

Interview Assessment #4 - ISM 2

Name of Professional: Kurt Daniels

Profession/Title: Director of Publications

Business/Company name: Dallas Cowboys

Date of Interview: 26 October 2020

As a yearbook Editor-In-Chief, there are many things that must be done for other people before we can produce our own work. Meeting Mr. Kurt Daniels was very interesting in that he is the professional equivalent of an EIC for yearbook. He is in charge of everyone to collect the required photos, stories, graphics, programs, and quotes for every project each week. I loved getting to know how, as a professional, he takes on tasks and gives deadlines to his staff and apply his advice to my own work and staff.

Mr. Daniels is above all the publications, meaning he is in charge of collecting photos, stories, quotes, and graphics from the reporters and photographers for every project. In comparison, I do a lot of the same tasks as him, so it was really interesting to see the more professional side of my current position as a yearbook editor. I asked him about a challenge he has to face in his career, and I wasn't surprised by his response. He mentioned that there is a significant downfall in the print industry, with newspapers, magazines, physical programs, and flyers. I see that today with our yearbook, as well, as sales have significantly decreased recently. With that, Mr. Daniels worries about how that will affect his job. He did mention, though, that the team and the company in general are very reliant on him for their programs, stories, etc. so he does not fear the negative affects of the downfall of the print industry as some other professionals might. I enjoyed asking him these questions as I ponder about what I want to do with my life after college and if I would want to go back to the news industry or not. After this interview, it's looking like I'll be within the digital sports media portion of journalism!

Many people, especially in the Dallas area, know about the recent injury the cowboys suffered from. Dak Prescott, current and starting quarterback for the Dallas Cowboys, is suffering from an initially mild, now more severe, ankle injury. It was interesting to hear Mr. Daniels take on the event, as he mentioned how it has affected not only the players, but the entire Cowboys staff in and outside of the office. I couldn't imagine what they're currently feeling, and in the same way, as a yearbook staff we have suffered the loss of a former staffer due to her leaving the staff. It takes a tremendous toll on the entire group, and its hard to recover from.

Of course, COVID-19 has taken its toll on the sports industry. Mr. Daniels position, however, allows him to do most of his job from home, which has opened many doors for the safety of the team and publications staff. It was inspiring to here how hard the office has worked for this season and see the result of that firsthand. It was cool to get to relate to him and the team regarding my high school and how we have limited press passes for our football games. Hearing how the restrictions have limited press access, I feel confident that our

yearbook staff is doing everything they can to produce a book, and are handling the current situations very similarly to the Cowboys office.

Speaking with Mr. Daniels has assured me that I want to go into the sports industry. He provided me with some great advice, especially how he had almost no experience in the journalism field when he was my age and even older. He said that I was already ahead of the game (sports pun, hah!) and that I was on the right track for success. Hearing that from a professional, employed at one of the biggest football programs in the nation, gave me so much confidence as far as my personal work goes. I learned so much about myself and the sports publications realm from this one interview and look forward to talking with some of the colleagues he recommended me.