engagement, LBJSC, San Marcos, TX. (October 1, 2024).

Krantz, L. E., 2024 Texas Intercollegiate Press Association convention, "Working With PIOs," Texas Intercollegiate Press Association, Embassy Suites, San Marcos, TX, United States. (April 12, 2024).

Krantz, L. E., 2024 Texas Intercollegiate Press Association convention, "Why Your Student Media Needs a PR Team," Texas Intercollegiate Press Association, Embassy Suites Hotel, San Marcos, TX. (April 11, 2024).

Krantz, L. E., 2022 TIPA Annual Convention, "TIPA 101 for New Advisers," Texas Intercollegiate Press Association, Fort Worth Hilton, Fort Worth, TX, United States. (March 23, 2023).

Krantz, L. E., National College Media Convention, "Adviser as Business Manager, Moving Toward Financial Solvency," College Media Association/Associated Collegiate Press, Washington, D.C. Hilton, Washington, DC, United States. (October 31, 2019).

Krantz, L. J. (Speaker), 2018 National College Media Convention, "Surviving the Perfect Storm: Dealing With Controversy," College Media Association / Associated Collegiate Press, Galt House Hotel, Louisville, KY, United States. (October 26, 2018).

Krantz, L. J. (Panelist), 2018 Bernard and Audre Rapoport Annual State Conference, "Freedom of Speech on College Campuses," Freedom of Information Foundation of Texas, Hyatt Regency, Austin, TX, United States. (September 21, 2018).

Krantz, L. J., Texas Intercollegiate Press Association Annual Conference, "Surviving the Perfect Storm," Texas Intercollegiate Press Association, Crowne Plaza, Dallas, TX, United States. (March 23, 2018).

Krantz, L. J. (Trainer), Crisis Management Planning, "What's the Worst that Could Happen," Smith County Non-Profit Development Center, Tyler, TX, United States. (June 15, 2012).

Contract, Fellowships, Grants and Sponsored Research

Krantz, L. E., "Audience Strategies for Local News," Sponsored by Google News Initiative, Raise Your Hand Texas, Texas Tribune, Private / Foundation / Corporate, $1,000.00. (November 2025).

Krantz, L. E. (Principal), "Star Stories," Sponsored by Office of Equity and Inclusion, Texas State University, $600.00. (September 1, 2019 - December 5, 2019).

Krantz, L. J. (Principal), "Ingelhart First Amendment Grant," Sponsored by College Media Association, Private / Foundation / Corporate, $600.00. (July 1, 2018 - July 1, 2019).

Teaching Experience

MC 3321, section 001, NEWS WRITING & REPORTING I. 3.00 credit hours.

MC 2111, section 251, MEDIA PRACTICUM. 1.00 credit hours. 6 enrolled.

MC 2111, section 253, MEDIA PRACTICUM. 1.00 credit hours. 1 enrolled.

MC 2111, section 280, MEDIA PRACTICUM. 1.00 credit hours. 1 enrolled.

MC 3321, section 254, NEWS WRITING & REPORTING I. 3.00 credit hours. 18 enrolled.

MC 2111, section 001, MEDIA PRACTICUM. 1.00 credit hours. 2 enrolled.

MC 3321, section 001, NEWS WRITING & REPORTING I. 3.00 credit hours. 19 enrolled.

MC 2111, section 251, MEDIA PRACTICUM. 1.00 credit hours. 3 enrolled.

MC 3321, section 254, NEWS WRI & REP I. 3.00 credit hours. 18 enrolled.

MC 1100S, section 001, INTERVIEWING FOR STORYTELLING. 1.00 credit hours. 10 enrolled.

MC 2111, section 001, MEDIA PRACTICUM. 1.00 credit hours. 2 enrolled.

MC 3321, section 001, NEWS WRI & REP I. 3.00 credit hours. 18 enrolled.

MC 2111, section 253, MEDIA PRACTICUM. 1.00 credit hours. 1 enrolled.

MC 2111, section 280, MEDIA PRACTICUM. 1.00 credit hours. 1 enrolled.

MC 3321, section 254, NEWS WRI & REP I. 3.00 credit hours. 18 enrolled.

MC 3321, section 001, NEWS WRI & REP I. 3.00 credit hours. 18 enrolled.

MC 2111, section 251, MEDIA PRACTICUM. 1.00 credit hours. 4 enrolled.

MC 3321, section 254, NEWS WRI & REP I. 3.00 credit hours. 16 enrolled.

MC 2111, section 001, MEDIA PRACTICUM. 1.00 credit hours. 2 enrolled.

MC 3321, section 001, NEWS WRI & REP I. 3.00 credit hours. 15 enrolled.

MC 2111, section 251, MEDIA PRACTICUM. 1.00 credit hours. 5 enrolled.

MC 2111, section 280, MEDIA PRACTICUM. 1.00 credit hours. 3 enrolled.

MC 1313, section 258, MEDIA WRITING. 3.00 credit hours. 20 enrolled.

MC 4313, section 002, ADVANCED WRITING FOR PR. 3.00 credit hours. 13 enrolled.

MC 2111, section 001, MEDIA PRACTICUM. 1.00 credit hours. 2 enrolled.

MC 4313, section 262, ADVANCED WRITING FOR PR. 3.00 credit hours. 18 enrolled.

MC 2111, section 251, MEDIA PRACTICUM. 1.00 credit hours. 2 enrolled.

MC 2111, section 280, MEDIA PRACTICUM. 1.00 credit hours. 1 enrolled.

MC 2111, section 292, MEDIA PRACTICUM. 1.00 credit hours. 1 enrolled.

MC 4313, section 004, ADVANCED WRITING FOR PR. 3.00 credit hours. 19 enrolled.

MC 2111, section 001, MEDIA PRACTICUM. 1.00 credit hours. 1 enrolled.

MC 2111, section 006, MEDIA PRACTICUM. 1.00 credit hours. 2 enrolled.

MC 2111, section 280, MEDIA PRACTICUM. 1.00 credit hours. 2 enrolled.

MC 1313, section 264, MEDIA WRITING. 3.00 credit hours. 20 enrolled.

MC 2111, section 001, MEDIA PRACTICUM. 1.00 credit hours. 2 enrolled.

MC 2111, section 006, MEDIA PRACTICUM. 1.00 credit hours. 2 enrolled.

MC 4313, section 004, WRITING FOR PUB. 3.00 credit hours. 16 enrolled.

MC 2111, section 280, MEDIA PRACTICUM. 1.00 credit hours. 4 enrolled.

MC 1313, section 264, MEDIA WRITING. 3.00 credit hours. 20 enrolled.

MC 1313, section L64, MEDIA WRITING. 0.00 credit hours. 20 enrolled.

MC 4311, section 096, INDEPENDENT STUDY. 3.00 credit hours. 1 enrolled.

MC 2111, section 001, MEDIA PRACTICUM. 1.00 credit hours. 3 enrolled.

MC 1313, section 024, MEDIA WRITING. 3.00 credit hours. 20 enrolled.

MC 1313, section L24, MEDIA WRITING. 0.00 credit hours. 20 enrolled.

MC 2111, section 752, MEDIA PRACTICUM. 1.00 credit hours. 1 enrolled.

MC 2111, section 280, MEDIA PRACTICUM. 1.00 credit hours. 8 enrolled.

MC 1313, section 264, MEDIA WRITING. 3.00 credit hours. 20 enrolled.

MC 1313, section L64, MEDIA WRITING. 0.00 credit hours. 20 enrolled.

MC 2111, section 001, MEDIA PRACTICUM. 1.00 credit hours. 3 enrolled.

MC 2111, section 006, MEDIA PRACTICUM. 1.00 credit hours. 1 enrolled.

MC 1313, section 024, MEDIA WRITING. 3.00 credit hours. 20 enrolled.

MC 1313, section L24, MEDIA WRITING. 0.00 credit hours. 20 enrolled.

Directed Student Learning

Independent Study, "Social Media Campaign and Multimedia Enhancement at The University Star." (January 2025 - May 2025).
Advised: Marisa Nunez

Independent Study, "Media Transparency and Accountability at The University Star." (August 2018 - December 2018).
Advised: Carrington Tatum

Non-Credit Instruction Taught

Seminar, The University Star, 15 participants. (August 4, 2026 - August 7, 2026).

Seminar, The University Star, 14 participants. (August 12, 2025 - August 15, 2025).

Seminar, The University Star, 14 participants. (August 13, 2024 - August 16, 2024).

Seminar, The University Star, 13 participants. (August 8, 2023 - August 11, 2023).

Seminar, The University Star, 15 participants. (August 16, 2022 - August 19, 2022).

Seminar, The University Star, 20 participants. (August 19, 2019 - August 23, 2019).

Guest Lecture, 10 participants. (November 16, 2018).

Seminar, The University Star, 20 participants. (August 13, 2018 - August 17, 2018).

Seminar, The University Star, 20 participants. (December 1, 2017 - May 15, 2018).

Star of the semester required training, The University Star, 10 participants. (January 11, 2018 - January 13, 2018).

Teaching Innovation and Curriculum Development

New Course. MC1100S Interviewing for Storytelling. August 2023 - December 2024.

Revise Existing Course. MC 3321 News Reporting and Writing. January 16, 2024 - May 16, 2024.

First Time Course Preparation. MC 3321 News Reporting and Writing. August 2022 - 2022.

Revise Existing Course. MC 1313 Media Writing. January 15, 2022 - May 2022.

Revise Existing Course. MC 4313 Advanced Writing for PR. August 24, 2020 - December 11, 2020.

First Time Course Preparation. MC 4313 Writing for Public Relations. August 2019 - December 2019.

First Time Course Preparation. MC 1313 Media Writing. August 2017 - December 2017.

Faculty Development Activities Attended

Conference Attendance, "Texas Tribune Festival," Texas Tribune, Austin. (November 12, 2025 - November 15, 2025).

Workshop, "Audience Strategies for Local News," Texas Tribune / Google News Initiative, Austin, TX. (November 12, 2025 - November 13, 2025).

Conference Attendance, "National College Media Convention 2025," College Media Association / Associated Collegiate Press, Washington, DC, United States. (October 15, 2025 - October 18, 2025).

Workshop, "Central Texas Journalism Summit," Austin Community College, Austin, TX. (October 11, 2025).

Seminar, "State of the Student Press," Student Press Law Center. (September 16, 2025).

Conference Attendance, "TIPA Annual Convention 2025," Texas Intercollegiate Press Association, San Marcos, TX. (April 10, 2025 - April 12, 2024).

Workshop, "SOLD: Fundraising Best Practices: How to Support What You Love at TXST," Office of Advancement, San Marcos, TX. (February 4, 2025).

Conference Attendance, "National College Media Convention 2024," College Media Association / Associated Collegiate Press, New Orleans, LA, United States. (October 30, 2024 - November 2, 2024).

Conference Attendance, "TIPA Annual Convention 2024," Texas Intercollegiate Press Association, San Marcos, TX. (April 11, 2024 - April 13, 2024).

Conference Attendance, "National College Media Convention 2023," College Media Association / Associated Collegiate Press, Atlanta, GA, United States. (October 29, 2023 - November 2, 2023).

Conference Attendance, "TIPA Annual Convention 2023," The University Star, Fort Worth, TX. (March 22, 2023 - March 25, 2023).

Conference Attendance, "National College Media Convention 2022," College Media Association / Associated Collegiate Press, Washington, DC, United States. (October 26, 2022 - October 30, 2022).

Conference Attendance, "TIPA Annual Convention 2022," Texas Intercollegiate Press Association, Fort Worth, TX, United States. (March 23, 2022 - March 26, 2022).

Conference Attendance, "National College Media Convention 2021," Associated Collegiate Press / College Media Association. (October 14, 2021 - October 16, 2021).

Conference Attendance, "Freedom Of Information Foundation of Texas annual conference 2021," FOIFT, Austin, TX. (September 24, 2021).

Continuing Education Program, "Poynter Institute, Virtual Teachapalooza 2021," Poynter Institute, Virtual. (June 4, 2021 - June 5, 2021).

Conference Attendance, "TIPA Annual Convention 2021," Texas Intercollegiate Press Association, virtual. (March 24, 2021 - March 26, 2021).

Conference Attendance, "National College Media Convention 2020," CMA/ACP, Virtual. (October 22, 2020 - October 24, 2020).

Seminar, "USC Election Cyber Security Workshop for Journalists," USC Annenberg School, Virtual. (September 1, 2020).

Continuing Education Program, "Teaching Online @TxState," Texas State University, San Marcos, TX, United States. (June 2020 - August 2020).

Continuing Education Program, "TXST: Teaching and Working Remotely," Texas State University, San Marcos, TX, United States. (March 2020).

Conference Attendance, "National College Media Convention 2019," Associated Collegiate Press / College Media Association, Washington, DC, United States. (October 31, 2019 - November 3, 2019).

Conference Attendance, "SPJ Excellence in Journalism Conference," Society of Professional Journalists, Austin, TX, United States. (September 6, 2019 - September 7, 2019).

Conference Attendance, "International Symposium on Online Journalism," International Symposium on Online Journalism, Austin, TX, United States. (April 12, 2019 - April 13, 2019).

Conference Attendance, "Texas Intercollegiate Press Association Annual Conference," Texas Intercollegiate Press Association, Corpus Christi, TX, United States. (March 13, 2019 - March 16, 2019).

Tutorial, "EVVNT calendar training," EVVNT, San Marcos, TX, United States. (February 18, 2019).

Workshop, "IRE Watchdog Workshop," Investigative Reporters and Editors, San Marcos, TX, United States. (February 9, 2019).

Tutorial, "FlyteDesk Ad Shop Training," FlyteDesk, Boulder, CO, United States. (December 11, 2018).

Tutorial, "Using CrowdTangle to Increase Your Bottom Line," CrowdTangle / Facebook, Mountview, CA, United States. (November 30, 2018).

Tutorial, "Flytedesk Beta Training," Flytedesk, Boulder, CO, United States. (November 26, 2018).

Tutorial, "CrowdTangle Account Administration 101," FaceBook, Mountview, CA, United States. (November 20, 2018).

Conference Attendance, "2018 National College Media Conference," College Media Association / Associated Collegiate Press, Louisville, KY, United States. (October 25, 2018 - October 28, 2018).

Conference Attendance, "Online News Association Annual Conference," Online News Association, Austin, TX, United States. (September 13, 2018 - September 15, 2018).

Institute, "Teachapalooza," Poynter Institute, St. Petersburg, FL, United States. (June 8, 2018 - June 10, 2018).

Conference Attendance, "Texas Intercollegiate Press Association Annual Conference," Texas Intercollegiate Press Association, Dallas, TX, United States. (March 22, 2018 - March 24, 2018).

governmental committee meeting about free speech on college campuses, "Texas State Senate Legislative Affairs Committee Meeting," Texas State Legislature, San Marcos, TX, United States. (January 31, 2018).

Conference Attendance, "National College Media Conference," College Media Association/Associated Collegiate Press, Dallas, TX, United States. (October 25, 2017 - October 29, 2017).

University Service

Organizer, University Star 115th Anniversary Guest Lecture Series. (October 10, 2025 - Present).

Participant, SJMC Annual Awards. (May 5, 2023 - Present).

Participant, Hachar Student Tours During Mass Comm Week. (October 2017 - Present).

Chair, University Star Advisory Committee. (August 1, 2017 - Present).

Organizer, University Star Editor-in-Chief Search Committee. (August 1, 2017 - Present).

Organizer, The University Star End-of-the-Year Awards. (May 2017 - Present).

Participant, VIP student tour of Trinity and answering questions about majors. (July 24, 2026).

Participant, Bobcat Day. (April 25, 2026).

Organizer, 115th Anniversary Gala. (January 23, 2025 - March 2026).

Participant, Bobcat Day. (November 22, 2025).

Participant, Headliners Foundation Awards Luncheon. (November 8, 2025).

Organizer, Star Stories / The University Star. (October 22, 2025).

Participant, Personnel Committee. (August 2024 - September 2025).

Participant, Doral Academy Tour. (March 7, 2025).

Participant, Bobcat Day. (February 22, 2025).

Participant, PC Review of Faculty Member. (February 11, 2025).

Organizer, Star Stories / The University Star. (October 23, 2024).

Organizer, Mass Comm Week Student Editor Panel. (October 9, 2024).

Organizer, Mass Comm Week Open House. (October 8, 2024).

Applicant / Account Manager, Texas State Student Service Fee Committee / Applicant. (February 24, 2023 - 2023).

Organizer, Step Up For State / University Star Excellence Fund. (October 12, 2023 - October 13, 2023).

Organizer, Star Stories / The University Star. (October 12, 2023).

Participant, New Student Orientation Participant. (March 2023 - August 2023).

Participant, University Star Recruitment at Freshman Orientation. (August 16, 2023).

Organizer, SNO Sites Training for Editors. (May 30, 2023).

Organizer, University Star End of Year Party and Awards. (April 29, 2023).

Host, SJMC High School Visit at The University Star. (April 19, 2023).

Participant, Step Up For State / University Star Excellence Fund. (October 16, 2022 - October 17, 2022).

Participant, Headliners Foundation Awards Luncheon. (February 26, 2022).

Member, Mass Comm Week Committee. (September 1, 2018 - January 2021).

Member, Continuity of Student Life Work Group. (May 29, 2020 - September 21, 2020).

Member, Strategic Planning Committee for the Leadership Institute. (January 17, 2020 - March 1, 2020).

Participant, Headliners Foundation Awards Luncheon. (September 28, 2019).

Participant, San Antonio Association of Hispanic Journalists Awards Gala. (August 3, 2019).

Participant, Student Leadership Networking Event with SJMC Advisory Committee. (November 8, 2018).

Participant, Texas Association of Journalism Educators Conference. (October 21, 2018).

Participant, San Antonio Association of Hispanic Journalists Awards Gala. (August 11, 2018).

Participant, Headliners Foundation Awards Luncheon. (September 16, 2017).

Senator, Tyler Junior College Faculty Senate. (May 2016 - July 31, 2017).

Chair, Tyler Junior College Faculty Load Committee. (2011 - 2012).

Member, Tyler Junior College Achieving the Dream Committee. (2011 - 2012).

Member, Tyler Junior College QEP Communications Committee. (2011 - 2012).

Member, Tyler Junior College SACS Campus Visit Committee. (2010).

Professional Service

Member, TIPA First Amendment Committee. (August 2025 - Present).

Member, College Media Association First Amendment Committee. (August 1, 2020 - Present).

Member, TIPA Contest Committee. (April 16, 2020 - Present).

Attendee, National College Media Convention. (October 2007 - Present).

Attendee, TIPA Conference Attendee. (2007 - Present).

Contest Judge, TIPA Conference Contest Judge. (2007 - Present).

Chair, Texas Intercollegiate Press Association Conference Chair, San Marcos, TX. (February 2023 - April 15, 2025).

Judge, Barbara Jordan Awards, Austin, TX. (February 28, 2018).

President, Texas Intercollegiate Press Association. (2015 - 2017).

Director, UIL Regional Journalism Meet. (2008 - 2017).

Attendee / Participant, Texas Community College Journalism Association. (2008 - 2016).

Coordinator / Organizer, Texas Community College Journalism Association. (2008 - 2016).

Vice President, Texas Intercollegiate Press Association. (2013 - 2015).

Secretary, Texas Intercollegiate Press Association. (2011 - 2013).

Public Service

Participant, Great Texas River Cleanup, San Marcos, TX. (March 7, 2026).

Organizer, Star Stories, San Marcos, TX. (March 2019 - October 2025).

Participant, Fall River Cleanup, San Marcos, TX. (October 5, 2025).

Participant, Great Texas River Cleanup, San Marcos, TX. (March 1, 2025).

Participant, Fall River Cleanup, San Marcos, TX. (October 5, 2024).

Participant, Fall River Cleanup, San Marcos, TX. (October 7, 2023).

Member, San Marcos Area Chamber of Commerce, San Marcos, TX. (March 2021 - 2022).

Participant, Great Texas River Cleanup, San Marcos, TX. (March 2, 2020).

Participant, Great Texas River Cleanup, San Marcos, TX. (2019 - March 2, 2019).

Participant, Fall River Cleanup, San Maros, TX. (October 5, 2019).

Participant, Fall River Cleanup, San Marcos, TX. (October 6, 2018).

Participant, Iconic Village Apartment Fire Benefit Show, San Marcos, TX. (August 1, 2018).

Participant, Bobcat Build, San Marcos, TX. (April 7, 2018).

Participant, Great Texas River Cleanup, San Marcos, TX. (March 3, 2018).

Member, CASA for Kids of East Texas Executive Board. (2011 - 2016).

Member, Heart of Tyler Board. (2007 - 2011).