

Tony R. DeMars ~ February 2021

AREAS OF TEACHING SPECIALIZATION

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

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	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
- 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 (2014-2020 list)

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 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.

(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; 2019-2021.

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.