

## **Tony R. DeMars ~ April 2019**

### AREAS OF TEACHING SPECIALIZATION

Social Media / Public Relations; Advertising; Broadcast & Digital News; Media Technologies / Big Data; Communication Law; Media Production; Media Performance

### TEACHING EXPERIENCE

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

Assistant Dean, College of Humanities, Social Sciences & Arts, 2016-2018

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, School 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, Critical Approaches to Digital Media, Social Media Marketing, Video and Audio Production, International / Intercultural Communication, Media Writing, Media Performance, Broadcast Sales, Media Management, Speech for Business & Professions, Public Speaking

### 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, Focus of Study: Education, English & Psychology

Texarkana College, A.A., 1980

PROFESSIONAL EXPERIENCE

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. and Tait, G.B., Eds. (2019). *Narratives of storytelling across cultures*.  
Lexington Books: Lanham, MD.
- 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:  
Lanham, MD.
- DeMars, T. R. (2018). News in today's mobile environment. *Electronic News*, 12 (1).
- DeMars, T. R. (2020, 2018, 2016). Big Data. In *Communication Technology Update  
and Fundamentals*, A. Grant & J. Meadows (eds.). New York: Focal Press.
- 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.), Hants, UK: 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: Lanham, MD.
- DeMars, T.R. (2010). Socialization and Acculturation Through Implications of Sexual  
Content on YouTube, *The Journal of New Media & Culture*, 7(1).
- DeMars, T.R. and Chan, L. (2009). Individual Personality Traits and Use of Digital  
Media for News, *American Communication Journal*, 11(4).

DeMars, T. R. (2009). News Convergence Arrangements in Smaller Media Markets. In *Understanding Media Convergence*, A. Grant and J. Wilkinson (eds.). New York: 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), available: <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. Available: [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 (2012-2018 list)

*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 Convention, 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.

*Student Media as Career Preparation*, Broadcast Education Association District 5 Conference, Fort Worth, TX, October 2-3, 2015.\*

*Creative Digital Filmmaking Projects for the Classroom*, Broadcast Education Association Convention, Las Vegas, NV, April 11-15, 2015.

*Testing the Efficacy of Student Media in Today's University Program*, Broadcast Education Association Convention, Las Vegas, NV, April 5-9, 2014.

*Applying Selective Processes in Social Media Content and Comment*, Beyond Convergence: Mobile, Social and Virtual Media, University of Nevada-Las Vegas, Las Vegas, NV, October 24-26, 2013.

*The Objective Journalism Initiative.* Series of scholarly activities related to objectivity and First Amendment issues related to American news media coverage and the historical concept of the media's 'watchdog role.' Creative: locally broadcast TV show producer and [www.objective-journalism.org](http://www.objective-journalism.org) producer. Scholarly: research project presented at Texas A&M-Commerce *Globalization and the Humanities: Texas and the World* conference. *The Objective Journalism Initiative: Redefining Public Service Journalism in the Digital Media Age*, presented at Broadcast Education Association Convention, Las Vegas, NV, April 7-10, 2013.

*Digital Media Classes in Traditional Media Programs*, Broadcast Education Association Convention, Las Vegas, NV, April 15-18, 2012.

(all based on research papers, except \*shows presentation on a competitively selected panel)

#### GRANTS, FELLOWSHIPS, AWARDS

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 10 -11, 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, 2019-2020; 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.

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, Teaching 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, 2004-2005; Chair, 2005-2006.

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

OTHER SERVICE

*South Central Broadcasting Society*, Director, 2010-19.

Broadcast Education Association, *BEA Festival, Faculty Video Competition Chair*, 2012-2015 and 2018-2019.

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