

## **Tony R. DeMars ~ September 2021**

### AREAS OF TEACHING SPECIALIZATION

Broadcast & Mobile Journalism; Media Technologies / Big Data; Communication Law; Media Production; Media Performance; Social Media; Podcasting; Media Theory.

### TEACHING EXPERIENCE

Texas A&M University-Commerce, Professor of Mass Media & Journalism, 2008-present

Assistant Dean, College of Humanities, Social Sciences & Arts, 2016-2017

University of Houston-Clear Lake, Associate Professor of Digital Media, 2007-2008

University of North Carolina-Pembroke, Department of Mass Communication

2006-2007, Associate Professor and WNCP-TV Faculty Advisor

Sam Houston State University, Department of Mass Communication

2000-2006, Tenured Associate Professor and Broadcasting Coordinator

University of Texas at Arlington, Department of Communication

1997-2000, Assistant Professor / Broadcast Sequence Coordinator

Sam Houston State University, Department of Public Communication

1995-1997, Assistant Professor / KSHU Faculty Advisor

University of Southern Mississippi, School of Journalism and Mass Communication

1993-1995, Graduate Teaching Assistant

Sam Houston State University, Department of Public Communication

1987-1993, Lecturer / KSHU Faculty Advisor

Stephen F. Austin State University, Department of Communication

Part-time Instructor, 1986-1987; Graduate Teaching Assistant, 1984-1986

### COURSES TAUGHT

Broadcast Journalism, Public Relations, Advertising, Media Law, Media Technologies, Media and Society, Social Media Marketing, Video and Audio Production, International / Intercultural Communication, Media Writing, Media Performance, Broadcast Sales, Media Management, Speech for Business & Professions, Public Speaking, Media History

### EDUCATION

University of Southern Mississippi, Ph.D. in Communication, 1996

Dissertation: "From the Simpsons to the Bundys: A Critical Analysis of Disrespectful Discourse in Television Narratives"

Director: Mazharul Haque Focus of Study: Mass Media & Advertising/PR

Stephen F. Austin State University, M.A. in Communication, 1986.

Focus of Study: Mass Media & Administrative Services

Texas A & M-Texarkana, B.S. in Secondary & Higher Education, 1983

Magna Cum Laude (3.97), Focus of Study: Education, English & Psychology

Texarkana College, A.A., 1980

## PROFESSIONAL EXPERIENCE

Summer '19	Talk Radio Host and Newscaster, Cody, WY
Summer '02	Television Reporter, KHQA TV, Quincy, IL
1984 - 2002	Freelance Audio and Video Talent and Production
1997 - 1998	Air Talent & Program Producer, KBFB Radio, Dallas, TX
1996 - 1997	Air Talent, KODA Radio, Houston, TX
1995 - 1996	Air Talent, KHMV Radio, Houston, TX
1993 - 1995	Air Talent, WHER Radio, Hattiesburg, MS
1988 - 1990	Air Talent, KLTR Radio, Houston, TX
1983 - 1988	Air Talent, Production, and Public Service Director KEEE-KJCS Radio, Nacogdoches, TX
1977 - 1983	Air Talent, News Anchor and Program Director, KMLA Radio, Texarkana, TX / Ashdown, AR. Also served as General Manager of sister station, KTRX in Tarkio, MO in 1981
1976 - 1977	Air Talent, KNBO Radio, New Boston, TX

## PEER REVIEWED PUBLICATIONS and CREATIVE WORK

- DeMars, T. R. (2020, 2018, 2016). Big Data. In *Communication Technology Update and Fundamentals*, A. Grant & J. Meadows (eds.). Focal Press.
- DeMars, T.R. and Tait, G.B., Eds. (2019). *Narratives of storytelling across cultures*. Lexington Books.
- DeMars, T.R. (2019). Ideology and culture: Social creation of meaning. In T.R. DeMars & G.B. Tait (eds.). *Narratives of Storytelling Across Cultures*. Lexington Books.
- DeMars, T. R. (2018). News in today's mobile environment. *Electronic News*, 12 (1).
- Kolodzy, J., Grant, A. E., DeMars, T. R. & Wilkinson, J. S. (2014). The Convergence Years, *Journalism & Mass Communication Educator*, 69(2), 197-205.
- DeMars, T. R. (2012). New Technology Impact on Radio Broadcasting in the Netherlands, *The Palgrave Handbook of Global Radio*, J. A. Hendricks (ed.). Palgrave Macmillan.
- DeMars, T. R. (2010). Local Market Radio: Programming and Operations in a New Media World, In *New Media Technologies: Economic and Management Implications for the Traditional Media Industry*, J. A. Hendricks (ed.), Lexington Books.
- DeMars, T.R. (2010). Socialization and Acculturation Through Implications of Sexual Content on YouTube, *The Journal of New Media & Culture*, 7(1). Available: <http://www.ibiblio.org/nmediac/fall2010/DeMars.html>

- DeMars, T.R. and Chan, L. (2009). Individual Personality Traits and Use of Digital Media for News, *American Communication Journal*, 11(4).  
<http://www.ac-journal.org>
- DeMars, T. R. (2009). News Convergence Arrangements in Smaller Media Markets. In *Understanding Media Convergence*, A. Grant and J. Wilkinson (eds.). Oxford University Press.
- DeMars, T. (2008). Local TV Market Multicasting: A New Paradigm for Digital Rich Media, *The Journal of New Media & Culture*, 5(1).  
<http://www.ibiblio.org/nmediac/summer2008/>
- DeMars, T. R. (2007). *Training for the Newsroom and the Classroom: Shooting and Editing Sequences*. Radio Television Digital News Association Educator in the Newsroom Lesson Plans. [http://www.rtnda.org/pages/media\\_items/educator-in-the-newsroom-lesson-plans-introduction-and-table-of-contents717.php?id=717](http://www.rtnda.org/pages/media_items/educator-in-the-newsroom-lesson-plans-introduction-and-table-of-contents717.php?id=717)
- DeMars, T. R. (2006, April). *News 7 Live TV Newscast*, University Student Newscast Finalist, Executive Producer / Faculty Advisor, Broadcast Education Association, BEA Festival.
- DeMars, T. R. (2005). Buying Time to Start Spanish-Language Radio in San Antonio: Manuel Davila and the Development of Tejano Programming. *Journal of Radio Studies*, 11(1), 74-84.
- DeMars, T. R. (2004). Contextualizing International Communication. *Journal of Broadcasting and Electronic Media*, 48 (3), 330-332. (review)
- DeMars, T. R. (2003, April). *Hannibal Drowning*, **Best of the Competition**, Hard News, TV News Package, Broadcast Education Association, BEA Festival.
- DeMars, T. R. (2002). Broadcast News. In James E. Paster, (Ed.), *Forms of Public Expression* (pp. 149-155). Pearson: Boston.
- DeMars, T. R. (2001). *Modeling Behavior From Images of Reality in Television Narratives: Myth-Information and Socialization*. Mellen Press: Lewiston, NY.

#### EDITOR REVIEWED PUBLICATIONS

- DeMars, T. R. (2007). A Bullet-Points Approach to Visual Storytelling on the Web (Feature Article). *Convergence Newsletter*, 4(10), University of South Carolina: Columbia, SC.
- DeMars, T. R. (2004, February 3). Print and Broadcast News Convergence Programs (Invited Feature Article). *Convergence Newsletter*, 1 (7), University of South Carolina: Columbia, SC.

CONFERENCE PRESENTATIONS AND OTHER SCHOLARSHIP (2016-2021 list)

*Cross-Pollinating Student Media Content and Experiences*, Broadcast Education Association Conference, Las Vegas, NV, October 9-12, 2021.

*Social Media and Student Hyperlocal News*, Association for Education in Journalism and Mass Communication Virtual Convention, August 4-7, 2021.

*Diverse Voices in the Curriculum: Opportunities and Challenges*, Broadcast Education Association Virtual Conference, October 22-24, 2020.\*

*Involving Students in Democracy and Journalism: Lessons from Field*, Association for Education in Journalism and Mass Comm Virtual Convention, August 6-9, 2020.

*Big Data 2020*, BEA On Location Conference, Boulder, CO, October 10-12, 2019.

*Ethical Mediation in Backpack and Mobile Journalism*, World Journalism Education Congress, Paris, France, July 9-11, 2019.

*The Overlooked Demographic: Service Learning for Seniors*, Broadcast Education Association Convention, Las Vegas, NV, April 6-9, 2019.\*

*Bryan Broadcasting as Hyperlocal Radio*, AEJMC Southeast Colloquium, Columbia, SC, March 7-9, 2019.

*Big Data Analytics*, BEA On Location Conference, Houston, TX, October 18-20, 2018.\*

*Guns and the Media*. Association for Education in Journalism and Mass Communication Convention, Washington, D.C., August 6-9, 2018.

*The Formula of Effective Music Radio Programming*, Broadcast Education Association Convention, Las Vegas, NV, April 7-10, 2018.

*Bill Bradford: Small Town Radio, Big Time Impact*, AEJMC Southeast Colloquium, Tuscaloosa, AL, March 8-10, 2018.

*Ron Chapman, KVIL and the History of Powerhouse Radio*, BEA On Location, Pittsburgh, PA, September 21-23, 2017.

*From Interactive Media to Multimedia Online Portfolios*, Association for Education in Journalism and Mass Communication, Chicago, IL, August 9-12, 2017.

*Social Media Publishing and Student News*. Broadcast Education Association Convention, Las Vegas, NV, April 22-25, 2017.

*Back to the Basics: Doing Hyperlocal Student News*. BEA On Location, Columbia, SC. October 13-15, 2016.\*

*Engaging Students and Educators Globally Through Technology*, Association for Education in Journalism and Mass Communication Convention, Minneapolis, MN, August 3-7, 2016.

*Selective Processes and Propaganda Functions of Traditional and Digital News Media Content, (Top Paper)*, Southern States Communication Association Convention, Austin, TX, April 6-10, 2016.

(all based on research papers, except \*shows presentation on a research or teaching panel)

GRANTS, FELLOWSHIPS, AWARDS

Legend Communications Grant: Big Horn Radio Network, Summer 2019.

NATPE Faculty Development Grant: KBTX, KHOU & KTAL TV, Summer 2018.

International Radio and Television Society 'Faculty-Industry Seminar' Fellowship, New York, NY, July 2017.

Outstanding Support of Student Media Award, South Central Broadcasting Society, 2015.

International Radio and Television Society 'Faculty-Industry Seminar' Fellowship, Las Vegas, NV, January 2015.

Professional Member of the Year, National Broadcasting Society / Alpha Epsilon Rho, Awarded at the National Convention, Burbank, CA: March 2014.

International Radio and Television Society / Disney Channel Faculty – Industry Seminar: Leadership and Influence in the Global Marketplace, August, 2009, Burbank, CA.

Academy of Television Arts & Sciences 'Faculty Seminar,' Los Angeles CA, November 6-11, 2006.

National Association of Television Program Executives 'Faculty Fellowship,' January 2006 NATPE Convention.

Columbia University Graduate School of Journalism "The Authentic Voice: The Best Storytelling on Race and Ethnicity" Fellowship and Advisory Board Member, June 8-9, 2004.

Poynter Institute "Diversity Across the Curriculum" Workshop Fellowship, May 18-23, 2003, St. Petersburg, FL.

International Radio and Television Society 'Faculty-Industry Seminar' Fellowship, New York City, March 2003.

RTNDF High School Journalism Partnership Grant, 2002-2005 and Radio Television News Directors Foundation 'Excellence in Journalism Education' Fellowship, 2002.

National Association of Television Program Executives 'National Faculty Development Grant,' KPRC and KRIV TV, 2001-2002.

### ELECTED OFFICES

Broadcast Education Association: President, 2019-2021; Vice President for Academic Relations, 2018-2019; Secretary-Treasurer, 2017-2018.

Association for Education in Journalism & Mass Communication, Electronic News Division, Head, 2017-18; Vice Head, 2016-17.

Broadcast Education Association, Board of Directors District 5 Representative, 2013-2017.

Broadcast Education Association, Conference Program Chair, 2013-2014.

Association for Education in Journalism and Mass Communication, Board of Directors member and Council of Divisions Vice-Chair and Chair, 2009 through 2013.

Texas Association of Broadcasters, Board of Directors member, 2010-2016; 2019-2022.

Production Aesthetics and Criticism Division, Broadcast Education Association, Research Chair (2008-2010) / Division Head (2010-12).

Student Audio Chair (2007-2011) and Student Video Chair (2011-2012), Broadcast Education Association, BEA Festival.

Head, Internships and Careers Interest Group, Association for Education in Journalism and Mass Communication, 2008-2010.

President, Texas Association of Broadcast Educators, 2006-2007.

Head, Vice Head, Research Chair and Convention Program Chair, Civic and Citizen Journalism Interest Group, Association for Education in Journalism and Mass Communication, 2003-2006.

Political Communication Division, Southern States Communication Association, Vice Chair/Research Chair, 2004-2005; Chair, 2005-2006.

Mass Communication Division, Southern States Communication Association, Vice Chair/Research Chair, 2005-2006; Chair, 2006-2007.

OTHER SERVICE

*South Central Broadcasting Society*, Director, 2010-2020.

Broadcast Education Association, *BEA Festival, Faculty Video Competition Chair*, 2012-2015 and 2018-2020.

Conference Organizer and Planner, Regional Director, National Broadcasting Society South-Central Regional Competition and Conference and BEA District 5 Conference, Austin, TX, November 22-23, 2013.

Conference Organizer and Planner, Regional Director, National Broadcasting Society South-Central Regional Competition and Conference, Dallas, TX, November 2-3, 2012.

Conference Organizer and Planner, Regional Director, National Broadcasting Society South-Central Regional Competition and Conference, Austin, TX, November 11-12, 2011.

Conference Organizer and Planner, National Broadcasting Society "Communication Career Day," at Texas A&M-Commerce, Spring 2009 and Spring 2010.

Conference Program Planner, National Broadcasting Society Region 4 Conference, Austin, TX, November 2009.

Program Planner, Association for Education in Journalism and Mass Communication, Religion and Media Interest Group, 2007 Convention.

Program Planner, Association for Education in Journalism and Mass Communication, Civic Journalism Interest Group, 2004-2005 Conventions.

Program Planner, Southern States Communication Association, Political Communication and Mass Communication Divisions, 2005 and 2006 Conventions.

Paper Reviewer, *Journal of Communication Inquiry*, 2003-2005.

Paper Reviewer, Broadcast Education Association, Management and Sales Division, 2003 Convention.

Paper Reviewer, Association for Education in Journalism and Mass Communication, Advertising Division, 1999-2003 Conventions.

SELECTED COMMITTEES AND OTHER SERVICE

College of Humanities, Social Sciences & Arts: Academic Appeals Committee, 2017-2018 Assistant Dean, 2016-2017; Academic Appeals Committee, 2015-2016; Faculty Mentor, 2013-2014; College Curriculum Committee, 2012-2013.

College of Humanities, Social Sciences & Arts Tenure & Promotion Committee, 2012-2015.

Texas A&M-Commerce Honors Council, Committee Member and Thesis Chair for various student projects, 2010-present. Current chair: Elizabeth Rodriguez' study of TV news.

Chair, National Advisor's Council, National Broadcasting Society, 2010-2012.

Southern States Communication Association, Resolutions Committee, 2012-2014.

Editorial Board Member, *Journalism Innovation: A Journal of Scholarly and Professional Debate*, 2009-2010.

Faculty Advisor, Alpha Epsilon Rho/National Broadcasting Society, Texas A&M University-Commerce, 2008-present.

Southern States Communication Association, Minority Recruitment and Retention Committee, 2002-2004; Chair 2004-2006.

Who's Who Selection Committee, and College of Arts & Sciences Syllabus Committee, Sam Houston State University, 2002 - 2004.

Faculty Advisor, Alpha Epsilon Rho/National Broadcasting Society, Sam Houston State University, 2004-2006.

Chair, School of Communication Faculty Evaluation Committee, Sam Houston State University, Spring 2002-2004.

Faculty Advisor, Texas Association of Broadcast Students, affiliated with the Texas Association of Broadcasters, Sam Houston State University, 2001 – 2004.

Faculty Advisor, Society of Television and Radio Students, Affiliated with the Dallas/Fort Worth AWRP Chapter, U. of Texas at Arlington (1997 – 2000).

University Senate Faculty Evaluation Committee, Sam Houston State University (1996-1997).

Faculty Advisor, Alpha Epsilon Rho/National Broadcasting Society, Sam Houston State University (1990-1993).

#### MEMBERSHIPS

Association for Education in Journalism and Mass Communication

Broadcast Education Association

Texas Association of Broadcast Educators

Southern States Communication Association

National Broadcasting Society / Alpha Epsilon Rho

Academy of Television Arts & Sciences

Phi Kappa Phi Honor Society