

CURRICULUM VITA

Treva Ann McDonald, Ph.D.
University of North Carolina at Chapel Hill
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EDUCATION

The University of North Carolina at Chapel Hill, Doctor of Philosophy in Journalism and Mass Communication. May 1995.

The University of North Carolina at Chapel Hill, Master of Arts in Radio, Television, and Motion Pictures. August 1992.

University of Wisconsin-Oshkosh, Bachelor of Arts in Radio/TV/Film. June 1990.

ACADEMIC EXPERIENCE

Assistant Professor, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, January 2010-present.

Lecturer, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, August 2008-December 2009.

Visiting Associate Professor, Department of English and Mass Communication, North Carolina Central University, Spring 2008.

Faculty Member, Continuing Education Program, North Carolina Central University. Taught "Do It Yourself-Publishing™" course, 2005.

Adjunct Faculty, Master of Science in Nonprofit Management, Spertus College, August 1999-June 2004. Research mentor to November 2001 cohort.

Assistant Professor, Media Studies Program-Department of English, North Carolina Central University, August 1996-August 1999.

Visiting Assistant Professor, Department of Communication, North Carolina State University, January 1996-June 1996.

RELEVANT PROFESSIONAL EXPERIENCE

Reyomi Global Media Group. Principal. February 1999-present.

Highest Good Publications: A Division of EbonyEnergy. Partner, June 2006-present.

WYDE-AM. Producer, *Book 'n' Cook* segment, *The Edie Hand Show*. May-October 2000.
January 2016

HONORS AND AWARDS

David Brinkley Teaching Excellence Award, 2017. University of North Carolina at Chapel Hill, School of Media and Journalism.

Distinguished Alumni Award, 2008. University of Wisconsin-Oshkosh

Writer's Workshop. 2008. National Association for Multi-Ethnicity in Communications.

Lady of Distinction Award for outstanding contributions in the field of communications, 2004. African Methodist Episcopal Church.

Who's Who of America, 57th Edition, 2002-2003.

Who's Who of American Women, 22nd Edition, 2000-2001.

Writer's Digest, Certificate of Merit, Self-Published Book Competition, 2000.

Outstanding Young Alumni Award, 1997. University of Wisconsin-Oshkosh.

First Place Video, *Women Behind the Lines*. Juried Film and Video Festival, 1991. University of North Carolina at Chapel Hill.

Outstanding Senior, 1990. University of Wisconsin-Oshkosh.

PUBLICATIONS AND CREATIVE PROJECTS

Scholarly Books

McDonald, T.A., Orbe, M., and Ford-Ahmed, T. (Eds.). (2002). *Building Diverse Communities: Applications of Communication Research*. (An anthology which explores the way in which researchers build community with the groups they research). Creskill, NJ: Hampton Press, 344 pp. This book is in 159 university and public libraries in 13 countries according to worldcat.org.

McDonald, T.A. and Ford-Ahmed, T. (Eds.). (1999). *Nature of a Sistuh: Black Women's Lived Experiences in Contemporary Culture*. (An anthology utilizing qualitative research methods to explore Black women's lived experiences in corporate America, higher education, organized religion, mass media and literature). Durham, NC: Carolina Academic Press, 320 pp. This book is in 220 university and public libraries in 7 countries according to worldcat.org.

Scholarly Book Chapters/Articles

Harris, T.M. and **McDonald, T.A.** (2013). "Television." In P.L. Mason (Ed.) *Encyclopedia of Race and Racism*, 2nd e. (pp. 1667-1675). Detroit, MI: Macmillan Reference.

McDonald, T.A. (2011). "Ralph David Abernathy." In C.L. Bankston, III (Ed.) *Great Lives from History: African Americans*. (pp. 11-13) Pasadena, CA: Salem Press.

McDonald, T.A. (2011). "Tony Brown." In C.L. Bankston, III (Ed.) *Great Lives from History: African Americans*. (pp. 246-248) Pasadena, CA: Salem Press.

McDonald, T.A. (2011). "Leon Forrest." In C.L. Bankston, III (Ed.) *Great Lives from History: African Americans*. (pp. 604-606) Pasadena, CA: Salem Press.

May 2017

McDonald, T.A. (2008). "Vernon Jarrett." In H.L. Gates and E.B. Higginbotham (Eds), *The African American National Biography*. (pp. 503-504) New York: Oxford University Press.

McDonald, T.A. (2008). "Sam Fulwood." In H.L. Gates and E.B. Higginbotham (Eds), *The African American National Biography* (pp. 410-411). New York: Oxford University Press.

McDonald, T.A. (2003). "Getting in and gaining trust: One African American researcher's journey through the ethnographic rites of passage." In R.B. Jeffries and G. Givens (Eds.) *Experiences in the Field: Black Women, Identity, and Qualitative Research*, (pp. 117-128). Creskill, NJ: Hampton Press.

McDonald, T.A. (2002). "Utilizing ethnography as a tool in children's audience studies." In T.M. Orbe and T. Ford-Ahmed (Eds.) *Building Diverse Communities: Applications of Communication Research*, (pp. 187-204). Creskill, NJ: Hampton Press.

McDonald, T.A. (1999). "'Tired of the world according to young men's machismo:' Black women's reactions to representations of Black women in music videos." In T. McDonald and T. Ford-Ahmed (Eds.) *Nature of a Sistuh: Black Women's Lived Experiences in Contemporary Culture*, (pp. 223-240). Durham, NC: Carolina Academic Press.

Brown, J.D. and **McDonald, T.A.** "Portrayals and effects of alcohol in television entertainment programming." In S. E. Martin, (Ed.) *The Effects of the Mass Media on the Use and Abuse of Alcohol (Research Monograph-28)* 1995. Bethesda, MD: National Institutes of Health.

Scholarly Book Reviews

McDonald, T.A. (Autumn 2011). *Bring on the Books for Everybody: How Literary Culture became Popular Culture* by Jim Collins. Book review. *Journalism & Mass Communication Quarterly*, 88(3), 653-55.

McDonald, T.A. (Autumn/Winter 2010). *Points on the Dial: Golden Age Radio Beyond the Networks* by Alexander Russo. Book Review. *Journalism & Mass Communication Quarterly*, 87(3 & 4) 671-672.

Video and Multimedia Productions

(In progress) Director/Producer, "Eyewitnesses to History: Civil Rights and Social Justice." One episode in a five-part documentary series.

Videographer, Editor, and Narrator, "Our Land, Our Lives: The North Carolina Black Farmer's Experience," (23-minute documentary). Commissioned by the Land Loss Prevention Project. ©2011, Land Loss Prevention Project.

Shaw, D., Steenveld, L. and **McDonald, T.A.** (1991). Writer, Producer, Director, *Women Behind the Lines*, (30-minute documentary).

Trade Books as Author or Co-author

McDonald, T.A. (2017). *Time Will Tell* (novel). Relaunch of the 1999 self-published novel, 328 pp. This book has been adopted for courses at two universities.

McDonald, T.A. and Allen B.J. (Eds.). (2003). *How We Got Over: Testimonies of Faith, Hope and Courage*, 2003. Chicago: Reyomi, 224 pp. An inspirational collection of testimonies from over 60 contributors who share their experiences of overcoming obstacles through steadfast hope. Also organized 10-city tour with 20 signings involving 20 or more contributors. Created and executed publicity plan resulting in print, radio and television coverage.

McDonald, T.A., Kai, N, Betts-Gaston, A. and Woodson, J.L. (2003) *We Didn't Come Here to Play: How to Win the Publishing Game*. Chicago: Macro Publishing Group, 160 pp. A reference book exploring the writing process, editing, self-publishing and marketing, the journey from self-publishing to mainstream, starting your own publishing house and legal mistakes to avoid.

McDonald, T.A. (1999). *Time Will Tell (novel)*. Durham, NC: Reyomi Publishing, 328 pp. A coming-of-age story about the power of friendship in the lives of three women as they attend their ten-year high school reunion.

Trade Books as Publisher

(publisher) Delores Mitchell-Tulloss (author) and Brian Hardison (illustrator). *The ABCs of Character for People Around the World*, 2007. Durham, NC: Reyomi, 32 pp. (An illustrated children's book teaching both the alphabet and character education.)

(co-publisher) Karyn Pettigrew (author). *The Invitation: The Secret to Creating Your Best Life*, 2006. Chicago: Highest Good Publications, 48 pp. (An instruction book for the human spirit on how to consciously let this most powerful force create the life you want.) Created initial publicity plan. Designed publicity materials.

Trade Publications as Contributor

McDonald, T.A. (2004). "Devotions on Dreams." *Wisdom and Grace Devotional Bible*. Atlanta: Nia Publishing.

McDonald, T.A. (2004). Foreword in S.G. Moore (Ed.) *Violets: A Collection of Inspirational Poems by the Women of Delta Sigma Theta Sorority, Incorporated*, 2004. Chicago: More Press.

McDonald, T.A. (2004) (regional co-editor). In Linda Moyé (Ed.) *Delta Girls: Stories of Sisterhood*. San Antonio, TX: LEJ Poetic Expressions.

McDonald, T.A. (2003) "Detour" (short story). In TaRessa Stovall and Tracy Price-Thompson (Eds.) *Proverbs for the People*. New York: Kensington. A short story based on the Ivory Coast proverb "Hearts do not meet one another like roads." Peer reviewed.

McDonald, T.A. (2003). "Devotions on faith." *Women of Color Devotional Bible*. Atlanta: Nia Publishing.

McDonald, T.A. (1999). "Journaling your prayers: An exercise in faith." In Maria Dowd (Ed.) *Sisterfriend Soul Journeys: The Spirit and Expression of African American Women on Tour*. San Diego: Promotrends.

Freelance articles

"Daddy and Uncle Martin." *Black Issues Book Review*, November/December 2003.

"How we got over: Alumni angels spread wings to support AIDS Orphans," *Black Voices Quarterly*, Spring 2003.

Unpublished Works and Works-in-Progress

Round 'Bout Midnight (author). Sequel to the novel *Time Will Tell*. Manuscript under contract.

Oral History Interviews of Black Press Journalists who Covered the March on Washington for Jobs and Freedom.

Summer Interrupted (author). First in a series of fictional books designed to teach children about the Civil Rights Movement through stories featured in Black newspapers. Target audience 8-14 year-old boys.

Spec Screenplays

"Brandi Surfs the Web," feature-length screenplay copyrighted and Writer's Guild of America registered in 2001. Requested by Outlaw Productions in 2006. Under contract with LA Saditte Management February 2007-2008.

"Detour," short narrative screenplay copyrighted and Writer's Guild of America Registered in 2001. (co-authored with Michelle Belle-Villa). *Bridges*, "Pilot." An hour-long teleplay based loosely on the characters in *Time Will Tell*, featuring a multicultural cast. Copyrighted and Writer's Guild of America registered in 2002.

(co-authored with Michelle Belle-Villa). *Bridges*, "Voices of survivors carry." A 120-minute teleplay for *Bridges* promoting breast cancer awareness. Copyrighted and Writer's Guild of America registered in 2001.

CONVENTION PRESENTATIONS

McDonald, T. *Eyewitnesses to History: Civil Rights and Social Justice*. Media and Civil Rights History Symposium, University of South Carolina School of Journalism and Mass Communications, Columbia, SC. (2017, March).

McDonald, T. with Rhonda Swan, Wayne Dawkins, and Lewis Diuguid. *Independent and Self-Publishing*. National Association of Black Journalist Convention, Atlanta, GA. (2005, August).

McDonald, T. with Wayne Dawkins and Rhonda Swan. *Independent and Self Publishing*. National Association of Black Journalist Convention, Dallas, TX. (2003, August).

McDonald, T. *Nature of a Sistuh: Black Women in Contemporary Culture*. African American Women on Tour. Chicago, IL. (2000, August).

McDonald, T. with Dawn Turner Trice, Venise Berry and Dorothy Winbush Riley. *Black Women Write On*. Delta Sigma Theta Sorority, Inc. National Convention, Chicago, IL. (2000, July).

McDonald, T. *Nature of a Sistuh: Research in Performance*. Innovative performance panel presented at the National Communication Association annual meeting, Chicago, IL. (1999, November).

McDonald, T. *Yes My Child, What You Have to Say is Important: Utilizing Ethnography as a Tool in Children's Audience Studies*. Paper presented at the Speech Communication Association annual meeting, San Diego, CA. (1996, November).

McDonald, T. *'You Can 'Count on Me:' Friendship, Sisterhood and Support as Seen in Waiting to Exhale*. Paper presented at the joint meeting of the Popular Culture Association and the American Culture Association, Las Vegas, Nevada. (1996, March).

McDonald, T. *Black Women as Cultural Readers of Living Single*. Paper presented at the Speech Communication Association Convention, New Orleans, Louisiana. (1994, November).

McDonald, T. *'I Was Only 16, She Was 25:' An African-American Audience Response to Hi-Five's 'Just Can't Handle It.'* Paper presented at the International Communication Association Convention, Sydney, Australia. (1994, July).

McDonald, T. *'You Go Girl:' An Analysis of Major Female Character in Martin*. Paper presented at the joint meeting of the Popular Culture Association and the American Culture Association, Chicago, IL. (1994, April).

McDonald, T. *'That Girl's Dope:' Black Adolescents' Perceptions of Images of Black Women in Music Videos*. Paper presented at the Speech Communication Association annual meeting, Miami Beach, FL. (1993, November).

McDonald, T. *Black Women's Reactions to Images of Black Women in Music Videos*. Paper presented at the joint meeting of the Popular Culture Association and the American Culture Association, New Orleans, LA. (1993, April).

INVITED PRESENTATIONS

Guest, "Coastline," WHQR-FM, National Public Radio, Wilmington, NC. December 9, 2015. Discussed the role media and visual imagery played in the struggle for civil rights, and the juxtaposition of this history against today with the immediacy of cell phone video and social media.

Panelist, "For All the World to See: Visual Culture and the Struggle for Civil Rights." Cape Fear Museum, Wilmington, NC. November 19, 2015.

Visiting Writer. Rock Valley College, Department of Composition and Literature. Presented an hour-long lecture on the writing and publishing process and my journey as an author. Rockford, IL. November 16, 2015. Previous visiting writers include Loung Ung, author of *First They Killed my Father: A Daughter of Cambodia Remembers*; Daniel Wallace, author of *Big Fish*, and Chris Abani, 2009 Guggenheim Fellow in Fiction.

Guest speaker and lecturer, "Diversity Keynote," UNC-Asheville, Mass Communication Department. Asheville, NC. March 18, 2015.

Guest lecturer, "Idea Development for Historical Documentary." Lecture to Film History and Appreciation Course. Rock Valley College, Rockford, IL. February 25, 2015

Guest lecturer, "Producing Eyewitnesses to History." Lecture to Fundamentals of Communication Course. Rock Valley College, Rockford, IL. February 25, 2015

Guest speaker, "60 Years Later: Black Lives Still Matter." (Black History Month Keynote). Rock Valley College, Rockford, IL. Screening and discussion of *Eyewitnesses to History: Black Journalists on the March on Washington*. February 25, 2015.

Guest speaker, "Building a Culture for Giving Back." Radio/TV/Film Program 50th Anniversary Reunion. UW-Oshkosh, Oshkosh, WI. October 18, 2014.

Guest lecturer, "Audio/Video Storytelling." Arts and Humanities Course (Dr. Kenneth Chambers, professor), English Department, North Carolina Central University, February 21, 2014.

Guest speaker and lecturer, "The Book Industry." Introduction to Mass Communication course (Brett Chambers professor), Mass Communication Department, North Carolina Central University. June 4, 2012.

Guest speaker and lecturer, "Marketing Your Projects. Mass Media and Society course (Brett Chambers professor), Mass Communication Program, North Carolina Central University. October 26, 2010.

Guest speaker and lecturer, "Identifying Markets for Your Creative Capital." Film/Video Preproduction course (Doug Heil Professor) Radio/TV/Film Program, University of Wisconsin-Oshkosh. September 15, 2009.

Guest speaker and lecturer, "The Role of Social Media for Today's Journalist." Mass Media and Society course (William Robert Nowell, professor), North Carolina Central University. August 28, 2009.

Guest speaker and lecturer, "Avenues to Book Publishing." Introduction to Mass Communication course (Brett Chambers, professor), North Carolina Central University. February 17, 2009.

Panelist, WNCU Visiting Lecturer Series, "Internship 101: The Dos and Don'ts for a Productive Internship and Employment After Graduation—Steps to Landing Your First Professional Job." North Carolina Central University. November 13, 2008.

Guest lecturer, "How to Win the Publishing Game." Introduction to Mass Communication course (Brett Chambers, professor), North Carolina Central University, September 18, 2008.

Guest lecturer, "Media Impact: Understanding Research and Effects," Mass Media and Society course (Brett Chambers, professor), North Carolina Central University, September 18, 2008.

Workshop Presenter, "Create a New Story." The New School, New York, NY. March 29, 2008.

Guest lecturer, "The New Paradigm in Book Publishing." Introduction to Mass Communication course (Brett Chambers, professor), North Carolina Central University, September 20, 2007.

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Guest lecturer, “Designing Your Blueprint for Success.” Mass Media and Society course (Brett Chambers, professor). February 28, 2007.

Panelist. “Careers in Mass Communication.” Communication Law and Ethics course (William Robert Nowell, professor). November 1, 2006.

“The Difference Mentoring Makes.” (Keynote Speaker). YWCA of Indianapolis 25th Annual Salute Luncheon. Indianapolis, IN. (2006, May).

Guest lecturer, “From Manuscript to Finished Book.” Mass Media and Society course (Brett Chambers, professor). April 6, 2006

“The Write Stuff.” (Panelist). Expo for Today’s Black Woman, Chicago, IL. (2005, March).

“HIV/AIDS and Black Women.” (Panelist). Expo for Today’s Black Woman, Chicago, IL. (2004, March).

“AIDS and the Black Community.” Keynote Speaker: Delta Sigma Theta Sorority, Inc. Black History Month Health Fair. Muskegon Heights, MI. (2004, February).

Guest speaker, “Designing Your Blueprint for Success.” Keynote address to first-year multicultural students. University of Wisconsin-Oshkosh. February 16, 2004.

Guest lecturer, “Getting Published.” World of Mass Communication course (Anne M. Johnston, professor). School of Journalism and Mass Communication, The University of North Carolina at Chapel Hill. February 10, 2004.

“The Write Stuff.” Panelist with Francis Ray, Yolanda Joe, Kimberla Lawson Roby, Y. Blak Moore, Naleighna Kai, J.L. Woodson, Avalon Betts-Gaston and Bettye Odom. (2003, April). Expo for Today’s Black Woman. Chicago, IL (2003, March).

Writing as a Pathway to Your Dreams (presentation to seventh and eighth grade classes of Spaulding Elementary School). (2002, November). Chicago: Borders Books & Music (Beverly store).

“Do it Yourself-Publishing.” Panelist with Naleighna Kai, L.B. Ransom, and Terrance Johnson. *Writing and Publishing Workshop*. Chicago Public Library, South Shore Branch. (2002, October).

“The ABCs of Publishing—a workshop for teachers.” Chicago: Borders Books & Music (Beverly store). (2002, September).

Author’s Showcase (panelist and moderator). Black Caucus of the American Library Association Conference, Fort Lauderdale, FL. (2002, August).

“Overcoming Platform Panic and Making the Most of Media Interviews.” Romance Slam Jam Conference, Durham, NC. A workshop for romance novelists. (2002, March).

Guest speaker, “Time Will Tell: An Author’s Journey,” sponsored by the Alpha Lambda chapter of Delta Sigma Theta Sorority, North Carolina Central University. March 6, 2002.

May 2017

Guest lecturer, "Becoming an Entrepreneur." Principles of Marketing course (Stephanie Bibb, professor). College of Business, Chicago State University. September 26, 2001.

"Journeys Toward Success." Commencement Address, Nash Elementary School, Chicago, IL. (2001, June).

"Spirituality Literary Café." Panelist with J. Porter, S. Bibb, T. Johnson, M. Gray, M. Sparks and E. Dodds. Expo for Today's Black Woman. Chicago, IL. (2001, April).

"Writers on Writing." Panelist with Sam Greenlee, Yolanda Joe, Yvonne Grays Nathane. Black History Month Book Fair. Chicago, IL. (2001, February).

Panelist, "The Importance of a Liberal Arts Education." College of Letters and Sciences 50th Anniversary Celebration, University of Wisconsin-Oshkosh. February 21, 2001.

"Positive Mental Attitude: Steps to Making Changes in Your Personal and Professional Life." Panelist with Jim Carter and Shawn Dove. Circle of Sisters Expo. New York, NY. (2000, October).

"Self-Publishing Seminar"

Delta Authors on Tour Chicago 2002, Chicago State University, April 26, 2002.

Stanford L. Warren Library, Durham, NC, March 9, 2002.

Atlantic Bookpost Literary Retreat, Oak Lawn, IL, May 20, 2000.

"Careers in Education and Writing"

Chalmers Elementary School, Chicago, IL, February 28, 2002.

Dunne Elementary School, Chicago, IL, June 7, 2000.

Delta Academy, Milwaukee, WI, November 13, 1999.

Madison Elementary School, South Holland, IL, November 9, 1999.

"Time Will Tell"

Reader's Choice, Milwaukee, WI, November 13, 1999.

Writers Live at the Enoch Pratt Free Library, Baltimore, MD, October 30, 1999.

Literary Cafe, For Sisters Only Expo, Washington, DC, October 16, 1999.

"Getting Published." Phenomenal Woman Empowerment Expo, Houston, TX, August 14, 1999.

Guest speaker. "Instructional Methods for the Contemporary College Classroom." McNair Program, University of Wisconsin-Whitewater. October 15, 1998.

Speaker. "Reflections of the Past: Facing the Future." Black History Month Keynote_Speaker, University of Wisconsin-Oshkosh. February 28, 1998.

TEACHING RECORD

The University of North Carolina at Chapel Hill, School of Journalism and Mass Communication, August 2008-present

JOMC 101 The World of Mass Communication. 3 credits. An overview of mass communication's vital role in society with discussion of media institutions, theories, practices, professional fields, and effects on society, groups and individuals. Taught one section during the Spring 2009 (29 students) semester and two sections during the Spring 2010 (36 and 12 students) and Spring 2011 (32 and 25 students) semesters.

JOMC 221. Audio-Video Information Gathering. 3 credits. Introduces students to the tools and skills needed to engage in quality news-oriented storytelling with audio, video, and multimedia. Students will learn to deliver news stories using multiple platforms, taking advantage of the strengths of each. Taught one section during the Fall 2010 (15 students), Fall 2011 (19 students) and Spring 2012 (16 students), Fall 2012 (18 students), Spring 2013 (15 students), Fall 2013 (16 students), Spring 2014 (19 students), Fall 2014 (18 students), Spring 2015 (20 students), Fall 2015 (18 students), Spring 2016 (17 students) semesters.

JOMC 240 Current Issues in Mass Communication. 3 credits. An analysis of the interrelationships between United States mass media and the society that they serve. Taught one section during the Fall 2008 (25 students) semester.

JOMC 342 The Black Press and U.S. History. 3 credits. A chronological survey of the African American press in the United States since 1827. Emphasis is on key people and issues during critical areas in the African American experience. Taught one section during the Spring 2013 (28 students), Spring 2014 (30 students), Spring 2015 (25 students), Spring 2016 (28 students), Spring 2017 (28 students) semesters.

JOMC 441 Diversity and Communication. 3 credits. An examination of racial stereotypes and minority portrayals in United States culture and communication. Emphasis is on the portrayal of Native Americans, African Americans, Hispanics and Asian Americans in the mass media. Taught one section during the Fall 2008 (26 students), Fall 2009 (32 students), Spring 2010 (52 students), Fall 2010 (33 students), Spring 2011 (32 students), Fall 2011 (32 students) and Spring 2012 (29 students), Fall 2012 (31 students), Spring 2013 (29 students), Summer I 2013 online (20 students), Fall 2013 (28 students), Spring 2014 online (24 students), Fall 2014 (28 students), Spring 2015 online (24 students), Summer I 2015 online (20 students), Fall 2015 (33 students), Spring 2016 online (27 students), Summer 1 2016 online (23 students), Spring 2017 online (31 students) semesters.

North Carolina Central University, Visiting Associate Professor, Department of English and Mass Communication, Spring 2008.

MSCM 2440 Reporting and Writing for Mass Communication. 3 credits. A study of the techniques and tools for gathering and reporting the news and an introduction to news writing with emphasis on the organization and development of news stories. Taught two sections during the Spring 2008 semester as a substitute for a faculty member on medical leave.

Spertus College, Adjunct Faculty, Master of Science in Nonprofit Management Program, August 1999-June 2004

Communication Module. 3 Credits. This course focuses on attainment of written and oral skills for preparing a persuasive and clear argument and public relations writing for non-profit organizations. Taught 10 sections between 1999 and 2004

Professional Writing. 3 Credits. This course helps students further develop communication and management skills through extensive writing exercises. The course focuses on professional writing in such forms as grant writing, literature reviews, personnel job performance evaluations, budget justifications and presentation skills. Students engage various writing styles and have the opportunity to evaluate the work of their peers. Taught 6 sections between 2000 and 2004.

North Carolina Central University, Assistant Professor, Department of English/Media Studies Program, August 1996-August 1999.

CFAS 1130 Elements of Speech. 3 Credits. An introduction to the elements of interpersonal communication and public speaking, with emphasis on practical application. Taught 2 sections during the Fall 1996 semester, two sections during the Spring 1997 semester, two sections during the Fall 1997 semester, and two sections during the Spring 1998 semester.

ENG 1120 Freshman Honors Seminar in Intercultural Communication. 3 Credits. An exploration of the basic paradigms of thinking about cultural difference, encouraging students to examine how these paradigms shape how we think, act and imagine ourselves/others as members of diverse cultures. Taught one section during the Fall 1997 semester and one section during the Fall 1998 semester.

ENG 1130 Freshman Honors Seminar in Religious and Philosophical Thought. 3 Credits. An introduction to and comparisons of various religious institutions throughout history. Emphasis is placed on the importance of human institutions for the historical and social development of mankind. Taught one section during the Spring 1998 semester and one section during the Spring 1999 semester.

ENGM 2430 Mass Media and Society. 3 Credits. Examination of the mass media in relation to social institutions, public opinion, and government. Includes issues such as media violence, socialization, and entertainment. Taught one section during the Fall 1996 semester, one section during the Spring 1997 semester, one section during the Fall 1997 semester, and one section during the Spring 1998 semester.

ENGM 3560 Writing for Electronic Media. 3 Credits. Introduction to writing news and public affairs copy for broadcast media, public service announcements, radio and television commercials, broadcast continuity, and dramatic programs. Taught one section during the Fall 1998 semester.

ENGM 3570 Audio Production. 3 Credits. Introduction to the basic principles of audio production, including the operation of studio equipment and the writing, producing, and presenting of programs. Taught one section during the Fall 1996 semester and one section during the Fall 1997 semester.

ENGM 3580 Video Production. 3 Credits. Introduction to the fundamentals of small-systems video production. A study of the basic techniques of television studio and field production. Topics include camera use, lighting, sound in television production, producing, directing and editing. Taught one section during the Spring 1998 semester and one section during the Spring 1999 semester.

ENGM 3600 Media Marketplace I. 3 Credits. An introductory course that prepares students for internships. Taught one section during the Fall 1996 semester, one section during the Spring 1997 semester, one section during the Fall 1997 semester, one section during the Spring 1998 semester, one section during the Fall 1998 semester and one section during the Spring 1999 semester.

ENGM 3680 Media Marketplace II. 3 Credits. A guided internship in mass media that gives students experience needed for career planning and development. Taught one section during the Fall 1996 semester, one section during the Spring 1997 semester, one section during the Fall 1997 semester, one section during the Spring 1998 semester, one section during the Fall 1998 semester and one section during the Spring 1999 semester.

ENGM 4680 Media Marketplace III. 3 Credits. A guided internship in mass media that gives students experience needed for career planning and development. Taught one section during the Fall 1996 semester, one section during the Spring 1997 semester, one section during the Fall 1997 semester, one section during the Spring 1998 semester, one section during the Fall 1998 semester and one section during the Spring 1999 semester.

ENGM 4600 Mass Communication Theory and Research. 3 Credits. A study of the development and scope of mass communication theory. Analysis of social/behavioral and critical/cultural approaches to mass communication theory. Study of the use and analysis of research in mass communication. Taught one section during the Fall 1998 semester and one section during the Fall 1999 semester.

ENGM 4620 Media Practicum. 3 Credits. Guided on-the-job training with on-campus media and organizations. Choice of workplace depends on the concentration. Taught one section during the Spring 1997 semester, one section during the Fall 1997 semester, one section during the Spring 1998 semester, one section during the fall 1998 semester, and one section during the Spring 1999 semester.

ENGM 4650 Independent Study. 3 Credits. A specialized critical and detailed study of problems in mass communication. Taught one section during the Spring 1997 semester, one section during the Spring 1998 semester, one section during the Fall 1998 semester and one section during the Spring 1999 semester.

North Carolina State University, Visiting Assistant Professor, Department of Communication, January 1996-June 1996.

COM 110 Public Speaking. 3 Credits. Research skills, topic selection, speech organization, skills in speech delivery. Listening for analysis and evaluation of in-class speech presentation. Taught three sections during the Spring 1996 semester.

THESIS COMMITTEES

Radisch, R. (2014). *A Sense of Place in a Place of Space: The Role of Social Media in Creating Community for former Kwajalein Island School Children*. Research Thesis, School of Journalism and Mass Communication, The University of North Carolina at Chapel Hill.

Gillam, S. (2012). *On Target! Minority Outreach Strategies of the Let's Move! Campaign*. Research Thesis, School of Journalism and Mass Communication, The University of North Carolina at Chapel Hill. Successfully defended April 2012.

Gary, R. (2011). *Picture perfect: A comparative-historical content analysis of women in Super Bowl commercials*. Research Thesis, Department of Sociology, The University of North Carolina at Chapel Hill. Successfully defended September 2011.

White, T. (2009). *More than meets the eye: Three African-American activists in North Carolina*. Research Thesis, School of Journalism and Mass Communication, The University of North Carolina at Chapel Hill. Successfully defended May 2009.

DISSERTATION COMMITTEES

Hill, D. (2016). *Public Relations, Racial Injustice, and the 1958 North Carolina Kissing Case*. Dissertation, Doctor of Philosophy, School of Media and Journalism. The University of North Carolina at Chapel Hill.

Bell, C.V. (2010). *Women, film and racial thinking: Exploring the representation and reception of interracial romance in American Film*. Dissertation, Doctor of Philosophy, School of Journalism and Mass Communication, The University of North Carolina at Chapel Hill. Successfully defended March 2010.

Dixon, N. (2009). *Creating a non-violent model for the Hip-Hop generations*. Dissertation, Doctor of Ministry, School of Theology, Virginia Union University. Successfully defended April 2009.

GRANTS

School of Journalism and Mass Communication Research Seed Grant, 2013. University of North Carolina at Chapel Hill. \$5,000.

Junior Faculty Development Award, 2013. University of North Carolina at Chapel Hill. \$7,500.

Online Course Faculty Development Grant, Summer 2012. University of North Carolina at Chapel Hill Summer School. \$3,000.

SERVICE

Service to School

Moderator/committee member. *Chuck Stone Symposium on Democracy in a Multicultural Society*. UNC-Chapel Hill, Chapel Hill, NC, October 24, 2014.

Panelist, *Why Diversity Matters*. (July 8, 2012). Chuck Stone Program for Diversity in Education and Media, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill.

May 2017

Member, Graduate Admissions Committee, 2013-present

Alternate Equal Opportunity Officer, 2012-present

Member, Diversity Committee, 2012-present.

Member, Salary Committee, 2012-2013.

Member, Search Committee for Assistant Professor of Media Law, 2012.

Member, Search Committee for Knight Chair in Digital Marketing and Advertising, 2010-2012.

Co-advisor, Carolina Association of Black Journalists, August 2010-present. (The chapter was a finalist for NABJ Student Chapter of the Year in 2012, 2013, 2015, 2016)

Member, Search Committee for Director of Information Technology, 2010.

Panelist. "Minorities and the Media." Carolina Association of Black Journalists. November 18, 2009.

Guest speaker and lecturer, "Diversity and Media." July 20, 2009.

Faculty Participant, *Minority Journalism Workshop* sponsored by the Carolina Association of Black Journalists and the School of Journalism and Mass Communication, February 27-March 1, 2009. Assisted with blog development, proper review strategies and constructive feedback.

Faculty Participant, "Networking 101," sponsored by the Carolina Association of Black Journalists, January 22, 2009

Faculty Participant, "CABJ Resume Workshop," Carolina Association of Black Journalists, September 24, 2008.

Faculty Participant. Chuck Stone Program for Diversity and Education. School of Journalism and Mass Communication. July 14, 2008

Service to University

Instructor, *Action! Camera! How to incorporate media projects into your course: A faculty workshop on Video Production.* (May 8-9, 2012). University of North Carolina at Chapel Hill, Summer School, Center for Faculty Excellence, Beasley Center, OASIS, and the Media Resource Center.

Panelist, "Black in America," sponsored by Delta Sigma Theta Sorority, Inc. Sonya Haynes Stone Black Cultural Center, September 4, 2008.

Service to the Discipline and Industry

Member, Scholarship Committee, NABJ Region III.

Parliamentarian, Triangle Association of Black Journalists (TABJ), Durham, NC.

Judge, Headliner national/local television news awards competition, 2011-2012.

May 2017

Program Chair, Triangle Association of Black Journalists (TABJ), Durham, NC. Event planning and marketing of TABJ Programming including panels on “The Role of Social Media for Today’s Journalist,” and “The Impact of the Economy on the Media Industry.” January 2009-December 2011.

(consultant) Bob Palmatier (author and illustrator). *Stormy’s Return*, 2008. Durham, NC: Mittentales Press, 90 pp. (An illustrated children’s book based on a disabled turtle’s true story of perseverance.) Consulted with author through development of manuscript and illustrated glossary as well as layout and publication from December 2006-September 2008.

(consultant) Tina A. Brown (author). *Crooked Road Straight: The Awakening of AIDS Activist Linda Jordan*, 2008. Hartford, CT: TAB Brown Publishing, 272 pp. (This creative nonfiction book is based on 12 years of interviews by award-winning reporter Tina A. Brown.) Consulted with author on the publishing process from June 2007-January 2008.

(consultant) Beverly Mahone (author). *Whatever: A Baby Boomers Journey into Middle Age*, 2006. Durham, NC: Benoham Publishing. (This book is an inspirational and humorous look at growing old.) Consulted with author on publishing process from September 2005-May 2006.

(consultant) Nikki Woods (author). *Easier Said than Done* (novel), 2005. Chicago: EbonyEnergy Publishing. Consulted with publisher on editing, design and marketing of the company’s first fictional title from May 2005-October 2005.

(consultant) Melda Beaty (editor). *My Soul to His Spirit: Soulful Expressions from Black Daughters to their Fathers*, 2005. Chicago: Souldictates Publishing. (A collection of stories and poems exploring the strong and sometimes fractured relationships between black daughters and their fathers.) Consulted with editor on editing, design and marketing of first title from January 2005-March 2005.

(consultant) Kimberly Noelle (author). *There Was a Spirit* (novel), 2005. Chicago: Kimberly Noelle Publishing, LLC. (A novel exploring racial tensions on a predominately white campus during a turbulent time in history.) Consulted with author on development, editing, publishing and marketing from February 2005-April 2005.

Social/Scholarship Chair, American Women in Radio and Television (Chicago Chapter). Provided publicity for local chapter events, coordinated hospitality at various chapter programs and assumed responsibilities as Scholarship Chair. June 2000-May 2003

Reviewer, Association for Education in Journalism and Mass Communication, 1999, 2002, 2003, 2011.

Newsletter Editor, Black Caucus and African-American Communication and Culture Division, National Communication Association. Elected to a one-year term as newsletter editor. Compiled, wrote and edited newsletter for members of both the Black Caucus and the African-American Communication and Culture Division of the National Communication Association. November 1998-November 1999.

Co-chair, Curriculum Subcommittee, WNCU Advisory Board, North Carolina Central University. Spring 1999.

May 2017

Faculty Advisor, AudioNet. Advised students in the creation, development, and execution of a closed-circuit, student-managed radio station which is still in operation. Department of English, North Carolina Central University. 1997-1999.

Faculty Service Learning Fellow. North Carolina Central University. Developed service learning course, Media Practicum, for students interested in radio. Presented service learning pedagogy to Department of English faculty. Mentored faculty members who had an interest in redesigning curricula to include service learning components or developing service/research projects and activities. Participated in the Faculty/Administrator Service Learning Program. 1996-1999

Service to the Academy

Board Member at-large. University of Wisconsin-Oshkosh Alumni Association Board. Elected to a three-year term. May 2009-May 2012

Judge, Media Business Projects. Introduction to Mass Communication course (Brett Chambers professor). Mass Communication Program, North Carolina Central University. (Spring, Fall, and Summer terms 2008-2011.)

Service to the Community

Co-chair, Arts & Letters Committee, Delta Sigma Theta Sorority, Incorporated (Chicago Alumnae Chapter). Event planning and marketing of quarterly Arts & Letters events including Gallery D'Estee, Blackfilm.com screening, theater parties and literary cafes. September 2002-May 2006.

Social/Scholarship Chair, American Women in Radio and Television (Chicago Chapter). Provided publicity for local chapter events, coordinated hospitality at various chapter programs and assumed responsibilities as Scholarship Chair. June 2000-May 2003

Co-Founder, Delta Authors on Tour. Founded organized group to showcase literary works by members of Delta Sigma Theta Sorority, Incorporated. Organized authors, planned events, created publicity materials and marketed to various chapters. Delta Authors on Tour has recently become an official program of the international organization of over 250,000 members. Founded in July 2000.

Journalist, Delta Sigma Theta Sorority, Incorporated, Durham Alumnae Chapter. Served as the liaison between the Durham Alumnae chapter of Delta Sigma Theta and local media. Wrote and submitted press releases to local media and the *Delta Journal*. August 1998-August 1999.

Director, Media Ministry. St. Joseph's A.M.E. Church, Durham, NC. Coordinated the organization and expansion of the audio and videotape ministry and supervised tape ministry staff. 1993-1999.

Memberships

Delta Sigma Theta Sorority, Inc. Durham Alumnae Chapter

National Association of Black Journalists

National Communication Association (1992-2005)

National Writer's Union (Contract Advisor, 2005-2007)

Society of Midland Authors

Triangle Association of Black Journalists, Parliamentarian (2011-present)

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