

VITA

Name: Robert B. Sanders
Department: Mass Media, Communication and Theatre

1. Academic Degrees:

Ph.D. in Communication, University of Colorado at Boulder, 1976.
M.A. in Speech and Theater with emphasis in Radio-TV, West Texas State University, 1967.
B.S. in Speech with emphasis in Radio-TV, West Texas State University, 1965.

2. Professional Experience:

Professor and Director of Broadcast Instruction, Texas A&M University-Commerce,
1974 - present.

Established and directed the cable television operation (KETV, Channel 3 and KKOM cable radio) consisting of twelve hours/day radio programming and five television productions/week with fifteen playbacks.

Produced three regular TV shows per week plus numerous specials on city cable TV, a number of which were also distributed to surrounding cable systems.

Hosted a weekly television talk show on city cable TV, Channel 3.

Supervised one additional faculty member, two teaching assistants, and several part-time adjunct faculty members.

Academically advised and wrote degree plans for all Radio-TV majors at TAMU-C.

Designed new courses and developed curriculum in Radio-TV, TAMU-C.

Designed TV studio, selected and installed equipment, KETV, Cable Channel 3, TAMU-C.

Teaching Assistant in Radio-TV-Film, Department of Communication, University of Colorado at Boulder, 1973-74.

Assistant Professor and Director of Radio-TV, West Texas A&M University, 1970-73.

Detachment Commander, (Station Manager) AM, FM, TV; American Forces Viet Nam Network, NHA TRANG/CAM RAHN Vietnam 1969-70.

Instructor in Radio-TV, West Texas State University, 1967-68.

Director, Video, Videotape operator; KVII-TV (ABC) Amarillo, Tx. 1967-68.

Graduate Assistant in Radio-TV, West Texas A&M University, 1965-67.

Program Director, News, Sales; KCAN-AM, Canyon, TX, 1962-67.

3. **Faculty and Administrative Load:**

Director of Radio Television Division, Department of Mass Media, Communication and Theatre, A&M Commerce

Member of Graduate Faculty, A&M Commerce

Teach 9 semester hours per term.

Responsible for two sections, RTV 309 and RTV 409, Radio/TV Practicum. Coordinated supervision of practicum (lab for all majors and minors) and maintained liaison with KETR-FM, Paragon Cable TV and numerous commercial stations and production houses for student practicum and internships.

4. **Service Activities:**

a) **University:**

Produced a "Mr. Coffee" commercial in a workshop setting for University Day at A&M Commerce, demonstrating the correct procedure with a team of college students and hearing allowing visiting high school students to step in and participate. Recruitment each fall and spring semesters, 2003-2007.

Chair, Search Committee to select a new faculty member in the Radio-TV Division, Mass Media, Communication, and Theatre. 2003-2004.

Chair, Search Committee to select a new head of the Speech Communication Division, Mass Media, Communication, and Theatre. 2001-2002.

Secured a university van and a grant from Paragon Cable Co., for the construction of a Mobile TV unit for the RTV Division. Designed and supervised the installation of that equipment. Responsible for its use and operation.

Member, Evaluation Team to Regent University, Virginia Beach, Va. for Southern Association of Colleges and Schools. Wrote substantial change section for Ph. D. in Communication.

Chairman, Standing University Traffic Committee, 1988 - 1995.

Standing University Insurance Committee, 1979 - present.

Texas A&M University-Commerce Faculty Senate, 1978-82, 1992-1995, 2001-2004

Chairman, Academic Life Committee, 1992-95; conducted Major Study on Faculty Workload.

Member, Senate Ad Hoc Committee on Identification and Evaluation of Research, Scholarly, and Creative Activities, 1992-93.

Chairman, Committee on Committees, 1981-82.

President, 1980-81.

Chairman, University Community and Academic Life Committee, 1979-80; researched and developed University Merit Pay Plan.

Member Ad Hoc Search and Screening Committee appointed by Chairman of TAMU-C Regents for selection of a new University President, 1981.

College of Liberal and Fine Arts Professional Studies Committee, 1981-82. Surveyed graduates to determine strengths and weaknesses of radio-TV, drama and speech and hearing programs and to ascertain equipment needs.

TAMU-C Faculty Development Retreat. Participant in the three-day retreat conducted by the ETSU Faculty Development Committee, TP&L. Talco Facility, 1980 and Lake Texoma Lodge, 1982.

High School Academic Enrichment Workshop. Taught two Saturday sessions on producing the television talk show and a four day (2 hours/day) session on writing and videotaping the television commercial.

b) **Community**

Chairman, Sound System Committee, First United Methodist Church, Commerce, TX 2000-2006.

Kathryn Sanders for Commerce City Council Campaign Manager, 2003-2004.

Instrumental in the design, installation, and operation of a television system at Commerce City Hall for the televising of Commerce City Council Meetings.

Cable TV Advisory Committee to the City Commission, City of Commerce, Texas. Responsible for writing the present franchise agreement between Paragon Cable, Inc. and the City of Commerce. Chairman, 1982-present.

Consultant to E-Systems, Greenville, Texas, on the production of a 17-minute orientation video-tape for new employees. Involved assisting in planning, technical effects, and editing. Fall, 1982 and Spring, 1983.

Commerce Lions Club

Member 1965 to present.

President, June 2002-2003.

1st Vice-President, 2001.

2nd Vice-President, 2000.

3rd Vice-President, 1999.

Chairman, Membership Committee, 1992-1995.

Board of Directors, 1979-1987.

Tailtwister, 1981-82 and 1985-86.

Chairman, Speech and Hearing Committee, 1981-82.

Lion Tamer, 1979-80.

Boy Scouts of America, Commerce. Instructor, Communication Merit Badge, 1995-1998.

Veterans of Foreign Wars (FFW), Commerce, Texas Fighting Tiger Post #8172, Post Senior Vice-Commander, 1992-93. Member 1993-1996..

Ancient Free and Accepted Masons, Commerce Lodge #439.
Member 1985-present; Master of the Lodge, 1995-96; Sr. Warden 1994-95;
Jr. Warden 1993-94; Sr. Deacon, 1992-93; Jr. Deacon, 1990-92.

KETR-FM Community Advisory Board, 1980-1987 and 2000-2005.

American Heart Association, Commerce Chapter Board of Directors, 1991-1993.

Commerce Literacy Program, Tutor Workshop, 1991; Tutor ESL, 1992.

Citizens Acting for Superior Education (CASE) Advertising and Promotion Chairman, 1978-80.

Little League Baseball of Commerce Assistant Coach, 1980-81.

Kathryn Sanders for School District Trustee Campaign Manager, 1978.

5. Professional Association Memberships:

Texas Association of Broadcast Educators. Member and attendant at Fall and Spring Conventions, 1976-present. President, 1981-82; Vice-President and Program Chairman, 1980-81; Chairman, Certification Committee, 1977-79.

Texas Association of College Teachers. Chapter President, 1982-83; Vice-President, 1981-82; Executive Committee, 1980-81; Delegate to State House of Delegates in Austin, 1980-82.

Alpha Epsilon Rho, National Honor Society in Radio-TV-Film. Professional member and chapter sponsor, 1978-present.

Phi Delta Kappa, Professional Education Fraternity, Chapter Treasurer, 1979.

6. Scholarly and Creative Activities:

A) Talk of the Town. A bi-monthly television talk show exploring issues affecting the Commerce and A&M Commerce community and aired two evenings every other week on KETV, Cable Channel 3. Host and Producer since the early 1980s. Produced last fall, 2006.

B) Sports Spectrum. A traditional weekly “coaches corner” sports show featuring edited footage from current A&M Commerce and high school sports mixed with coach and player interviews. Produced from 1980 through mid-1990s and again in the fall of 1999 and fall 2000 and 2005.

C) Newscenter 3. A half-hour hard news show of TV including news, weather, and sports. Aired weekly on cable 3, KETV. Producer, 2004-2008.

- D) Take 3. A weekly entertainment show reporting up-to-date news and criticism with packages on current music, movies, and look-alike local make-overs of current and classic stars. Producer, fall 2007, spring 2008.
- E) Hot Topics. A bi-monthly television talk show featuring student hosts and panelists discussing current topics on interest among A&M Commerce students., Aired on Time Warner Channel 3 in Commerce and Cooper, Texas. Producer, spring 2006 and fall 2006.
- F) A&M Commerce Challenge A bi-monthly local university talent competition aired on Cable Channel 3. Local contestants competing in an elimination contest performing different styles of music until the winner was chosen by campus balloting in the next to the last show. Prizes awarded and final performances during last show. Executive Producer, fall 1994.
- G) Harmful If Swallowed. A bi-monthly half-hour student-hosted television variety show featuring pre-taped segments from various aspects of campus and community life. Produced spring 2004.
- H) Remote Telecasts. Produced three live remote on-location telecasts: (1) Two day coverage of the Bois d'Arc Bash celebrations in downtown Commerce, including opening ceremonies, parade and live entertainment, 2003-2006; (2) Telecast of the annual A&M Commerce Homecoming Football Game; (3) Night time coverage of the 2003 Chamber of Commerce Christmas Parade in downtown Commerce. Fall, 2003, 2004, 2005, 2006.
- I) The Hook-Up. A bi-monthly dating game show with university students competing for paid for date with a member of the opposite sex, aired on KETV-3. Producer, fall 2002.
- J) Stay Tuned. Stay Tuned. A bi-monthly television game show with University contestants vying for prizes bartered by our Broadcast Sales class, such VCRs, vacuum cleaners, microwave ovens, etc., by answering music trivia questions, completing lines of popular songs, and in a final round identifying a series of song titles and artists and writing them on a list. Producer, fall 2001.
- K) Point Taken. A weekly half-hour public affairs television show aired on local cable featuring a panel of six faculty and A&M Commerce students discussing current topics of interest to university students such as grading standards at A&M Commerce and the appropriateness of selling alcohol on campus. Producer, 2000.
- L) "That Show"/Studio 122. A half-hour variety show for television highlighting news, activities, and opinions around the A&M Commerce campus. Pre-taped show segments are introduced and reacted to by student hosts. Producer since early 1980s.
- M) Letter Perfect. A weekly student-hosted game show with University student contestants vying for money and prizes based on their ability to reveal answers to trivia questions and present the answers on a game board in a "letter perfect" form before other contestants reveal their answers. Prizes were provided by advertisers/merchants on a barter basis. Producer, fall 2000.
- N) Campus Chaos. A half-hour TV game show aired weekly on KETV-3. Featured trivia, questions based on topics selected from a game board of university departments. Prizes donated by merchants were awarded in exchange for commercial plugs on the show. Executive Director, fall 1996.

- O) "History of Counseling in Texas." A two-hour, two-part interview program produced for the Department of Counseling and Guidance, TAMU-C for submission by it to the state's counseling organization. Producer/Director, Spring 1996.
- P) Town Hall Meeting. "The A&M Merger." A one-hour television program produced and aired live on KRTV, Cable Channel 3 and KETR-FM, the University's 100,000 watt public radio station. The program featured A&M Commerce President Dr. Jerry Morris and committee chairman Dr. Trezzie Presley presenting the considerations leading up to the ETSU merger into the Texas A&M University System and answering questions called in by a studio audience. Dr. Morris answered questions live from Austin by telephone. Moderator/producer, Spring 1995.
- Q)"Superintendent Selection: Enhancing a Good Fit" A one-hour television program produced for the Dept. Of Secondary and Higher Education, TAMU-C and featuring Dr. Jim Vornberg as moderator and selected area school superintendents. Producer/Director, Spring 1996.
- R) Commerce Town Hall Meeting. One-hour television show aired live on KETV-3 and KETR-FM featuring responses by the mayor of commerce and the Commerce city commission to key questions called in by audience members regarding current problems facing the Commerce Community. Producer/Director, Spring 1994.
- S) Education Programs and Cultural Diversity. A one-hour television taped program produced for the Department of Secondary and Higher Education featuring Dr. Jim Vornberg and selected experts on cultural diversity in higher education. Producer/Director, spring 1993.
- T)"Family Mediation: Stylistic Range." A dramatic two-hour, two part TV show featuring problem-solving conflict resolution techniques with Dr. Lenelle Uin Ling and TAMU-C theatre students. Producer/Director, spring 1995.
- U) '92 Election Special. Live television coverage of the November, 1992 National election on KETV, Cable Channel 3, Commerce. Break-in election coverage of national, state, and local races each half-hour from 6:00 – 11:00 p.m. Producer, 1992.
- V) Candidates' Forum: The '92 School Board Race. A one and one-half hour television show aired live on KETV, Cable Channel 3 and videotaped to later replay and also on KETR-FM, the University's 100,000 watt Public Radio Station. The program featured the candidates for school board in Commerce, Texas in April, 1992 with questions from the press, the studio audience, and telephone call-ins from the television and radio audience. Producer, April, 1992.
- W) PSA Packages on Elder Abuse. Produced for the Texas Department of Human Services for airing statewide and featuring country music group, The Oak Ridge Boys and singer Michael Martin Murphy. Consultant and Producer, 1990.
- X) Candidates' Forum: The ('92) City Commission Race. A one and one-half hour television show aired live on KETV, Cable Channel 3 and also on KETR-FM, the; University's 100,000 watt Public Radio Station and taped for replay later. The program featured candidates for the Commerce City Commission in April, 1992 with questions from the press, the studio audience, and telephone call-ins from the radio and television audience. Moderator and Producer. Annual 1992-95.

Y) University PSA series featuring professional actor Ken Richters as Mark Twain - shooting is complete. Producer, 1991.

Z) University PSA package for East Texas State University featuring NFL quarterback and ET ex Wade Wilson. Distributed to and aired by network affiliates and other major market TV stations in Dallas and Houston. 1990, producer.

AA) PSA packages on Elder Abuse. Produced for the Texas Department of Human Services for airing statewide and featuring country music group, The Oak Ridge Boys and singer Michael Martin Murphy. 1990, consultant and producer.

BB) University PSA package for East Texas State University featuring big league umpire Durwood Merrill. Distributed to and aired by major market affiliates in the Dallas and Houston markets, 1989, producer.

CC) Thursday Edition/News Center 3. A weekly half hour hard news show with two news anchors, sports anchor and weather reporter. Local and national wire copy intermixed with slides and on-the-scene taped mini- cam reports. Aired live Thursdays at 6:30 p.m. with edited update aired from tape on Fridays on KETV, Cable Channel 3. Spring and Fall, 1980 and 1982-83. Producer.

DD) Star Trek PSA's. Produced three public service announcements for Space Awareness Day, East Texas State University, to run on Channel 27 and Channel 39 in Dallas. Spring, 1983. Producer.

EE) Your Social Security, 1983. A series of six half hour shows each featuring a 13-1/2 minute cut from a national Social Security Administration tape with a local introduction and follow-up discussion of approximately 15 minutes with members of the Greenville, Texas Social Security branch office. Each program highlighted a different discussion topic. Slated for airing on Commerce, Greenville and Sulphur Springs Cable, Spring, 1983. Producer and Host.

FF) Meet the Candidates: The City Commission Election. A political forum featuring the at-large candidates for Commerce City Commission. Format similar to the program for Commerce School Board elections. One hour live simulcast on KETV, Cable Channel 3 and KETR-FM. Producer, 1982; Producer and Host, 1983.

GG) Meet the President: ETSU 1982. A half hour news conference presenting then-ETSU President-elect Charles Austin and Mrs. Austin to the Commerce community with questions from the press. Live simulcast on KETR-FM and KETV, Cable Channel 3. Producer and Moderator.

HH) Miss Commerce Pageant 198X. Televised coverage of the Commerce preliminary to the Miss Texas Pageant including the Mini-Miss, Little Miss and Junior Miss competition. Shot on mini-cams and edited for a two hour presentation on KETV, Cable Channel 3, 1980 and 1982. Producer.

II) Oran Caudle for State Representative. Four commercial spot announcements produced by Mr. Oran Caudle's campaign for State Representative, District 1, Texarkana, Texas. Aired on Channel 6, Shreveport, Louisiana, March 29, 1982 through April 30, 1982. Executive Producer.

JJ) Ivory Towers. A half hour soap opera based on contemporary life on the college campus. Student written and produced. Shot with mini-cams at various campus locations from outdoors, to parking lots, the student union building, classrooms and university offices. Aired every other week on KETV, Cable Channel 3, Spring, 1982. Executive Producer.

KK) Guest Editorial. A five minute insert to the cable news program featuring opinion leaders from ETSU and the Commerce Community with opinions and recommendations on current public affairs topics, 1982. Producer.

LL) Talk of the Tavern. A weekly half hour talk show featuring student issues and interests and hosted by students. Sometimes features student entertainment groups. Aired on KETV, Cable Channel 3, Fall, 1981. Executive Producer.

MM) The Industrial Weld: The Wilcox and Babcock Co. Process. A series of eight instructional video-tapes to orient the new employees of the Wilcox and Babcock Co. of Paris, Texas to the technical and administrative functions of the company. Funded through a grant from College. Film clips shot by PJC instructor were edited into scenes shot in the studio where titling, electronic effects, and sound were added, 1980. Director/Editor.

NN) Tiger Timetable/CHS Newslines. A 5-8 minute news program featuring high school journalism students reporting news events from Commerce schools. Spring, 1980, 1981, and 1982. Producer.

OO) Tiger Timetable/CHS Newslines. A 5-8 minute program featuring high school journalism students reporting news events from Commerce schools. Spring, 1980, 1981, and 1982. Producer.

PP) E.T. and more... A weekly half hour news magazine consisting of edited mini-cam features with introductory bridges by students. Strictly soft news approach similar to Group W's "PM Magazine" format. Aired on KETV, Cable Channel 3 and on other area cable systems when topics were appropriate. 1979-80.

QQ) Dean Carrier's Media Report to the Regents. A videotaped status report on media education and activity in the College of Liberal and Fine Arts, sequences from Photography, Radio-TV, Print Shop and Advertising Art along with support statements from successful graduates of these programs, 1979. Co-producer.

RR) He Has Risen. A locally produced half hour combination dramatic and music presentation taped in the studio for Easter by the First Methodist Church, Commerce, Texas, 1979. Aired on KETV, Cable Channel 3. Director.

SS) Educational Directions: Where Do We Go From Here? A 28 minute 16mm motion picture produced from a grant from Phi Delta Kappa International, the ETSU Chapter of PDK, and ETSU featuring communication theorist, Marshall McLuhan, Dr. John Goodlad, Dean of Education, UCLA and Dr. Nolan Estes, Superintendent of the Dallas Independent School District. Also features a five minute animation sequence. Selected as one of the top twenty best educational films of 1978 by Instructor Magazine. A nationally distributed film. Audio Director.

TT) Open Your Bible. A series of six instructional video taped programs produced by Salem Kinser Methodist Church, Greenville, Texas. Aired on Cable Channel 6 in Greenville and distributed to the Methodist Churches of Northeast Texas, 1978. Producer/Director.