

## **CURRICULUM VITAE**

of

C. A. Tuggle

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March 1, 2017

### Education

Ph. D., The University of Alabama, Mass Communication, 1996.

M. A., The University of Florida, with distinction in Mass Communication, 1992.

B. S., The University of Florida, Broadcasting, 1978.

## TEACHING/ADMINISTRATIVE EXPERIENCE

August 2015	Named Senior Associate Dean for Undergraduate Studies
July 2015	Named Stembler Distinguished Professor
August 2013	Named director of the residential MA program
August 2012	Named Reese Felts Distinguished Professor
July 2008	Promoted to Full Professor at UNC-Chapel Hill. Sequence coordinator (department head) since 2005
July 2002	Granted tenure and promoted to Associate Professor at UNC-Chapel Hill
July 1999 to July 2002	Assistant Professor, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, Chapel Hill, North Carolina. (Electronic Communication)
August 1996 to July 1999	Assistant Professor, School of Journalism and Mass Communication, Florida International University, North Miami, Florida. (Broadcast Journalism)
August 1994 to July 1996	Instructor, Division of Mass Communication, The University of Montevallo, Montevallo, Alabama.
August 1995 to May 1996	Graduate Research Assistant, College of Communication, The University of Alabama, Tuscaloosa, Alabama.
January 1995 to May 1995	Graduate Teaching Assistant, College of Communication, The University of Alabama.
1990 to 1994	Guest lecturer, Departments of Journalism, Telecommunications, Public Relations; The University of Florida, Gainesville, Florida.
1992	Instructor, Summer Journalism Institute, The University of Florida.

## PROFESSIONAL EXPERIENCE

### **MEDIA RELATIONS COORDINATOR**

The University of Florida, Gainesville, Florida, October, 1989 - August, 1994

### **PRODUCER/REPORTER**

WFLA-TV, Tampa, Florida August, 1979 - October, 1989

### **SPORTS REPORTER/PHOTOGRAPHER**

WTSP-TV, St. Petersburg, Florida August, 1978-August, 1979

### **FREELANCE WORK:**

ESPN, NBC Sports, CNN, Sportschannel Florida, CrossCreek Productions.

**DOCUMENTARIAN:** Have produced five versions of a 60-minute documentary (English, Spanish, Spanish with English subtitles, English with subtitles in Chinese and Russian) titled: Las Abuelas de Plaza de Mayo and the Search for Identity. The film is about a group of grandmothers looking for their missing grandchildren, stolen, they believe, by the military during the country's Dirty War. Have screened the film more than 300 times to date. The film has received an Accolade Award of Merit, two Best Shorts Awards, and an Indie Award of Excellence. All are international awards.. Documentary completed with funding from a \$3000 grant from the journalism school and a \$2000 grant from the University Research Council, along with contributions from numerous individuals.

**HOST AND EXECUTIVE PRODUCER, SPORTS FOCUS:** Sports Fous is a weekly radion show that airs on WCHL in the Chapel Hill area. We discuss topics of overarching interest in the sports world, such as use of PEDs, player safety, coaching salaries, etc. The show began airing in September 2013.

## HONORS

Ed Bliss Award, RTVJ Division of AEJMC. Award honors a broadcast journalism educator who has made a significant and lasting contribution to the field. August, 2011

Nominee, Carolina Women's Leadership Council Faculty Mentoring Award, 2009

Argonaut, Order of the Golden Fleece, UNC-Chapel Hill, inducted March, 2007

Delta Upsilon Distinguished Faculty Member Award, April, 2007

Kay Phillips Distinguished Service Award, North Carolina Scholastic Media Assn., 2006

David Brinkley Teaching Excellence Award (Included \$2500 prize), 2005, UNC-CH

Superlative Edward Kidder Graham Award for Faculty, 2002, UNC-Chapel Hill  
Outstanding Faculty Award, 2000, UNC-Chapel Hill

Have directed work that has resulted in more than 600 regional and national student journalism awards, including seven EMMYs and back to back Hearst Broadcast Championships.

Complete list available at [www.carolinaweek.org/awards](http://www.carolinaweek.org/awards)

## **RESEARCH ACTIVITY AND PUBLICATIONS**

### **Books and book chapters**

Tuggle, C. A., Carr, F., and Huffman, S. (2013). Broadcast News Handbook: Writing, Reporting, and Producing in a Converging Media World. Fifth edition. New York: McGraw-Hill. Russian translation completed in 2009. Previous editions were 2001, 2004, 2007 and 2010.

Tuggle, C. A., Casella, P. and Huffman, S. (2010): Live, Late-Breaking, and Broken: TV News and the Challenge of Live Reporting in America. In Stephen Cushion and Justin Lewis (eds.). *The Rise of 24-Hour News Television. Global Perspectives*. Bern: Peter Lang Publishing Group. pp. 133-150.

Tuggle, C. A. (2001). Gayle Sierens: Keepin' On. In M. Beadle and M. Murray (Eds.). Indelible Images: Women of Local Television. Ames, Iowa. Iowa State University Press. pp. 178-189.

### **Refereed publications**

Coche, R. and Tuggle, C. A. (2017). Developing More Sophisticated Methods for Measuring Olympic Medal Success. Accepted for publication in *International Journal of Sports Media*.

Coche, R. and Tuggle, C. A. (2016). The women's Olympics? A gender analysis of NBC's coverage of the 2012 London summer games. Accepted for publication in *Electronic News*.

Davis, K. and Tuggle, C.A. (2012). A Descriptive Analysis of NBC's Coverage of the 2008 Summer Olympics. *Electronic News*. June 2012 6: 51-66. [DOI 10.1177/1931243112452261](https://doi.org/10.1177/1931243112452261)

Owens, L., Tuggle, C. A. and Holman, L. (2011). Should Certification of Meteorologists Serve as a Model for all Broadcast Journalists? *Electronic News*. June 2011 5: 112-126, doi:10.1177/1931243111408784

Tuggle, C. A., Huffman, S., and Rosengard, D. (2007). Reporting Live from the Scene: Enough to Attract the 18-24 Audience? *Journal of Broadcasting & Electronic Media*, 51(1), pp. 58-72.

Tuggle, C. A., Huffman, S., and Rosengard, D. (2007). A Descriptive Analysis of NBC's Coverage of the 2004 Summer Olympics. Journal of Sports Media, 2(1), pp. 54-75.

Adams, T. and Tuggle, C. A. (2004.) ESPN SportsCenter and Coverage of Women's Athletics: "It's a Boys Club." Mass Communication & Society, 7(2), pp. 237-248.

Huffman, S., Tuggle, C. A., and Rosengard, D. (2004). How Campus Media Cover Sports: The Gender-equity Issue, One Generation Later. Mass Communication & Society, 7(4), pp. 475-489.

Tuggle, C. A., Huffman, S., and Rosengard, D. (2002.) For the Ear to Hear: Conversational Writing on the Network Television News Magazines. Southwestern Mass Communication Journal, 17(2), pp. 97-106.

Tuggle, C. A., Huffman, S., and Rosengard, D. (2002.) A Descriptive Analysis of NBC's Coverage of the 2000 Summer Olympics. Mass Communication & Society, 5(3), pp. 361-375.

Tuggle, C. A. (2001). A Plea to Limit "Sports Speak" in the Sportscast. Electronic News: A Journal of Applied Research & Ideas 1(1), pp. 31-35.

Tuggle, C. A. and Huffman, S. (2001). Live Reporting in Television News: Breaking News or Black Holes? Journal of Broadcasting & Electronic Media, 45(2), pp. 335-344.

Tuggle, C.A. and Sneed, D. (2000). Baseball Box Scores in the Newspaper: Helpful Statistics or Sports Heiroglyphics? Newspaper Research Journal, 21(3), pp. 2-13.

Tuggle, C. A. and Sneed, D. (2000). Teaching Media Studies as High School Social Science. Journalism and Mass Communication Educator, 54(4), pp. 67-76.

Tuggle, C. A. and Huffman, S. (1999). Live News Reporting: Professional Judgment or Technological Pressure? A National Survey of Television News Directors and Senior Reporters. Journal of Broadcasting & Electronic Media, 43(4), pp. 492-505.

Tuggle, C. A. and Owen, A. (1999). A Descriptive look at NBC's Coverage of the Centennial Olympics: The "Games of the Woman?" Journal of Sport & Social Issues, 23(2), pp. 171-182.

Tuggle, C. A. and Sneed, D. (1998). Faculty in Professional Programs: The Mix of Experience and Degrees. Journalism & Mass Communication Educator, 53(1), pp. 14-22.

Tuggle, C. A. (1998). The Bias Toward Finding Bias in Television News. Communication Reports, 11(1), pp. 65-72.

Tuggle, C. A. (1997). Differences in Television Sports Reporting of Men's and Women's Athletics: ESPN SportsCenter and CNN Sports Tonight. Journal of Broadcasting & Electronic Media, 41(1), pp. 14-24.

Gan, S., Tuggle, C. A., Mitrook M., Coussement, S., and Zillmann, D. (1997). The Thrill of a Close Game: Who Enjoys it and Who Doesn't? Journal of Sport and Social Issues, 21(1), pp. 53-64.

Carroll, R., Tuggle, C. A., Mitrook, M., McCollum, J., Arlington, K., and Hoerner, J. (1997). Consonance in Local Television News Program Content: An Examination of Intermarket Diversity. Journal of Broadcasting & Electronic Media, 41(1), pp. 132-144.

Carroll, R. L., and Tuggle, C. A. (1997). The World Outside: Local TV News Treatment of Imported News. Journalism & Mass Communication Quarterly, 74(1), pp. 123-133.

Tuggle, C. A. (1991). Media Relations During Crisis Coverage: The Gainesville Student Murders. Public Relations Quarterly, 36(2), pp. 23-28. Article was reprinted with permission of PRQ and appears in McElreath, M. & Miller, P. (Eds.). (1995). Introduction to Public Relations and Advertising: A Reader from the Consumer's Point of View. Needham Heights, MA: Simon & Schuster.

### **Refereed Conference Papers**

Coche, R. and Tuggle, C.A. (2016). From the 1996 "Olympics of the woman" to the 2012 "Women's Olympics:" A gendered evolution of NBC's primetime Olympic coverage. Paper presented at Sports Media Consortium National Conference, Atlanta, GA.

Coche, R. and Tuggle, C. A. (2015). The women's Olympics? A gender analysis of NBC's coverage of the 2012 London summer games. Paper presented at the 2015 International Communication Association conference, San Juan, Puerto Rico.

Coche, R. and Tuggle, C. A. (2014). Developing New Methods for Measuring Olympics Medal Success. Paper presented at the 2014 IACS Summit on Sport and Communication. New York, NY.

Davis, K. and Tuggle, C. A. (2009.) A Descriptive Analysis of NBC's Coverage of the 2008 Summer Olympics. Presented at Association for Education in Journalism and Mass Communication National Conference, Boston, MA, August, 2009.

Corney, L. and Tuggle, C. A. (2008). Should Certification of Meteorologists Server as a Model for all Broadcast Journalists? Presented at Association for Education in Journalism and Mass Communication National Conference, Chicago, IL, August, 2008.

Tuggle, C.A., Huffman, S. and Rosengard, D. (2005). A Descriptive Analysis of NBC's Coverage of the 2004 Summer Olympics. Presented at Association for Education in Journalism and Mass Communication National Conference, San Antonio, TX, August, 2005.

Corney, L. and Tuggle, C. A. (2005). Race in the Television Newsroom: Are On-Air Personalities Reflecting the Communities They Serve? Presented at Broadcast Education Association National Conference, Las Vegas, NV, April, 2005.

Edwards, D., Tuggle, C. A., and Kozlowski, D. (2004). How Do We Select Them and What do We Teach Them? : Success Factors for Broadcast Journalism Award Winners. Presented at Association for Education in Journalism and Mass Communication National Conference, Toronto, Canada, August, 2004.

Adams, T., and Tuggle, C. A. (2003). ESPN SportsCenter and Coverage of Women's Athletics: "It's a Boys Club." Presented at Association for Education in Journalism and Mass Communication National Conference, Kansas City, MO, August, 2003.

Tuggle, C. A., Huffman, S., and Rosengard, D. (2002). Live News Reporting: How a Young Demographic Views It. Presented at Association for Education in Journalism and Mass Communication National Conference, Miami Beach, FL, August, 2002.

Tuggle, C. A., Huffman, S., and Rosengard, D. (2001). A Descriptive Analysis of NBC's Coverage of the 2000 Summer Olympics. Presented at Association for Education in Journalism and Mass Communication National Conference, Washington, D. C., August, 2001. Top-ranked faculty paper in Commission on the Status of Women interest group.

Tuggle, C. A., Huffman, S., and Rosengard, D. (2001). Audience Assessment of Live Television News Reporting: The Viewers' View. Presented at Broadcast Education Association National Conference, Las Vegas, NV, April, 2001. Top-ranked paper in News Division.

Huffman, S., Tuggle, C. A., and Rosengard, D. (2001). How Campus Media Cover Sports: The Gender-equity Issue, One Generation Later. Presented at Broadcast Education Association National Conference, Las Vegas, NV, April, 2001. An earlier version of this paper was presented at the College Media Advisors Conference, New York, NY, February, 2001.

Tuggle, C. A., Huffman, S., and Rosengard, D. (2000). For the Ear to Hear: Conversational Writing on the Network Television News Magazines. Presented at the Association for Education in Journalism and Mass Communication National Conference, Phoenix, AZ, August, 2000.

Tuggle, C.A. and Huffman, S. (2000). Live Reporting in Television News: Breaking News or Black Holes? Presented at Broadcast Education National Conference, Las Vegas, NV, April, 2000. Paper also presented at Association for Education in Journalism and Mass Communication mid-year conference, Chapel Hill, NC, March, 2000.

Tuggle, C.A. and Sneed, D. (1999). Baseball Box Scores in the Newspaper: Helpful Statistics or Sports Hieroglyphics? Paper presented at Association for Education in Journalism and Mass Communication National Conference, New Orleans, LA, August, 1999.

Sneed, D., and Tuggle, C. A. (1999). "'Oreo' Remark Triggers Racial Incident. Paper presented at National Association for Ethnic Studies National Conference, Orlando, FL, March 1999.

Tuggle, C. A., Sneed, D., and Wulfemeyer, T. (1998). Incorporating Media Studies in the High School Social Science Curriculum: Perspectives of South Florida Teachers. Paper presented at Association for Education in Journalism and Mass Communication National Conference, Baltimore, MD, August, 1998.

Tuggle, C. A., and Huffman, S. (1998). Live News Reporting: Professional Judgment or Technological Pressure? A National Survey of Television News Directors and Senior Reporters. Paper presented at Broadcast Education Association National Conference, Las Vegas, NV, April, 1998.

Tuggle, C. A., and Huffman, S. (1998). GOING LIVE: Legitimate News or Performance TV? A National Survey of Television News Directors and Senior Reporters. Paper presented at Association for Education in Journalism and Mass Communication mid-year conference, Dallas, TX, February, 1998.

Tuggle, C. A., and Owen, A. (1998). Identification of Video News Releases: Who Supplied the Goods? Paper accepted for presentation at the Fifth Annual Meeting of the American Society of Business and Behavioral Sciences, Las Vegas, NV, February, 1998.

Tuggle, C. A., and Owen, A. (1997). A Descriptive Look at NBC's Coverage of the Centennial Olympics: The Games of the Woman? Paper presented at the Broadcast Education Association national conference, Las Vegas, NV, April, 1997.



Tuggle, C. A. (1997). The bias toward finding bias in television news. Research paper presented at the Association for Education in Journalism and Mass Communication mid-year conference, St. Petersburg, FL, February, 1997.

Tuggle, C. A. (1997). Women in sports: Television's dismissal of the "weaker sex." Research paper presented at the 15th Annual Women's History Month Conference, North Miami, FL, April, 1997.

Tuggle, C. A. (1996). Quantitative coverage of female athletics: ESPN SportsCenter and CNN Sports Tonight. Research paper presented at the Association for Education in Journalism and Mass Communication national conference, Anaheim, CA, August, 1996.

Carroll, R. L., and Tuggle, C. A. (1995). "The world outside: Local TV news treatment of imported news." Research paper presented at the Association for Education in Journalism and Mass Communication National Conference, Washington, D. C. August, 1995.

Carroll, R. L., Tuggle, C. A., McCollum, J., Mitrook, M., Arlington, K., and Hoerner, J. (1995). "Consonance in local television news program content: An examination of national diversity." Second ranked research paper in the news division, Broadcast Education Association National Conference, Las Vegas, NV, April, 1995.

Tuggle, C. A., and Ferguson, M. A. (1994). "The effects of type of labeling and of sponsor on credibility of video news releases." Top three research paper in the public relations division, Association for Education in Journalism and Mass Communication National Conference, Atlanta, Georgia, August, 1994.

### **Other Publications**

UNC prof: Weight medals for a more fair count. (2016.)

Also: Team USA: Most medals and also most efficient.

Read more at <http://www.wralsportsfan.com/unc-prof-weight-medals-for-a-more-fair-count/15956714/#MgHtVgCjrr01C4yW.99>

Hey NBC, You Need to Use MPC in Your Olympics Coverage. (2010.)  
Electronic News. June 2010. 4: 57-59, doi:10.1177/1931243110368024

Which Country "Won" the Olympics? (2008). Electronic News 2(4), 194-197.

Dropping Sports Coverage Isn't the Answer to Declining News Viewership. (2008). Electronic News, 2(3), 121-122.

Help Us Help You. (2007). Electronic News, 1(3), 137-139.

How Do We Select Them and What do We Teach Them? : Success Factors for Broadcast Journalism Award Winners. (2005.) BEA Feedback, 46, no. 2, pp. 12-22. Quarterly non-refereed research report produced by the Broadcast Education Association.

Tuggle, C. A. (2002, November 3). Lessons in Media Coverage. The News & Observer. pp. 25A-26A.

Tuggle, C. A. (2001.) Satellites, Communication; Satellites, History of; Satellites, Technology of. In J. Schement (Ed.). Encyclopedia of Communication and Information. Farmington Hills, MI. Macmillian. pp. 903-914.

Tuggle, C. A. (2001, April 30). Box-score Baffled. Editor & Publisher, p. 46.

Tuggle, C. A. (2001, May). Sports Survival. American Journalism Review, p. 19.

Tuggle, C. A. (2001). Wagging the Dog: Technology and Local TV News. Columbia Journalism Review, March/April. p. 57.

Tuggle, C. A. (1993, May). FILM AT 11: How to make video news releases work for academic institutions. Case Currents. pp. 32-39.

## **Book Reviews**

Even Worse Than We Had Hoped: A Journey Through the Weird Wild World of Local TV News, by Paul Spelman. Reviewed in Electronic News, 4(4), 2010.

Managing Media Convergence: Pathways to Journalistic Cooperation, by Ken Killebrew. Reviewed in Journalism and Mass Communication Quarterly, 82(4), (2005). pp. 998-999.

Broadcasting & Convergence: New Articulations of the Public Service Remit, Gregory Lowe and Taisto Hujanen (Eds.). Reviewed in Journalism and Mass Communication Quarterly, 84(4), (2004). pp. 998-999.

Crime and Local Television News: Dramatic, Breaking, and Live from the Scene, by Jeremy Lipshultz and Michael Hilt. Reviewed in Mass Communication & Society, 6(2), (2003), pp. 212-214.

## TEACHING RECORD

### **University of North Carolina at Chapel Hill:**

*JOMC 120 Introduction to Field Production and Editing* – Shooting and editing video for television news and other video productions, with emphasis on composition, lighting, and storytelling through video and natural sound.

*JOMC 154 Convergence Reporting* – Preparing students for work in converged media environments, in which journalists prepare stories for presentation on various media platforms: television, radio, print, and online.

*JOMC 191 Sports Announcing* – Practicum in preparing for and announcing sports events for radio and television, both play-by-play and color commentary, as well as producing and delivering sports highlights programs.

*JOMC 625 Media Hub* – Students from the school’s various sequences come together to find and produce stories for use by professional media partners across the state. Stories are developed for use on various platforms (radio, tv, print, multi-media) and in both English and Spanish.

*JOMC 421 Broadcast Reporting and Producing* – Emphasis on reporting for television and news package production. Includes instruction about writing with the video, on-camera presence and interactivity in standups, diction and “energy” in delivery. Producing instruction includes tie-writing (transitions within and between stories), show rundown preparation, and script vetting.

*JOMC 422 Carolina Week* – UNC’s first student-produced newscast, which premiered Spring, 2000. Includes sports and weather, and utilizes talents of students from UNC and other area universities. Show is broadcast live twice per week and also later played on a 16-county cable system. In late 2004, we also created a 30-minute weekly radio news program, Carolina Connection, which airs weekly on local news/talk station WCHL-AM.

*JOMC 423 Television News and Production Management* – Students participate in a collaborative learning environment to hone skills learned in earlier courses and help less experienced students acclimate to the broadcast news experience within the School.

*JOMC 141 Media Ethics* – Students learn how to make ethics decision in all of the media related industries by applying relevant codes of ethics and the teaching of philosophers including Aristotle, Mill, and Kant.

*JOMC 429 TV Sports Reporting* - Students are responsible for sports coverage on all of the school’s news platforms, including the new program Sports Xtra, which went on air in Fall, 2012 with students participating in the effort, not as part of a class, but as an extracurricular pursuit. The class is now offered regularly.

**Florida International University:**

*Documentary Production* - Advanced laboratory and field work to produce, write, report, and edit documentaries and long-form news pieces for television. Emphasis on journalistic and technical broadcast skills including lighting and sound.

*Electronic News Gathering* - Current styles and techniques of reporting, photojournalism, and TV news videotape editing. Emphasis on sound journalistic practices under deadline pressure stressing relationship between script and visuals.

*Broadcast News Reporting* - Reporting, writing, and producing hard news and features for television. Emphasis on grammar, broadcast writing style, and news judgment. Writing assignments ranged from VOs to packages.

*News and Public Affairs Reporting* - Emphasis on covering government and politics as well as other “beats” while reinforcing writing, editing, reporting, and packaging skills from earlier courses.

*Newscast* - Initiated a weekly student-produced newscast. Set up responsibilities included set design, coming up with script template, show design, getting course added to curriculum. Course incorporated all standard newscast elements.

**University of Montevallo:**

*Television News I and News II* - Included newsgathering, writing, newsroom management and ethics, reporting and presentation. Overseeing production of twice-weekly cable newscast crewed entirely by students and encompassing all standard newscast elements including live inserts, satellite reports, and full chroma-key weather.

*Television Production I and Production II* - Included studio production and electronic field production for commercial, educational, and instructional application. Emphasis on videography, lighting, and editing.

*Electronic Newsgathering* - Included videography, editing, and fact finding using electronic and other databases, reporting and interviewing techniques, and writing for broadcast. Students produced stories for inclusion in student newscast.

*Field Videography* - Includes standard and advanced field video techniques related to production of informational, educational, instructional, and news projects. Emphasis on lighting and sound as well as visuals.

**University of Alabama:**

*Sports Announcing* - Featured instruction and practice in the principles and techniques of describing and producing sports events for radio and television and of gathering and reporting sports news.

*Writing for the Mass Media* - Writing for print, broadcast, public relations, and advertising, with emphasis on broadcast and AP style, grammar, punctuation, clarity of

thought, organization, and structure. Nearly all instruction was computer based.  
Graduate teaching assistant.

**University of Florida (guest lecturer):**

*Senior Seminar, Introduction to Public Relations, Writing for Public Relations,  
Introduction to Journalism, Introduction to Mass Communication, Television News II.*

**DISSERTATIONS AND THESES CHAIRED**

**Dissertations**

Coche, Roxane (2012) How Female Athletes Portray Themselves on Social Media Sites Such as Facebook and Twitter.

Casella, Peter (2008) The Grand Experiment. The 10 O'Clock News Reported by Carol Marin.

Corney, Lynn (2006) Minorities and Network News: The Role of Race in Source Selection and Story Topic.

Adams, Terry (2003) Networked News: An Examination of Communication Between Technical and Editorial Staff in Television News.

Rosengard, Dana (2002) The Pedagogical Profile Supporting a Television Newscast Experience in the Undergraduate Broadcast Journalism Curriculum: A Comparative Study of Programs.

**Theses**

Zhu, John (2013)

Vidinsky, Nick (2007) The Little Towns that Could (or Couldn't). An Internet Audio Series and Accompanying Multimedia on America's Changing Maps.

Syal, Shaheen (2006) Connecting in Cyberspace: First and Second-Generation Indian-Americans Using the Internet to Find a Spouse.

Hovsepyan, Anush (2004) Acting is Being Alive: The Story of Joan Darling

Fowler, Richard (2003) Feeding the Furnace: Solutions for Keeping a Glass Studio Going.

## **Senior Honors Theses**

Malkoski, K. (2012). Female sportscasters: They've got what it takes to succeed... or not? Priming Gendered Stereotypes about Female Sportscasters.

Winker, A. (2011) [You've got \(too much\) male: an analysis of gender depictions on ESPN's talk and debate shows.](#)

Hamilton, K. (2010). [Success is everything: local newspaper coverage of collegiate women's basketball programs from 1992 to 2008.](#)

## **PROFESSIONAL AND ACADEMIC PRESENTATIONS**

Leveraging the Media. Matthew Gfeller Sport-Related Neurotrauma Symposium. Chapel Hill NC, March 2017.

Back to Broadcast Basics. Invited seminar leader. Virginia Association of Broadcasters, Charlottesville, VA, March, 2007.

Coverage of the Olympics and Paralympics. Invited panel member. Association for Education in Journalism and Mass Communication National Conference, Toronto, Canada, August, 2004.

Producing Live Shots. Invited Panel Member. Radio/Television News Directors' Association National Conference, Las Vegas, NV, April, 2004.

“Teaching Broadcast Courses in a Converging Media World.” Invited Panel Member and Moderator, Broadcast Education Association National Conference, Las Vegas, NV, April, 2004.

“Making the change from the profession to the classroom.” Invited Panel Member, Broadcast Education Association National Conference, Las Vegas, NV, April, 2002.

## **PROFESSIONAL ENRICHMENT**

Participant: Media Literacy Seminar, Manship School of Mass Communication, LSU, 2009

Fellow: Scipps Howard Academic Leadership Academy, Manship School of Mass Communication, LSU, 2008

## **SERVICE**

### **International:**

#### **Lecturer/Consultant/Trainer**

China Internet Information Center; Blue Ocean Network; China Central Television; School of Journalism, China University of Political Science and Law – Lectured and trained students and journalists in video storytelling. July, 2010. Beijing, China.

Kazakh National University. Taught graduate and undergraduate classes and advised faculty relative to curriculum development. December, 2009. Almaty, Kazakhstan.

#### **Member, Graduate Faculty**

Catholic University of Argentina. Taught month-long course in News for Television in the masters program for audio-visual communication (MaCA) Summer, 2009, Summer 2010. Buenos Aires, Argentina.

#### **Fulbright Senior Specialist**

Specialist in Broadcast Journalism, available to international universities for teaching, curriculum development, etc. Grants totaling nearly \$10,000 have funded visits to:

Catholic University of Argentina, Buenos Aires, May 2003 and May 2004, current member of UCA's graduate program advisory committee.

Catholic University of Chile, Santiago, May 2004

Peru University of Scientific Applications, Lima, May 2004

#### **Coordinator**

Led a group of 25 students who worked as interns for the Olympic News Service at the Rio Summer Olympics, August, 2016. Four other students reported for state media outlets.

Led a group of 33 students who worked as media volunteers at the Beijing Summer Olympics, July-August, 2008

**National:**

**Editor**

Co-editor of the journal Electronic News. Sponsored by the RTVJ division of AEJMC and published by Sage, 2006-2011

**Editorial Board Member**

Journalism and Communication Monographs, 2008-2011

**Site Team Member**

ACEJMC accreditation visits to University of Southern Mississippi, Virginia Commonwealth University, Abilene Christian University, Hampton University, University of Miami, Southeast Missouri State University, Southern University

**Member**

Berry College Communications Department assessment team, 2006

Broadcast Education Association Festival Committee (vice chair, news) (2001-2006)

**Reviewer**

**Electronic News 2011-2015**

Journal of Mass Communication & Society 2001-2004

Journal of Broadcasting & Electronic Media 2002-2015

Journal of Sports Media (2006-2015)

Journalism and Mass Communication Quarterly (2005)

AEJMC SE Colloquium Open Division (2003, 2004, 2007)

Newspaper Research Journal (2002)

Journalism Monographs (2009-2010)

Teunure and promotion cases for: Michigan State, Kent State, West Virginia, Tennessee, Illinois, Colorado, Florida International, Missouri, Purdue, Nebraska



**Judge**

New York International Television and Film Festival (2010) Grand Jury, 2011, 2012, 2013, 2014, 2015  
National Headliner Awards (2001-2009, 2011, 2012)  
Society of American Travel Writers (2009, 2011)  
Alaska Press Assn., 2011  
Electronic News Association of the Carolinas (2004-2008)  
SCBA Star Awards, 2007  
National Council of Farmer Cooperatives (2000-2014)  
National Motor Sports Press Association 2003  
RTNDAC Regional Awards (2005-2007)

**To the University:  
Speaker**

Frequent speaker at UNC admissions and alumni events, such as Carolina 101, Explore Carolina, C-Tops orientation, admissions receptions and open houses, conduct tours of J school for UNC athletics department and admissions department

**Member**

Administrative Boards – 2017, 2016  
University Curriculum Committee, 2017, 2016  
Chancellor's Awards Committee, 2007, 2006, 2005, 2004

Committees to select WUNC-FM Gen. Mgr., Anchor, Reporter, ATC host

**To the School:****SADUS**

Senior Associate Dean for Undergraduate Studies. August, 2015 – present. Led faculty through a major curriculum revamp.

**Director**

Residential MA Program, 2013- 2015  
Also helped shepherd one of the university's first joint BA/MA programs across disciplines (with Environmental Studies)

<b>Chair</b>	Promotion and Tenure Committee, which leads to membership on the dean's advisory council 2014 - 2015
<b>Director</b>	Broadcast Division, North Carolina Scholastic Media Institute, 2004-2017, also yearly J Day instructor since 2008  Involved in coordinating and lead instructor in Capitol Broadcasting Company/UNC Journalism School Minority Fellowship Program, which began in March, 2013
<b>Trainer</b>	Involved in media training sessions for: Town of Carrboro School of Public Health (2) Carrboro Police Carrboro Fire Town of Cary NC Division of Public Health
<b>Ambassador/Fundraiser</b>	Have accompanied School's development officer on fundraising trips to New York City, Washington, DC, Atlanta GA, Charlotte, NC, Chicago, IL
<b>Presenter</b>	To groups of visiting international journalists associated with the Murrow program and to visiting scholars from Korea and China. To the Chuck Stone Minority Fellows Program. To JOMC 101
<b>Member</b>	Curriculum Committee (1999 - 2008), 2014 Hearst Committee (1999 - 2017) Transfer Student Admissions Committee (2001 - 2017) Graduate Admissions Committee (2002 - 2015) Online Masters Admissions Committee (2011- 2013) Scholarship Committee (2004 - 2006) Promotion and Tenure Committee 2012-2014

