MAKAYLA SMITH

portfolio

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BIO

HELLO,

My name is Makayla Smith. I am a junior at Baylor University majoring in journalism on the advertising track, double minoring in business administration and Spanish.

While at Baylor, I've realized my passion for serving nonprofits through communication. I'm passionate when using written materials and designs to help an organization achieve its goals. Being detail-oriented, I enjoy the process of revising my writing and my designs to support and build on an organizations mission. I value team collaboration and life-long learning and am excited for opportunites to continue growing as a professional.

MAKAYLA SMITH

713-517-0477 /
MAKAYLA_SMITH1@BAYLOR.EDU

SKILLS

- Highly flexible, articulate communicator, creative problem solver and determined learner.
- Ability to communicate in Spanish in verbal and written formats.
- Detail-oriented and passionate. Adaptable and collaborative.
- Proficient in InDesign and Photoshop.

EXPERIENCE

Long-Term Mission Trip Team Member, Dubai **May 2021 – August 2021**
Lived 10 weeks in Burjuman, Dubai

- Moved overseas for immersive missions program, developing cultural literacy and interpersonal skills, interacting with individuals from over 30 countries.
- Initiated cross-cultural conversations, including follow-up meetings for interfaith engagement.
- Utilized culturally relevant communication technology to foster meaningful relationships.
- Collaborated with a network of diverse individuals to meet team goals.

Bahama Buck's, Magnolia, Texas **July 2018 – February 2019**
Avalanche Crew Member

- Collaborated with team members to create a vibrant atmosphere in order to increase customer satisfaction and retention.
- Provided solutions to complex customer problems to maintain friendly and helpful customer service.
- Processed and prepared orders quickly and accurately, adhering to food safety protocol.

EDUCATION

Baylor University, Waco, Texas **May 2023**
Bachelor of Arts, Journalism on the Advertising Track
Minor in Business Administration
Minor in Spanish

AWARDS AND RECOGNITION

Dean's Gold Scholarship (4.0 GPA) **August 2019 – Present**
Dean's List **Fall 2019 – Present**
Kappa Tau Alpha, Baylor Journalism Honor Society Member **April 2021 - Present**

ACTIVITIES

Business Professionals of America, Secretary **August 2018 – May 2019**

- Organized two fundraiser events

Church Bible Study, Lifegroup Leader **August 2021 – Present**
Montgomery County Animal Shelter, Volunteer **Summers, 2014 – 2019**
National Honor Society, Member **August 2016 – May 2019**

DESIGN

PURA
VIDA

IT IS
well
WITH MY
soul

Vino Etéreo

Champagne

Paired With

- Brie
- Baguette

Sauvignon Blanc

Paired With

- Goat Cheese
- Butter Crackers

Pinot Noir

Paired With

- Asiago
- White Sesame Seed Crackers

Cabernet Sauvignon

Paired With

- Pecorino
- Rye Bread

Chardonnay

Paired With

- Provolone
- Whole Grain Crackers

Moscato D' Asti

Paired With

- Gouda
- French Baguette

Healthy Diet Provides Endurance

Proper eating prevents illness and offers natural remedies for inflammation and gut health

Cooking with many ingredients and varying fresh produce is helpful to remember when sticking to a healthy diet. Photo by Vanessa Loring.

By Amber Adamson

As the summer months usher in bathing suit weather, many of us begin to think about what we put on our plates and how it reflects the way we look. Chef and healthy eating expert Robin Jeep says it's not just about a crash diet but rather a lifestyle change in order to fit into those suits and to have the energy to enjoy summer fun.

Following a simple, healthy eating plan allows for "stamina, endurance and strength" you may have never thought you had, Jeep said. Jeep, partner and executive chef at Waco's Café Vibrante, has prepared healthful food for celebrities like Paul McCartney, Mikhail Baryshnikov, and she currently cooks for Emmitt Smith's family.

According to Jeep, incorporating the right foods into your diet is as easy as understanding our basic needs for nutrition.

"Humans were designed to eat mainly greens," she said, followed by vegetables, fruits, legumes, nuts and seeds, grains and a small amount (about three ounces) of lean animal protein.

Jeep says most people have a distorted sense of what to eat, saying the standard American diet is heavy in processed foods and grain-fed animals. Food addiction is real, she says, and it can take up to 12 weeks to turn old habits around and give the body time to "fight to clean out toxins" from unhealthy eating.

Dr. Ian Ashley, an emergency medicine physician affiliated with Providence Healthcare Network, says he has seen too many patients with preventable illnesses "looking for a pill to solve their problem.

"I want to educate people to take responsibility for their health and make them realize that they have the power to be healthy," Dr. Ashley said.

Dr. Ashley chooses not to tell patients what they can't eat, rather what they should be enjoying. He encourages everyone to start with a goal of eating more fiber. He plans his meals ahead of time, incorporating fiber by eating a lot of fruit, vegetables and beans.

Dr. Ashley either packs a lunch or knows which restaurants cater to his healthy eating lifestyle.

Jeep stresses that healthy eating is a lot cheaper than one would think, because it is so nutrient dense. She encourages a twice weekly shopping trip, sticking to the perimeter of the store. Jeep even conducts shopping tours of a local grocery store to ensure her clients understand what to put in their carts.

One of Jeep's clients, 60-year-old Gary Hart, has lost 12 pounds since beginning his tailored healthy eating program in January. He says while a slimmer waist is great, he's even more pleased with the way he feels.

"I had bad joint pain and just terrible aching," Hart said, "but by understanding (Jeep's) philosophy of healthy eating, I no longer have inflammation issues and feel so much better."

Hart stays away from processed foods and white flours, wheat and sugar and instead loads up on greens and beans. He says despite his busy schedule working full-time as a contractor and taking care of his elderly parents, he is able to eat healthy by picking up his meals from Café Vibrante daily.

"Our bodies are all we've got to move around in, so it should be our most important priority," Jeep said.

Café Vibrante offers lunch specials each day and patrons can sample dozens of flavors of premium imported extra virgin olive oils and vinegars. For more information on Jeep's take on healthy eating, including Café Vibrante's Feast to Fitness freshly prepared meals designed to specific needs.

Sprigs of Herbs With Plenty of Applications

By Amber Adamson

Gardening is not always easy, says Waco Herb Society member Eolior Yokus, but "you need patience and ingenuity to learn to overcome the challenges to grow our beloved herbs."

In Central Texas, herbs that grow well are basil, thyme, bay leaf, sage, oregano, chives, dill, parsley, rosemary, lavender, garlic and cilantro.

"Those are the mainstays in our area and, really, the basics of herbs," Yokus said. "They're what people like best anyway."

Herbs are like weeds, Yokus said, and they do not need highly-fertilized soil or take an abundance of water or sun.

"The saying 'no wet feet' on herbs means their roots. Don't let them stand in water. But you do want to plant them in a place that drains well. I plant them in pots, because I can control that easily," she said.

"In all the books you read they say, 'This plant loves full sun.' Oh, they don't live in Texas. So six hours of full sun is good, especially morning," Yokus said. "They don't burn up that way."

Herbs are the key to unlocking more advanced dishes with sophisticated layers of flavor. Photo by Calum Lewis.

There are many different kinds of herb gardens, from the formal to the more "helter-skelter gardens, like ours down here, where they grow and we let them all be friends in there together," Yokus said referring to the society's plot at the Carleen Bright Arboretum.

Of course, herbs are predominately used in cooking. "It adds a little spark to your dish to have a little fresh herb in it," Yokus said.

The rule of thumb is to use three times as much of the fresh herbs as you would the dried, said Martha Roscher, also an herb society member.

Herbs can be used to give great flavor to main courses. Try cooking salmon with a sprig of dill or chicken breast with a sprig of rosemary simply placed on top. Or take the tough, woody rosemary stems and use them for skewers on the grill.

For an easy side dish, sliced new potatoes pair nicely with rosemary. Roscher recommends other savory side dishes like cornbread dressing with fresh sage and using lots of fresh herbs in salad dressings, sauces and cheese balls. In addition, herbs can be used to give unique flavor to sweet foods like cookies, cakes, tea breads, scones and in drinks like lemonade with lavender.

Bay leaves are too tough to be eaten, but they give great flavor when dropped in a pot of simmering soup. Just remember to remove before the soup is served, Yokus said.

"These are really simple things that make you look like you really know how to cook," Rosher said. "And of course the secret to everything you're cooking is to taste and taste before you serve it to anybody."

In addition, herbs can be used for decoration and practical household uses. Roscher says she made a wreath out of bay leaves. Bay leaves also can be placed on a pantry shelf to keep bugs away. Lavender's calming scent can help with sleep. Try this by placing flowers in sachet and tucking under the pillow before bedtime.

When it comes to using herbs, nothing should be wasted, Yokus said. Herbs can be preserved by drying on screen or by hanging upside down, frozen with water in ice cube trays, pickled, preserved in oil or alcohol. Roscher says she recycles glass bottles from herbs purchased at the store to use when storing dried herbs from her own garden.

"Tending a garden, particularly herbs, is a great stress-reliever," Yokus said. "Herbs can add calmness and serenity to your life by the fragrance, the beauty and the multi-uses of herbs."

The Waco Herb Society meets at 9:30 a.m., on the second Tuesday of every month, except in January and December, in Woodway.

Recipes to Spark Inspiration in the Kitchen

Simmering Bundles

Slice one small orange and one lemon
Cinnamon sticks
Whole cloves
Bay leaves

Tie into a bundle in a small herb sachet bag. Cover with water in a small pan on the stove and simmer until the scent starts permeating the whole house. Turn the stove off and the scent will linger for hours.

Dr. Ian Ashley's Favorite Smoothie

One banana
A handful of blueberries
As much kale as you can pack in (for those new to kale, go easy at first as it is an acquired taste)
A splash of soy milk

Mix in a blender and enjoy for a power-packed breakfast or an afternoon pick-me-up.

Chef Robin Jeep's Skillet Vegetable Medley

Your choice of greens
Cruciferous veggies like broccoli or cauliflower
Six more of your favorite veggies

Steam all together, covered, in a skillet until just done. Serve with a baked sweet potato and beans. Jeep recommends making enough for several meals, and keeping it refrigerated for those busy weeknights.

Photo by Alicksana

WRITING

OP ED

my opinion on opinion

I was sitting at my desk, wracking my brain for something to write about for my class assignment. We had to write this opinion column and submit it to the Lariat to potentially be published.

I have small, personal opinions on unimportant things. These types of opinions are as non-threatening as opinions can be. For example, they include food or music preferences. Nothing offensive, and fairly neutral.

However, I couldn't recall a single one of those opinions. I have many personal interests – I enjoy old music and movies and reading books. I paint. I love to hang out with my friends. I go to church, life group and college ministry. There are so many things I could write about.

Still, nothing came to mind.

I had already decided that I didn't want to write on any controversial topics, knowing that previous stories in the Lariat opinion section have gotten negative responses. Very negative. That scares me. It scares me to write my opinion, in an opinion section.

It is inevitable that most opinion will be met with opposition. That opposition often turns into pointed judgment at the individual, rather than just the opinion. I don't want people to create perceptions of me based on what I think about a certain topic. I don't want to be resented for maybe not thinking in the same way as everyone else.

As I was trying to avoid topics that are super controversial and couldn't think about anything "safe" to write about, it hit me – though ironically, I feel as though it may end up being controversial: opinion, love and respect.

This season in particular seems to be filled with more polarized opinions and lots of hatred because of it.

However, I would like to propose that there is room for respect and love in disagreement.

In order to create space for respectful disagreement, we will need to have hard conversations. But these tough conversations are pointless if all of us are scared of the repercussions of our opinions. It won't be easy, but it will be worth it.

In my case, I'm scared to write the wrong thing. But that's tricky, because what is wrong? All our definitions will be different. Some may be the same, or we may at least be able to agree on really big issues, but what about the smaller things?

Respect and love. These are two words I have to keep learning about and keep practicing. It doesn't always come naturally. It has to be intentional and purposeful. It takes humility, something I don't always feel like I have, but am continually working toward.

I want to love and respect other people and their opinions. I want love and respect from other people in regard to my opinions.

This life is too short for us to not love and respect the people who are walking through life at the same time we are, regardless of how their beliefs make us feel. The fact is that all humans have intrinsic value – and that value isn't taken away based on what they believe.

I'm very ready for love and respect to invade our culture. To define it.

This column does not contain my exhaustive opinion or thoughts. There are more things I would like to say. More things I would like to clarify or really articulate better. All I can hope is that I won't be judged based on my 600-something words.

Of course, wishful thinking and talking ideologically isn't quite progress itself. I am aware that steps need to be taken and decisions made. This is a group effort.

It is just my simple desire to humbly submit to the readers of the Lariat that I personally am working toward love and respect in relation to opinions of individuals and individuals themselves and am hoping that my Baylor family will walk with me. This is an area I realize more and more that I will never be done growing in. There is always room to love people better.

OP ED

how can we take ownership of what happens in our city?

People often believe that human trafficking doesn't occur in their community. This is a myth. Human trafficking happens here. Even Waco.

There are approximately 313,000 victims of human trafficking in Texas and approximately 79,000 minor and youth victims of sex trafficking according to a report by The Institute on Domestic Violence and Sexual Assault at The University of Texas at Austin.

Waco is in the middle of the "Texas Triangle." This refers to the major interstates that cross Texas and connect Dallas-Fort Worth, Houston and San Antonio to the rest of the country. The Texas Triangle is considered one of the most heavily trafficked regions in the United States.

So, what are we doing about it?

Unbound Waco is an anti-human trafficking nonprofit organization in Waco that fights against the exploitation and coercion through labor or sexual service of victims for someone else's financial gain.

This exploitation and manipulation of vulnerable populations is not acceptable. As college students, many of us can give our time more freely than in other stages of life. Let's do our part and be a strong, active voice for those who do not have a voice.

Unbound Advocate Maddie Swarbrick says "finding your lane" is the best way to serve Unbound and fight against human trafficking.

"You don't have to jump into every single aspect," Swarbrick said. "Like we have people who, their way of supporting us, is donating items from their own personal small business. Like that is how they are supporting us."

Just think what could be accomplished if every Baylor student entered the fight against human trafficking. What if, instead of being unaware, we were educated community members who watched out for the good of others. Reporting situations, speaking up and taking care of our social workers by supporting them.

"Supporting people who are fighting the cause is also fighting the cause," Swarbrick said.

As a united Baylor community, we could have boundless impact on the very real lives of others who live a block away from us if we simply take ownership.

Waco is our home now. We live here most of the year, go to all the coffee shops and restaurants and drive the streets every day. Let's be active community members.

Let's do our part and link arms with Unbound Waco.

Let's be the forerunners in activating our community to identify and report trafficking. We need to educate ourselves and be active members of this community. We shouldn't passively love people or stand on the sidelines watching when peoples' lives are being turned upside down by the unjust actions of others.

"I think investing in people's lives authentically is emotionally heavy, no matter where you go," Allison Denman, Unbound Waco Programs Director, said. "So, I think that it's definitely a choice to live with that and to carry it with someone but, that understanding of faith and having that source of hope outside of the work is essential."

Unbound Waco recently released their online store. The catalogue has a canvas tote, stickers, T-shirts, hats and more. While simple, these items carry a logo, and with it a purpose. Just a sticker or a T-shirt may have no extraneous meaning to you, but it represents something completely invaluable to someone else.

We can help our local anti-human trafficking agency through purchasing items from the shop, investing our time and attention to social workers to let them know we support them, learning about human trafficking, giving and offering our time and skills through volunteer work.

"We do say awareness saves lives," Denman said. "But awareness only saves lives if there's action involved afterwards, if it changes the way that you live."

NEWS RELEASE

Not in My City: Unbound Waco Fights Against Human Trafficking

WACO, Texas, Jan. 1, 2021 – January is National Slavery and Human Trafficking Prevention Month. Human trafficking is the fastest growing criminal industry in the world, with more than 40 million victims worldwide. Human trafficking happens when a person is forced, tricked or manipulated into providing labor or sexual service for someone else's financial gain.

Traffickers often target and exploit the vulnerabilities of their victims. Common vulnerabilities include age, socioeconomic status, immigration status, lack of support system, previous abuse, trauma and homelessness. These are common themes, but anyone can be a victim.

"When you get into it, it's just so different than what media portrays it as," Unbound Waco Director of Programs Allison Denman said. "It's usually this really seductive, kind of alluring lifestyle that twists into something much darker."

Traffickers deceive their victims with promises of love, a better life, a job, protection or whatever needs and desires they have. Often, victims don't recognize what's happening, or that help is available.

"I think that's just like the most impactful, meaningful part, is when you get to feel like you're intercepting them at a moment in time and they are in this fork in the road and if they would believe you, like if they would just believe in what you're saying, it could change their life forever," Denman said.

Community members can get involved in being part of the solution by learning about human trafficking and how to fight it, serving by contributing time and skills or giving through donations to meet tangible needs.

"I think it's an honor to be able to worry about it," Denman said. "It encourages me that I know someone is caring about them."

Unbound Waco is committed to the fight against human trafficking in our community. For more information, resources or help visit Unbound's website.

ABOUT UNBOUND
Unbound Waco supports survivors and resources our community to fight human trafficking. We envision a future where our community is free from human trafficking. We are hope-driven, service-oriented and excellence-focused. Unbound was launched in 2012 out of Antioch Community Church in Waco, Texas when a group of church members witnessed local exploitation. Unbound Waco was founded as the first Unbound location to address this injustice.

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BLOG STORY

Act Locally Waco: Megan Henderson Feature

Megan Henderson, executive director at City Center Waco, has served many communities by overseeing vital programs for cities' success and values how locals' wellbeing is affected. Henderson enjoys personal involvement in Waco by attending church, volunteering with her daughter and spending time in the community.

"I really like to sit out in my front yard and exchange pleasantries with my neighbors as they walk by," Henderson said. "I really deeply engage with the physical space and want to be part of protecting it and making it better and hope that it speaks to other people and helps them feel connected to Waco."

Through her job, Henderson is able to cultivate and enhance Waco. City Center Waco encourages real estate development downtown and in the surrounding neighborhoods. Henderson's job is to figure out how to do that while bringing about positive changes through communication with community members.

"We like to say that what we do is engagement, planning, accelerating and steering," Henderson said.

Henderson said the most direct way City Center Waco encourages people to enjoy Waco and get involved is by working through the Public Improvement District.

"We're not creating promotions for small businesses, the businesses are creating their own promotions, we're just amplifying their voice," Henderson said. "Because if a business is doing something that might bring people downtown, what we want is to bring people downtown and get them really moving around the space, interacting with the space, enjoying the space."

Locals can personally be part of the work City Center Waco does and help figure out what to do with public spaces and contribute in visioning for them through groups of community volunteers.

"If people really just are interested in downtown and want to get involved, there are Public Improvement District Committees and City Center Waco Committees that they can join and actually contribute to the decision making," Henderson said.

Henderson said people can get involved in Waco by participating in the river clean ups Keep Waco Beautiful does, encouraging people as they participate in races or enjoying and helping maintain the park systems.

"Cleaning up doesn't sound fun, but it is, because you're outside and you're on the river and it's just beautiful," Henderson said.

Henderson enjoys and loves Waco for the scenery on her daily drives to and from work crossing the river and also for the people in the community she can connect with.

"It's the space and the people," Henderson said. "I could have a day in Waco where I didn't talk to another human being, but I'm continually delighted by the things around me. Waco is a beautiful place to be, but similarly, I could be in my office all day and not get out at all and because of the variety of people that I talk to and interact with I am continually delighted all day long."

Henderson said you're not "stuck in a bubble" in Waco.

"Waco is big enough that there's a big variety of experiences to be had, and its small enough that you can taste that whole variety," Henderson said.

To have the greatest impact, Henderson said, find things that speak to a sense of purpose and utilize personal skills and talents.

"I think that when you're doing something that changes you and makes you more fully yourself – that pulls out all of those things about you that make you, you – and puts them in the service of something larger than yourself, that's impact," Henderson said. "And I think that Waco is a place where people are doing that and that that's one of its defining characteristics."

BLOG STORY top 10 travel tips

A Not-So-Intimidating Introduction

Have you ever wanted to travel internationally but have been so intimidated by all that goes into it that you have settled for less-than-ideal vacations? Settle no more! With these tips, you will be able to feel confident in travel planning, no matter the destination you pick. These tips will help you navigate all aspects of overseas travel – from planning to experiencing. Follow along and before you know it, you'll be having your own adventures.

1. Don't Underestimate the Power of Google Translate

Download the Google Translate app on your phone and once in the app, download any languages native to the places you're traveling to. This allows you to use any of the following functions offline. Whether you have an international phone plan or not, it's always good to ensure most of your applications can run without being connected to internet. This app is packed with many useful and convenient features. It includes a camera to translate written languages, a dictionary and conversation function.

2. Use a Currency Converter

Download a currency converter to your phone and ensure it can run effectively offline. Before you go, check that it has the currency of the country you will be visiting. Decide how much cash you will bring, then decide if you would like to convert it when you get to your destination. U.S. dollars are typically good anywhere, but you may lose money if you continue to use your U.S. currency. If you can, avoid converting your currency in the airport – the conversion rates will always be higher, and you will lose more money.

3. Step Outside Your Comfort Zone

Don't be afraid to talk to strangers. Ask locals your questions. Try that excursion. Whatever it looks like for you to step out of your comfort zone – do that. It's difficult to experience a new culture and a new country if you aren't willing to try new things and put yourself out there. Just think, you never know what you might learn or find out you love if you don't try new experiences. Odds are there will be plenty of new experiences — after all, you are going overseas.

4. Get Recommendations from Locals

Always ask your waiter what they suggest for food and beverages, especially when you use Google Translate on the menu and you still don't know what you're ordering. Locals always know what the favorites are, and they can help you navigate your way around the menu. There's also a bonus – it helps you talk to strangers!

5. Go Beyond the Typical Vacation Spots

Touristy locations can be great, but you shouldn't limit your experience to just that. Exploring some not-so-touristy locations can help you to get a real feel for the culture. Try to explore as many towns as you can. Take the scenic routes. Don't just go to restaurants that you're familiar with. Go to the hole-in-the-wall places. You won't regret it.

6. Do Your Research Before You Go

Before you step foot on a plane, you need to do some research. Research the culture, the political climate, the weather and the places and restaurants you want to try. Researching the culture is absolutely crucial. Some countries have more modest cultures – this is often most directly seen in choice of clothing. In order to respect the cultures you are stepping into, you need to know what's appropriate to wear and what's not. You should always know the political climate before you go anywhere. There could be wars, protests or general unrest. Check before you plan a vacation.

7. Register with The State Department

On the State Department's website, there is an option to enroll in the Smart Traveler Enrollment Program. This will allow you to receive alerts and be located in an emergency. The Department of State's website will also have the address and contact information of the U.S. Embassies in each country. There may be more than one depending on which country you travel to.

8. Take Photos

Capture all your memories with photos. You may even want to bring a Polaroid or a disposable camera. You will always regret not taking enough pictures, but you will never regret taking too many. You can go for artistic shots of historical monuments or just your classic family photos – whatever you decide, make sure you have a special way to remember your adventures.

9. Remember: Your Culture is Not Their Culture

If you come from the West and go to the East – don't expect to encounter the exact same perspective. Put your own prerogative to the side. Remember that this culture is unique, beautiful and different from your own. Explore those differences and try not to let your own perceptions keep you from seeing that. Some cultural differences may seem frustrating if you aren't used to them. So, be patient and remember you aren't in the U.S. For example, some countries value meals as a social event to enjoy and linger at, not just a task to complete. Remember to look for and appreciate the value in these differences.

10. Stay safe and have fun

Make sure you always exercise safety and caution when going to new places. Always have a phone on you. It may be helpful to carry a photo copy of your passport and leave your actual passport in a safe where you are staying. Decide what works best for you, but remember to keep an eye on your belongings and always have some form of acceptable ID. This will most often be your passport. Explore, discover and be amazed. Remember to have fun and enjoy your vacation!

NEWSLETTER

Baylor Journalism Alumni, You Can Encourage the Next Generation

All the Wrong Perceptions

Did you ever experience false perceptions of your major and of the Baylor Journalism, PR and New Media Department when you were at Baylor? Was journalism mixed up with English, communications and professional writing and rhetoric when you were a student?

When you picked a major in the JPRNM Department, you most likely encountered misunderstandings of your career path, your future plan and your professional credibility due to your major in the JPRNM Department. Students today are certainly experiencing the same struggles. Creative majors often aren't recognized in the professional arena the same way as noncreative majors. As a previous Baylor student, you can offer insight and wisdom. You can help mentor and encourage current students to continue on their paths, despite the numerous false perceptions. The following myths are what current students say are the most common false perceptions.

Myth No. 1: PR Professionals Equal "Spin Doctors"

Often, the perception of public relations professionals is that they unethically cover up bad publicity, don't take ownership for wrongdoing and use any means necessary to protect their company's or client's reputation. While there are professionals who don't maintain ethics consistent with the values of the profession, Baylor's journalism department teaches ethical practices at every turn. Students are encouraged and taught to communicate honestly, transparently and responsibly. By mentoring a current student, you can continue to instill professional ethics and course-correct someone else's journey to uphold practices worthy of a Baylor degree using your own experiences. Current students need real life examples of honest PR and opportunities to network with ethical professionals.

Myth No. 2: Journalism is Dying Because Newspapers and Print Media Are Dying

While print media is certainly less popular than it used to be, there is still a specific audience that desires this type of media. Newspapers have also transitioned to a digital format and make effective use of hyperlinks, photos, videos and interactive tools. As an alumnus or alumna, you can instruct students on communication techniques you've picked up over the years. Many principles of print media transition well to digital media.

Baylor senior Katy Durham had her own false perceptions that journalism was outdated before she got into the major.

"When I was in high school, I told myself I would never major in journalism because I thought it was dying, then I learned through my PR classes how relevant and versatile the industry still is and how it's adapting to a digital age. Now, I can't imagine myself majoring in anything but journalism/PR," Durham said.

Myth No. 3: People in Creative Majors Don't Have an Actual Career Path or Plan

While a career path in the arts is certainly less clear than a traditional career, a lot of individuals in this department still have concrete goals and steps to pursue to get to their desired career point. However, you don't know what it takes unless you're in it yourself, which is all the more reason to have current or retired professionals guide students. You know what it takes. You've been there. You can help those who are there now and are headed where you are. When you come alongside students and walk with them, you can help cement career paths and clarify goals and steps. You know what worked and what didn't. Let's pass the torch to the next generation and with it, some advice.