

Shirley Staples Carter, PhD
College of Information and Communications
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ACADEMIC ADMINISTRATIVE/LEADERSHIP POSITIONS

Associate Dean for Diversity, Equity and Inclusion, College of Information and Communications, November 2018 – Present. Member, University of South Carolina Council of Academic Diversity Officers. 2016-Present.

Role and responsibilities include representing the College of Information and Communications on the council and working with the Dean and college leadership team to develop and implement diversity, equity and inclusion initiatives. In this role I have served on the Faculty Recruitment and Retention Task Force and joint CADO and Center for Teaching Excellence task force that created the Teaching Towards Inclusive Excellence certificate of completion program for faculty, staff and graduate teaching assistants/instructors to strengthen their strategic diversity leadership and support the university's commitment to inclusive excellence.

Founding Director, School of Journalism and Mass Communications, University of South Carolina, Columbia, S.C. July 2003-July 2008.

Major Accomplishments: During five-year appointment as founding director, served as top academic and administrative officer in the school with oversight of faculty, professional staff, undergraduate and graduate majors, budgets, and resource development and allocation, and an undergraduate and graduate program that offers the B.A., M.A., MMC and Ph.D. degrees. Successfully led program to re-accreditation, increased faculty and staff, established new undergraduate major, developed a collaborative Health Communication initiative, raised school's national profile in faculty research and student achievement, created an international program to expand the school's global reach, enhanced and restructured student advising and career placement.

Director. Elliott School of Communication. Wichita State University, Wichita, KS. July 2000-July 2003.

Primary Responsibilities/Accomplishments: Led an integrated undergraduate and graduate communication program. Managed finances and personnel issues; represented the school within the college and university; developed and maintained partnerships with local schools, industry and launched successful fundraising campaign to support the school's technology infrastructure.

Chairperson. Department of Mass Communications and Journalism. Norfolk State University, Norfolk, VA. January 1994-July 2000.

Primary Responsibilities/Accomplishments. As founding chairperson, successfully led the unit's merger, restructuring, and media outreach. Led the unit to first-time

accreditation by the Accrediting Council on Education in Journalism and Mass Communications, becoming the commonwealth's only accredited program at a state supported university at the time. Served as a member of the Honors Program and Graduate faculty.

Director. Department of Communications and Visual Arts. University of North Florida, Jacksonville. August 1991 – May 1994.

Primary Responsibilities/Accomplishments. Led university initiatives examining critical issues in journalism and mass communication education; developed programming and funding strategies to provide additional educational opportunities in telecommunications; and fostered community and professional linkages in the communications industry.

Chairperson. Department of Communications and Visual Arts. University of North Florida, Jacksonville. August 1988 to August 1991.

Primary Responsibilities/Accomplishments: As founding chairperson, directed the successful merger of communications and fine arts programs. Administered undergraduate programs in communications and visual arts leading to the BA, BFA and MFA degrees. Provided leadership for planning and conducting state university system program reviews in Fine Arts and Communications. Established a communications and visual arts advisory council, directed strategic planning for graduate and professional programs in communications and visual arts, and participated in planning new fine arts facility. Provided leadership for faculty development and research activities and developed and cultivated strong linkages and alliances with local media industry. Managed operational budget, faculty and support staff of 20. Under my leadership, the program achieved the highest student enrollment in the College of Arts and Sciences.

Director, Multicultural Program in Journalism. Manship School of Journalism (now Manship School of Mass Communication). Louisiana State University, Baton Rouge. August 1987-August 1988. Primary Responsibilities/Accomplishments: Assisted the then School Director in the development and implementation of a proposal to establish the Multicultural Program in Journalism to diversify the unit's faculty and students. The program initially received \$107,000 to fund scholarships and journalism workshops for high school students and continuing education for high school newspaper advisers.

Founding Chairperson, Department of Mass Communication. Prairie View A&M University, Texas A&M University System. August 1975-January 1983. Primary Responsibilities/Accomplishments: Administered undergraduate program in mass communication. Guided the program's growth and directed an aggressive fund raising and development campaign that resulted in a \$2.5 million new facility, \$250,000 Dept. of Commerce grant and licensed public radio station, KPVU-FM, within six years. Strengthened university ties with Houston media market, recruited new faculty and students, managed staff of seven.

ACADEMIC POSITIONS

More than 20 years of university teaching experience in Advertising, Ethics, Mass Communications and Society, Media Management, Multicultural Communications, Public Relations Management

Tenured Professor, University of South Carolina. Teaching area includes Public Relations Management, senior-level course for undergraduate and graduate students that incorporates strategic planning, management and leadership principles.

Tenured Professor, Wichita State University, Wichita, KS. Teaching areas included Public Information Writing, Advertising Campaigns, and Senior Portfolio, the unit's capstone course for seniors. Developed new diversity course, Multicultural Communication, to equip students with multicultural knowledge, values and skills essential for professional practice in journalism and communication. Taught one course annually as Director.

Tenured Professor, Norfolk State University, Norfolk, VA. Teaching areas included Ethics in Media, History of Film and Motion Pictures, Race, Media and Multiculturalism, Advertising Campaigns and Contemporary Problems in the Media. Redesigned and supervised a professional internship program that more adequately prepared seniors for entry-level jobs or further study. Taught one course each term as Chairperson.

Tenured Associate Professor, University of North Florida, Jacksonville. Taught Principles of Public Relations, Contemporary Problems in the Media, revamped and supervised the professional internship program, and received a grant to develop a new international communications studies course. Taught one course each term as Chairperson.

Assistant Professor, Louisiana State University, Baton Rouge. Taught graduate and undergraduate courses in Writing for the Mass Media, Principles of Public Relations, Advertising Principles, Public Relations Writing, and Contemporary Problems in the Mass Media. Full-time load included two courses per term.

Instructor, Prairie View A&M University, Texas. Taught Mass Communications and Society, News Writing and Reporting, Feature Writing, Principles of Public Relations, supervised internship program. Taught three courses as Chairperson.

Instructor, Tuskegee University, Alabama. Taught Freshman Composition, Feature Writing and Principles of Public Relations and advised the student newspaper.

Graduate Teaching Associate, The Ohio State University, Columbus. Taught laboratory courses in News Writing and Reporting and Feature Writing.

PROFESSIONAL EXPERIENCE

More than a decade of professional experience in newspaper reporting and editing, public broadcasting and public relations.

Contributor, She Source.org, The Women's Media Center, a resource of women experts on politics, media, communication and diversity, 2008 – present.

Staff Writer, The Virginian-Pilot, Norfolk, VA. June 1995 through August 1995. Wrote features and worked on the copy desk as part of an eight-week assignment under the auspices of the American Society of Newspaper Editors' Institute for Journalism Excellence, a program designed to return veteran journalism and mass communication faculty and administrators to their professional roots.

Information Specialist, Reporter/Writer/Editor, News Bureau, University of Missouri Columbia. 1983-1985.

Assisted in the development and implementation of the university's public information campaign within the division of University Relations and News Services. Covered events and managed media relations for academic units including the School of Journalism and the Department of Fine Arts. Developed audience plans for effective target marketing.

Communications Specialist, Prairie View A&M University. 1975-1983. Advised the administration on developing and implementing community awareness programs designed to attract corporate and legislative support for the university.

General Manager, Interim, KPVU-FM. 1982-1983.

Managed daily operations of the public radio station that served a 150-mile radius, multi-ethnic population. Developed diverse program format that included jazz and country, and managed FCC and CPB reporting requirements.

Managing Editor, The Tuskegee Times, now defunct. Tuskegee, AL. January 1975 through August 1975.

Revitalized the weekly newspaper that became the company's prototype for the Southeast; reorganized and managed the staff; wrote editorials and special features.

Director of Public Relations. Tuskegee University. 1972-1975.

Created and directed an institutional advertising, marketing and public relations campaign for Tuskegee University, featuring outstanding faculty, staff and student achievements. The campaign increased the university's visibility, improved its international image and led to its designation as a National Historic Landmark.

General Assignment Reporter and Education Writer. The Columbus Call Post, Ohio. September 1971-August 1972.

EDUCATION

**Ph.D., Journalism, Advertising emphasis, University of Missouri-Columbia
M.A., Journalism, Public Relations emphasis, Ohio State University, Columbus
B.S., English, Secondary Education, Tuskegee University, formerly Tuskegee
Institute.**

***FUNDED RESEARCH/GRANTS, LEADERSHIP AWARDS, TEACHING AND
RESEARCH FELLOWSHIPS***

2013-2014, Mortar Board Excellence in Teaching Award. The University of South Carolina Alpha Order Chapter of Mortar Board, National College Senior Honor Society.

June 2007, Delegate and program participant in the first World Journalism Education Congress in Singapore. Received international travel grant. Served as a program panelist on diversity in journalism education and the profession and met with the administration and faculty of the School of Communication and Information Science at the Nanyang Technical University in Singapore.

2006 Scripps Howard Foundation National Journalism Administrator of the Year, Charles E. Scripps award. Awarded in cooperation with the Association for Education in Journalism and Mass Communication (AEJMC) for excellence in journalism education and leadership. The award included a \$10,000 prize to the recipient and \$5,000 grant to the recipient's university. The first Black and woman to receive this award.

\$300,000 Health Communication Grant, Spring 2004. In collaboration with the Dean of the College and Director of the School of Library and Information Science, successfully negotiated grant to develop a Health Communication Initiative from the Vice President for Research and Public Health at the University of South Carolina.

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Internet2 Technology Grant Award, Spring 2002. Received \$1500 from the Internet2 mini-grant fund to partially fund 20 wireless network base stations to support the School's first wireless mobile lab.

Leadership Award, August 2001. Presented by AEJMC 2000-2001 president Will Norton at AEJMC convention in Washington, DC, for co-founding the Journalism Leadership Institute in Diversity in 1999, a program designed to attract women and people of color to journalism and mass communication administration.

Leadership Wichita-2001, Chamber of Commerce. Selected as one of 20 participants in Leadership Wichita, a leadership development program to identify individuals with distinguished community involvement, inform them of community issues and needs, and inspire increased commitment to leadership roles in the community.

Newspaper-in-Residence Program, 1998-99. Awarded \$12,000 to establish a partnership between Norfolk State University and the Richmond Times-Dispatch to train students to cover state government as part of a program administered by the Association of Schools of Journalism and funded by the Knight Foundation.

Linn Broadcasting, 1998. Department received more than \$250,000 gift of broadcast equipment and studio sets from Linn Broadcasting and WAVY, TV-10, the local NBC affiliate.

Belo Corporation, 1996. Department received \$20,000 from the Belo Corporation to establish undergraduate scholarships in journalism and mass communications.

Cox Communications, 1995. Department received \$10,000 from Cox Communications to establish undergraduate scholarships in broadcasting.

Institute for Journalism Excellence, 1995. Administered by the American Society of Newspaper Editors (ASNE), funded by the Knight Foundation. Awarded \$5000 fellowship as inaugural participant in program that included seminars and workshops on newspaper industry trends and developments at the American Press Institute, and assignment on the business and copy desks of the Virginian-Pilot.

University of North Florida, Fall 1993. Received paid sabbatical to develop an international course and program focus in the Department of Communications and Visual Arts.

The Freedom Forum Media Studies Center, Technology Studies Seminar. Columbia University, New York, February 1991; February 1996. Among 20 journalism and mass communication educators selected to attend a weeklong seminar exploring new communications technologies, examining applications of news technologies to mass media, and discussing impact of new technologies on information environments.

Gannett, now The Freedom Forum, Center for Media Studies, Leadership Seminar. June 1989. Attended the annual leadership seminar for journalism and mass communication administrators to discuss strategies for improving journalism/mass communication education, one year after becoming the first African American female to chair a journalism and mass communication program at a mainstream university.

Poynter Institute for Media Studies Teaching Fellowship in Media Management. St. Petersburg, FL. July 1988. Received award in recognition of outstanding teaching in journalism and media management. One of 15 journalism educators selected to attend seminar designed to improve media management instruction.

Gannett, now The Freedom Forum, Foundation Grant and New York Times Company Foundation Grant. 1987-1988. Awarded \$107,000 to establish the Multicultural Program in Journalism at Louisiana State University, which included workshops for high school students and teachers, and scholarships for college students majoring in journalism.

University of Missouri Graduate Student Award. Awarded \$800 for Minority Student Recruitment and Retention Research project.

Graduate Professional Opportunities Program Fellowship. Awarded \$50,000 fellowship to support full-time doctoral study and dissertation research at the University of Missouri-Columbia.

Department of Commerce, Educational Broadcast Facilities Program Grant. Awarded \$250,000 grant to purchase equipment for newly licensed public radio station at Prairie View A&M University, a part of the Texas A&M University System.

RESEARCH PUBLICATIONS AND PRESENTATIONS

Research interests include Women and Leadership, Diversity in Higher Education, Issues in Multicultural Communications, Values Analysis.

Ongoing Research: A History of African Americans in Advertising: Enduring Images; Women in Leadership in the Academy; and Religion and the Media.

Sloan, W. D., Carter, S. S., Gozenbach, W. J., and J. G. Stovall, (Eds.) *Mass Communication in The Information Age*, Vision Press, Northport, AL, (1996).

Carter, S.S. (2017). Digital Content, Chapter Questions and Discussions, Glossary, Online Resources and Tests in Kelleher, Tom. *Public Relations*, Oxford Press USA.

Carter, S. S. (2013). "Online News (Women In)," In Strange, M.Z., Oyster, C.K. Sloan, J.E. (Eds.) *The Multimedia Encyclopedia of Women in Today's World*, 1398- 1403. SAGE Publications, Inc.

Carter, S. S. (2013). "Diversity Issues in Higher Education," In Strange, M.Z., Oyster, C. K. & Sloan, J.E. (Eds.) *The Multimedia Encyclopedia of Women in Today's World*, 776-783. SAGE Publications, Inc.

Carter, S.S. (2010). "Tips for Balancing Teaching, Research and Service in Academia," In *Effective Teaching Strategies*, AEJMC Teaching Committee e-book.

Carter, S.S. (1996). "On Being Agents of Change: Challenges and Opportunities Revisited. In *ASJMC Insights*, Journal of the Association of Schools of Journalism and Mass Communications.

Carter, S. S. (1995). "Advertising Copywriting." In Evensen, B. (Ed.) *The Responsible Reporter*. Vision Press, Northport, AL.

Carter, S.S. (1995). "Tips from the Top—Writing for the Eye and Ear." In Seitel, F. *The Practice of Public Relations*. Prentice-Hall, Inc., Englewood Cliffs, NJ.

Carter, S.S. (1994). "Film." "Religious Audiences," In Thomas, E. & Carpenter, B. (Eds.). *A Handbook of the Mass Media in the US: The Industry and Its Audience*, Greenwood Publishing Co.

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Carter, S.S. (1994). "Religious Audiences." In Thomas, E. & Carpenter, B. (Eds.). *A Handbook of the Mass Media in the US: The Industry and Its Audience*, Greenwood Publishing Co.

Carter, S.S., (1992). "Administering the J/MC unit in the 1990s: Problems, Issues and Opportunities." In ASJMC's *Administrator's Insights.*, Published proceedings from panel presentations at the ASJMC 1990 Administrators' Workshop, New Orleans.

Panelist, University of South Carolina's Teaching Toward Inclusive Excellence Program: An Institutional Model for Curricular Diversification," National Association of Diversity Officers in Higher Education annual conference, San Diego, CA, March 12-14, 2020.

Keynote Presentation, Mass Communication Undergraduate Research Symposium, Winthrop University, April 15, 2015.

Presenter, "Teaching the Millennials," Scripps Howard Foundation Teaching Excellence Panel, AEJMC Centennial Convention, Chicago, 2012.

Presenter, "Women and Leadership: Lessons in Politics," University of South Carolina Leadership Programs and Women Student Services, 2011 Mentor Network Seminar, January 19, 2011.

Presenter, "Proven Ways to Flourish in Academe: A Mentoring Plan to Balance Teaching, Research, Service and Life," as part of the 2010 AEJMC convention, Denver, August 2010.

Presenter, "Changing the Face of Journalism Administration: The JLID Program Eight Years Later," AEJMC convention, August 2008.

Presenter, *Scripps Howard Academic Leadership Academy*, The Manship School of Mass Communication, Louisiana State University, Baton Rouge, June 2, 2008.

Panelist, "*Claiming Our Voice: Building a Foundation for Leadership*," Women's Leadership Institute, Provost's Advisory Committee on Women's Issues annual conference, University of South Carolina, May 1, 2008.

Presenter, “*Rewards and Challenges of Leadership*,” Roundtable Discussion, “*Transitions: Professional and academic pathways to administration*,” and “*Accreditation: The Future of Journalism and Mass Communications Programs*,” Scripps Howard Academic Leadership Academy, June 2007, Manship School of Mass Communication and the Scripps Howard Foundation, Louisiana State University.

Panelist, “*Administrative Nuts and Bolts*,” 2006-2007 JLID Training Session, AEJMC Convention, August 2007.

Presider/Creator, “*New Media and New Challenges Facing JMC Educators and Book Industry*,” Recognition Panel for 2007 Scripps Howard Journalism Administrator of the Year, AEJMC Convention, August 2007.

Panelist, “*Leadership in Times of Change*,” University of South Carolina, October 2007.

Moderator/Presider/Creator, “*State of Scholastic Journalism Summit*,” panel presentations and workshops designed to promote and improve scholastic journalism at AEJMC Convention, August 2007, Washington, D.C.

Presenter, AEJMC, “*Developing Resources: Personnel Issues*,” Journalism and Mass Communication Leadership Institute, AEJMC, August 2006.

Panelist, “*Facing the Facebook: Administrative Issues Involving Social Networks*,” AEJMC, August 2006.

Presenter, *Scripps Howard Leadership Institute*, Louisiana State University, June 2006, 2007.

Presenter, *ASJMC Winter Meeting*, “*Motivating Faculty*,” Leadership Workshop for Journalism Leadership Institute for Diversity, February 2006.

Moderator and Panelist, 2005 AEJMC Pre-Convention Workshop Session: “*Sharing Ideas and Methods for Teaching Diversity*,” San Antonio, Texas, August 9, 2005.

Panelist, 2005 AEJMC Pre-Convention Workshop Session: “*Making the Transition to Dean (and Above)*,” and “*Why We Do It? The Joys of Directing and Deaning*,” San Antonio, Texas, August 9, 2005.

Presenter, *Journalism and Mass Communication Leadership Institute for Diversity Training Session*, “*Leadership Strategies: Navigating Your Constituents: Faculty, Alums, Higher Administration*,” and “*Leadership Strategies: Selling Your Vision*,” Nashville, Tennessee, February 3, 2005.

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Moderator and Panel Co-Creator, “*Achieving Curriculum Diversity: An Exercise in Truth*,” 2004 AEJMC Conference, Toronto, Canada, August 4, 2004.

Panelist, “*Convergence and Journalism and Mass Communications Education*,” ASJMC Winter Meeting, Nashville, Tennessee, February 2004.

Panelist, 2002-03 JLID Training Session, AEJMC annual convention, July 2003, Kansas City, Missouri, “*Getting and Administrative Position: Marketing and Negotiating*.” *Journalism Leadership Institute for Diversity, AEJMC Conference, Kansas City (July 2003)*.

Panelist, *Diversifying the Adjunct Pool and Enriching the Learning Experience*,” AEJMC/ASJMC Committee on Alliances, AEJMC annual convention, (July 2003).

Presenter, “*Keeping Morale Up in Bad Times*,” ASJMC Winter Meeting Workshop, Palo Alto, CA. (Dec. 7, 2002).

Presenter, “*Women in Academic Leadership*,” *Panel: Status Report: Women in Journalism and Mass Communication*, August 7, 2002, AEJMC annual convention, Miami Beach, FL. (August 7, 2002).

Presenter, “*Delving into Diversity: Race Reporting in US Newsrooms*,” Panel sponsored by the Civic Journalism Interest Group and Minorities and Communications Division, AEJMC annual convention, Miami Beach, FL. (August 7, 2002).

Presenter, “*Marketing to the New Majority*,” *American Marketing Association, Tulsa, OK chapter*, Lecture/multi-media presentation on successful strategies for marketing campaigns targeting African Americans, American Indians, Asian Americans, and Hispanics. (November 15, 2001).

Producer, Koch Forum on Media Issues, with Elliott School of Communication faculty and the Koch Foundation “*Journalism in the Age of New Technology*.” *Featured participants: Melissa McDermott, CBS News, New York, Adam Clayton Powell, III, then Vice President for Technology, The Freedom Forum, Washington, DC, Alan Schroeder, Interim Director, School of Journalism, Northeastern University, Boston, MA, 2001 Outstanding Alumnus Award recipient, Rick Thames, Editor, the Wichita Eagle, Al Buch,*

GM, KSNW-TV, Don Checots, KPTS-TV, Charles Self, Dean, Gaylord College of Communications, University of Oklahoma, and Jan Schaffer, Executive Director, Pew Center for Civic Journalism, Washington, DC. (October 25, 2001).

Presenter, *“Inclusivity: Building Diversity in Framing News Reports and Covering Communities of Color,”* Civic Journalism and Minorities and Communication Division panel presentation at AEJMC, annual convention in Washington, DC. August 5, 2001).

“Marketing to the New Majority in the New Millennium,” invited presentation to the Wichita Chapter of the American Marketing Association. Wichita, KS. (February 15, 2001).

“Cutting Edge or Fashionably Late: The Shifting Landscape of Journalism Education,” invited presentation to the Wichita Chapter of the Public Relations Society of America. Wichita, KS. (March 21, 2001).

The 2000 Michael Davis Lecturer. Presented the 2000 Michael Davis Lecture at the Southeast Missouri State University, *“The Impact of New Media Convergence and Population Shifts on Journalism Education in the New Millennium,”* as part of annual symposium memorial to former SEMO journalism student, Michael Davis.

Panelist, *“How Professionals Can Help Strengthen the Journalism Curriculum.”* Society of Professional Journalists national convention, Oct. 23, 1998, Los Angeles, CA. (October 23, 1998).

Presenter, *“Ethics for the Media Professional,”* International Association of Business Communicators (IABC). Hampton Roads, Hampton, VA. (May 1997).

Panelist, *“Industry and University Change: Implications for Leadership in Journalism and Mass Communications Education,”* Winter Meeting, ASJMC Administrators’ Workshop, Atlanta, GA. (1996).

Moderator, *“Writing and Reading in 1996,”* panel sponsored by ASNE and the School of Journalism, University of North Carolina, Chapel Hill. (Oct. 25-26, 1996).

Discussant, “*Crossing Cultures: Information Sources, Media Use and the Ethics of Common Advertising Practices*,” refereed paper session, Advertising Division, AEJMC convention. Washington, DC. (1995).

Invited Paper, “*Administering J/MC Units in the 1990s: A Mid-Point Review*,” ASJMC panel session, AEJMC convention. Washington, DC. (1995).

Presented Workshop on “*Managing Media Relations in a Sea of Change*,” President’s Management Retreat, Norfolk State University. (1994).

Moderated panel on “*International Dimensions of Journalism*,” AEJMC Southeast Colloquium. University of Alabama. (1993).

Invited paper, “*Black Middle-Class Consumer Values: Advertising Myths v. Market Realities*,” presented to the Association for Education in Journalism and Mass Communication Advertising **Division Regional Colloquium, Georgia State University, Atlanta**. (1992).

Dissertation, “*A Content Analysis of Predominant Values Manifest in Black Magazine Advertisements, 1965, 1975 and 1985*,” University of Missouri, 1987. Research sought to demonstrate the applicability of value measurement methodology developed by Richard Pollay to the specialized, idiomatic nature of the black magazine.

Select Invited Public Service Presentations:

Panelist, “African American Women in Media,” sponsored by the Richland County Public Library, Columbia, SC (2007)

Guest Commentator, “Journalistic Ethics in the Age of Competition in the News,” With Good Reason, a production of the Virginia Higher Education Broadcasting Consortium and Public Radio Stations serving Virginia. (1997).

Panelist, “Strengthening Partnerships Between Journalism Educators and the Newspaper Industry,” Virginia Press Association Conference. (1996).

Coordinator, ASNE short course and conference on writing. (1994).

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Contributor, Focus group interviews on “Violence in the Media, Censorship and NYPD Blue,” at the Florida Times-Union, Jacksonville. (1993).

Presenter, Workshop on “Women and Media Images” to the Catholic Diocese Women’s Seminar, Jacksonville, FL (1992).

Panelist, “Multiculturalism and Political Correctness: Implications for the Arts,” Symposium sponsored by the Center for Performing Arts, University of Florida and City of Gainesville. (1992).

PROFESSIONAL SERVICE/JOURNALISM AND MASS COMMUNICATION EDUCATION

Book Proposal Reviewer:

Public Relations in the Digital Age, by Tom Kelleher, Oxford University Press, 2014.
Public Relations Strategies in Action: A Casebook, Sage Publications, Inc., 2011.

Reviewer, Special Issue, *Howard Journal of Communication*, Vol. 25, Issue 4, 2014.

External Reviewer, Candidates for Promotion and Tenure, University of Oregon, University of Missouri, University of Oklahoma, Texas Tech University, Kennesaw State University, Louisiana State University, Miami University, University of West Georgia and Indiana University-Purdue University-Indianapolis, Florida International University, Mississippi State University.

Program Evaluator, American University-Dubai proposal for new bachelor’s program in Communication and Information Studies, under the auspices of the American InterContinental University System & Georgia Nonpublic Post-Secondary Education Commission, 2008.

Delegate, World Journalism Education Conference, Singapore, 2007.

Member, External Review, Graduate Program, Greenlee School of Journalism and Communication, Iowa State University, February 2007.

Chair, Academic Program Review, School of Journalism and Electronic Media, College of Communication and Information University of Tennessee-Knoxville, February 23-25, 2004.

Accrediting Council on Education in Journalism and Mass Communication (ACEJMC) Site Team member, 1991-2019. Schools visited include University of Wisconsin, Osh Kosh; Howard University; Eastern Illinois University; Oklahoma State University; Texas Woman's University; Baylor University; Florida A&M University; University of Arkansas, Little Rock; Ohio University; California State University, Fullerton; Bowling Green State University; Drake University; Hampton University; University of South Florida; University of Tennessee-Martin; San Diego State University; North Carolina A&T University; Southeast Missouri State University; Murray State University; and Middle Tennessee State University; Buffalo State University.

Association of Schools of Journalism and Mass Communication (ASJMC) Member, 1988 - 2008

ASJMC President, October 1999 through September 2000

As president, provided leadership in an international organization of administrators of journalism and mass communication programs in more than 200 universities. Major initiatives included:

- Partnerships between mainstream and historically black colleges and universities and multicultural professionals to increase diversity in faculty, students and curricula.
- **Journalism Leadership Institute for Diversity (JLID)**, a joint initiative between ASJMC and AEJMC designed to attract more women and people of color into journalism and mass communication leadership positions. Served as Leadership Resource for the Diversity Leadership Institute for Journalism Administrators, The Freedom Forum Pacific Coast Center, San Francisco, CA, June 3-9, 2000, which launched JLID under the leadership of the presidents of AEJMC and ASJMC, Marilyn Kern Foxworth and I, two African American women, a historic moment in both organizations.

Chair, ASJMC Secondary Education Committee, 2006-2007

Led the committee in developing the first summit on the status of scholastic journalism in the nation's high schools in twenty years. Organized panels and

keynote speakers to promote excellence in high school journalism programs. The summit was held in August 2007 in conjunction with the AEJMC summer convention, and its Best Practices Panel will also be featured during the upcoming ASJMC winter meeting in February 2008.

ASJMC representative to the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). Elected to three-year term, 2003-2006; previously elected to two terms in 1995 and 1998. Served on the task force to restructure then Standard 12 on Diversity, and on the Appeals Committee.

Co-Chair, ASJMC Strategic Planning Committee, 2001-2002; 2002-2003;

Co-Chair, ASJMC/AEJMC Committee on Alliances for 2001-2004

Chair, ASJMC Nominations Committee, 2001, member-2002

Chair, De-briefing session for Newspapers-in-Residence Program, 2001
AEJMC/ASJMC annual convention, Washington, DC.

President-elect, ASJMC, October 1998 through September 1999. Coordinated ASJMC convention programming for the 1999 AEJMC convention in New Orleans. Coordinated the selection of the ASJMC Gerald M. Sass Distinguished Service to Journalism award.

Vice President, ASJMC, October 1997 through September 1998. Coordinated the 1997 Winter Meeting Workshop in New Orleans.

ASJMC Chairman, Human Resources Committee two terms, 1996 and 1997. Initiated the ASJMC pre-convention workshop concept designed to address issues of concern to administrators, including leadership, fund raising, faculty development, technology, diversity and accreditation. Served on various ASJMC committees since 1990.

**Association for Education in Journalism and Mass Communication
(AEJMC) Member Since 1985**

- **Judge**, AEJMC Senior Scholar Research Grant Program Competition, 2012
- **Reviewer**, Political Communication Interest Group, 2011
- **Mentor**, AEJMC Commission on Status of Women Mentorship Project, 2011
- **Reviewer**, Advertising Division, 2010
- **Advisor**, Kappa Tau Alpha, USC School of Journalism and Mass Communications chapter, 2003 – 2008
- **Chair**, AEJMC Nominations Committee, 2003-2004
- **Former Co-chair**, AEJMC Task Force on the Roles and Responsibilities of Elected Standing Committees
- **Past Member**, AEJMC Task Force on Professional Alliances, Nominations Committee, Research Paper Reviewer for Advertising and MAC divisions, and Political Communications Special Interest Group, AEJMC Finance Committee.
- **Member**: Advertising, Public Relations, Ethics, Mass Communications and Society and Minorities and Communications Divisions, Civic Journalism and Religion and Media Interest Groups, Commission on Status of Women and Commission on Status of Minorities.

- **Member**, AEJMC Executive Committee and co-chair of the AEJMC fund raising committee that helped to establish the permanent headquarters for AEJMC at 234 Outlet Pointe Blvd., Suite A, Columbia, SC, 1998-1999.
- **Member**, International Communication Association (ICA), 2000-2009

Select University Service 1994-Present

University of South Carolina 2003-Present

- College of Information and Communications Representative on the University of South Carolina Council of Academic Diversity Officers, 2016- Present
- Member, Faculty Senate Special Committee of 9, 2020

- Co-Chair, Marketing Subcommittee, Quality Enhancement Plan, Office of the Provost, University of South Carolina, 2019-Present
- Member, President's Future Planning Group for Communications, and Future Planning Group for Public Health, DEI Sub-group
- Appointed member, University Committee on Tenure and Promotion, August 2018-December 2018
- Facilitator, USC Creativity Deep Dive Design Challenge, May 2018
- Member, Garnet Apple Selection Committee, 2017-2018
- Member, Faculty Senate Committee on Faculty Civility, 2015-present
- Co-Chair, Family Fund, University Advancement, 2014-2015
- Appointed Member, Faculty Senate Committee on Professional Conduct, 2014
- Elected Member, Faculty Senate Committee on Faculty Grievance, 2010-2013

- Member, Student Publication Board, 2010-2013
- Advisor, Undergraduate Honors Student Thesis, 2010-2012; 2020-21
- Member, Provost's Advisory Committee for CMCIS Dean Evaluation and Review, 2011-2012
- Mentor, Dr. Anthony Palmer, African American Professor's Program, 2008-2011
- Faculty Platform Representative, Mace Party, Summer Commencement 2010
- Member, University Graduate Council, 2008-2010
- Judge, Graduate Student Day, 2009
- Luncheon Guest Speaker, Office of Admissions, Multicultural Student Day, 2009 Member, Carolina and McNair Scholarship Selection Committee, 2007-Present
- Chair, Faculty Senate Admissions Committee, 2007-2008

- Member, Provost Leadership Task Force, 2007-2008
- Member, Provost Advisory Committee on Women's Issues, 2006-2008
- Editor, AT&T African American History Calendar as part of University
- Community Outreach, 2006-2012
- Member, Office of Undergraduate Research (OUR) Advisory Board, 2006-2008
- Provost's Advisory Committee for College of Mass Communications and Information Studies Dean Evaluation and Review, 2011-2012
- Member, Graduate Council, 2009-2010
- Chair, University Admissions Committee, 2007-2008
- Member, Office of Undergraduate Research (OUR) Advisory Board, 2006-2008
- Member, Provost Leadership Task Force, 2007-2008

- Provost Task Force on Non-Tenured Faculty, 2007-2008
- Provost Advisory Committee on Women's Issues, 2005-2008
- Carolina Scholars/McNair Scholars Selection Committee, 2005-Present
- Women's Studies Advisory Committee, 2005-2008
- Editor, AT&T Black History Month Calendar as part of University Community Outreach, 2006-2012

College of Mass Communications and Information Studies/College of Information and Communications 2003 – Present

- Member, Dean's Executive Council, 2018 – Present
- Member, College of Information and Communications Dean's Search Committee, 2017
- Member, School of Library and Information Science Unit T&P Committee 2017-2018; 2019-2020

- Member, Fab Five College Leadership Council, 2003-2008

School of Journalism and Mass Communications 2008 – Present

- Chair, Faculty Search Committee for Public Relations, 2017
- Chair, Faculty Search Committee for Advertising, 2016
- Member, Jeff Ranta Dissertation Committee
- Chair, Unit Diversity Strategic Plan Committee, 2013-Present
- Member, Faculty Search Committee for Broadcasting, 2014
- Member, Unit T&P Select Committee; Unit T&P Committee
Member, Faculty Search Committee for Big Data, Multiplatform, and Public Relations/Digital, 2013-2014
- Member/Chair (split term) Unit T&P Select Committee, 2012-2013
- Member, Unit Petitions Committee, 2012-2013
- Member, Health Communication Faculty Search Committee, 2012-2013

- Member, Public Relations Faculty Search Committee, 2010-2011
- Chair, Unit T&P Select Committee, 2010-2011
- Chair, Unit T&P Committee, 2009-2010
- Member, Unit T&P Select Committee, 2008-2009; 2018-2019
- Member, Cassandra Mitchell Dissertation Committee, 2008

Wichita State University

- Member, Fine Arts Dean Search Committee
- Member, KMUW News Director Search Committee
- Member, Dept. of Communicative Disorders and Sciences Chairperson Search Committee
- Chair, Elliott School of Communication faculty searches, 2000-2002
- Chair, Fairmount College of Liberal Arts and Sciences Performance Incentive Review Committee.

Norfolk State University

- Member, President's Task Force on Restructuring and Realignment
- Member, Centers for Excellence Committee
- Member, Search Committee for Vice President for Academic Affairs • Chair, Strategic Planning Committee, then School of Arts and Letters.

Professional Service/Media Industry

- Contributor, National Resource on Diversity-She Source.org and Women's Media Center, 2009-Present
- Member, South Carolina Press Association, 2003-2008

- Member, South Carolina Broadcast Association, 2003-2008
- Consultant, National Task Force and Advisory Board on Diversity in the Curriculum, Reilly Center for Media and Public Affairs, Manship School of Mass Communication, Louisiana State University, September 2003-June 2007
- Trustee, KPTS Public Television Board, Channel 8, Wichita, KS. Elected July 2001.
- Member, Kansas Press Association and Kansas Association of Broadcasters, 2000-2003
- Member, Kansas Sunshine Coalition, 2000-2003
- Member, Council of Presidents, Council of Communication Associations, 1999- 2000
- Diversity Judge, Pennsylvania Newspapers Publishers Association, 1999 Newspaper of the Year Contest

- Member, Virginia Association of Broadcasters, Broadcast Education Association, 1994-2000
- Member, Advertising Federation of Greater Hampton Roads, 1994-2000
- Member, American Marketing Association, Hampton Roads Chapter, 1994-2000
- Member, Virginia Press Association Education Committee, 1994-2000
- Secretary, Board of Trustees and a Founding Director of the Virginia Coalition for Open Government, 1996-2000
- Chair, Virginia Association of Broadcasters Education Task Force, 1997-2000
- Consultant on Diversity in Journalism Education: The Freedom Forum Pacific Coast Center, 1998
- Member, Chips Quinn Year Long Scholarship Program, San Francisco, January 1998

- Member, Scholarship Selection Committee, The Freedom Forum World Center, Arlington, VA, August 1998
- Diversity Consultant, The Richmond Times-Dispatch, 1999
- Served on the ASNE selection committee for 1999 and 1997 Institutes for Journalism Excellence during the 1998 and 1996 winter meetings of AEJMC
- Member, The Freedom Forum Scholarship Committee, 1992-95.

Community Service

City of Columbia, SC

Volunteer, Richland 2 Public Schools, 2003-Present

Vice President, Board of Trustees, Unity of Columbia, 2012-2013

Member, Ronald McDonald House Charities, Inc. Board of Directors, 2003-2008

Ridge View High PTA/Soccer Team Booster Club, 2009-2010

Middle College Parents Association 2010-2011

City of Wichita, KS

The Arts Council of Wichita Board of Directors

Member, Ronald McDonald House Charities, Inc. Board of Directors, 2001-2003 Member, 2001 Leadership Wichita Class

City of Virginia Beach, VA

Indian Lakes Elementary School Council

Virginia Beach Soccer Club

Hampton Roads Black Media Professionals

City of Jacksonville, FL

Member, Duval County Public Schools Gifted and Talented Advisory Board
Assistant Superintendent for Sunday School, St. Andrew's Episcopal Church.