

Name: **Bradford L. Yates**

Date: September 1, 2006

Teaching

<u>Date</u>	<u>Title</u>	<u>Institution and Department</u>
2006-present	Associate Professor of Mass Communications (Tenured)	University of West Georgia, Department of Mass Communications & Theatre Arts
2000-2006	Assistant Professor of Mass Communications	University of West Georgia, Department of Mass Communications & Theatre Arts
1996-1999	Graduate Teaching Assistant	University of Florida, Department of Telecommunication
1992-1995	Instructor of Communication Studies	Lynchburg College, Department of Communication Studies

COURSES TAUGHT:

University of West Georgia

- Advanced Television Production
- Introduction to Mass Communications
- Media Ethics
- Media Law
- Media Programming
- Radio Program Production
- Special Topics: Acting for the Camera
- Telecommunication and Electronic Media Industries
- Television Production I (Studio)
- Television Production II (Electronic Field Production)

University of Florida

- Advanced Studio Production/Directing (Teaching Assistant)
- Electronic Field Production (Instructor)
- Introduction to Telecommunication (Instructor)

- TV and the American Family (Co-Instructor)

Lynchburg College

- Audiovisual Communication (Instructor)
- Broadcast Journalism (Teaching Assistant)
- Public Speaking (Instructor)

TEACHING DEVELOPMENT:

- Horizon Live Upgrade Workshop, College of Education Technology Training Series, University of West Georgia, 2003
- Writing Across the Curriculum (WAC) Certification Retreat, College of Arts & Sciences, University of West Georgia, 2000

Service to Institution

COMMITTEE MEMBERSHIP:

University of West Georgia

- Departmental Advising Liaison, Advising Sub-Committee of the Enrollment Management Committee, Division of Student Services, University of West Georgia, 2003-present
- A Day Faculty/Staff Team Captain, University of West Georgia Foundation, Inc., 2003, 2005, 2006
- Personnel Policy Review Committee, Office of Academic Affairs, University of West Georgia, 2002
- Name Caller, Commencement, Division of Student Services, University of West Georgia, 2001-present
- Disciplinary Appeals Committee, Member, Division of Student Services, University of West Georgia, 2000-2001

College of Arts & Sciences

- Writing Across the Curriculum Executive Committee, Member, College of Arts & Sciences, University of West Georgia, 2001-2003
- Faculty Advisory Committee, Member, College of Arts & Sciences, University of West Georgia, 2000-2002

Mass Communications & Theatre Arts Department

- Media Day 2007 Planning Committee, Co-Chair, Department of Mass Communications & Theatre Arts, University of West Georgia, Fall 2006-Spring 2007
- Promotion and Tenure Policy Review Committee, Member, Department of Mass Communications & Theatre Arts, University of West Georgia, Fall 2006

- Promotion and Tenure Departmental Review Committee (2 candidates), Member, Department of Mass Communications & Theatre Arts, University of West Georgia, Fall 2006
- Faculty Search Committee, Member, Department of Mass Communications & Theatre Arts, University of West Georgia, Fall 2006
- Faculty Search Committee (2 positions), Chair, Department of Mass Communications & Theatre Arts, University of West Georgia, Fall 2005-Spring 2006
- Media Day 2006 Planning Committee, Member, Facilitator, and Internship Fair Coordinator, Department of Mass Communications & Theatre Arts, University of West Georgia, Fall 2005-Spring 2006
- Faculty Search Committee (2 positions), Chair, Department of Mass Communications & Theatre Arts, University of West Georgia, Spring 2005
- TV Studio General Manager Search Committee, Chair, Department of Mass Communications & Theatre Arts, University of West Georgia, Summer 2005
- Media Day 2005 Planning Committee, Member and Facilitator, Department of Mass Communications & Theatre Arts, University of West Georgia, Spring 2005
- Faculty Search Committee, Member, Department of Mass Communications & Theatre Arts, University of West Georgia, Summer 2004
- TV Studio General Manager Search Committee, Member, Department of Mass Communications & Theatre Arts, University of West Georgia, Summer 2004
- Faculty Search Committee (3 positions), Member, Department of Mass Communications & Theatre Arts, University of West Georgia, Spring 2004
- Departmental Bylaws Committee, Chair, Department of Mass Communications & Theatre Arts, University of West Georgia, Spring 2004-present
- TV Studio General Manager Search Committee, Department of Mass Communications & Theatre Arts, University of West Georgia, Spring 2003
- Faculty Search Committee (2 positions), Chair, Department of Mass Communications & Theatre Arts, University of West Georgia, Spring 2003
- Media Day 2003 Planning Committee, Member and Facilitator, Department of Mass Communications & Theatre Arts, University of West Georgia, Spring 2003
- Summer School Policy Committee, Co-Chair, Department of Mass Communications & Theatre Arts, University of West Georgia, Spring 2003
- SACS Self-Study Committee, Chair, Department of Mass Communications & Theatre Arts, University of West Georgia, 2002-2003
- Curriculum Review Committee, Member, Department of Mass Communications & Theatre Arts, University of West Georgia, 2002-2003
- Media Day 2002 Planning Committee, Member, Department of Mass Communications & Theatre Arts, University of West Georgia, Spring 2002
- Faculty Search Committee, Member, Department of Mass Communications & Theatre Arts, University of West Georgia, Spring 2002

- Faculty Search Committee, Chair, Department of Mass Communications & Theatre Arts, University of West Georgia, Spring 2001
- Promotion and Tenure Committee, Member, Department of Mass Communications & Theatre Arts, University of West Georgia, Spring 2001
- Media Day 2001 Planning Committee, Member, Department of Mass Communications & Theatre Arts, University of West Georgia, Spring 2001
- Film Studies Minor Committee, Member, Department of Mass Communications & Theatre Arts, University of West Georgia, 2000-2002

ADVISING/COUNSELING EXPERIENCE:

- Advisor, Mass Communications Society (MCS), Department of Mass Communications & Theatre Arts, University of West Georgia, 2005-present
- Academic Advising Liaison for Department of Mass Communications & Theatre Arts, Office of the Vice President for Academic Affairs, University of West Georgia, 2003-present
- Advisor for Majors, Department of Mass Communications & Theatre Arts, University of West Georgia, 2000-present
- Advisor, EXCEL Center, Division of Student Services, University of West Georgia, 2000-present
- Advisor, Freshman Orientation, College of Arts & Sciences, University of West Georgia, 2000-present
- Advisor, Transfer Students, College of Arts & Sciences, University of West Georgia, 2001-present
- Participant, Festival of Majors, EXCEL Center, Division of Student Services, University of West Georgia, 2000-present
- Volunteer, Visitation Day, Office of Admissions, University of West Georgia, 2000-present

PARTICIPATION IN EDUCATIONAL ACTIVITIES:

- Guest lecturer, Ethics and Law in Journalism, Georgia College Press Association, 2003 Press Institute, February, 2003
- Guest lecturer, Acting for the Camera Workshop, Georgia Theatre Conference, October, 2001
- Judge (Broadcast/Video Category), Florida Scholastic Press Association, 1998-1999
- Research Assistant, NASA's George C. Marshall Space Flight Center, Research Assistant, Summer, 1997
- Instructor (Broadcast Journalism), Summer Journalism Institute, University of Florida, June, 1996

PARTICIPATION IN COMMUNITY ACTIVITY:

- "Gayev," *The Cherry Orchard*, University of West Georgia Theatre Company, 2001
- "Claudio," *Much Ado About Nothing*, University of West Georgia Theatre Company, 2001
- Intramurals, Member of "Grumpy Old Men" Basketball Team, University of West Georgia, 2001-2002

Academic Achievement

<u>Degree</u>	<u>School</u>	<u>Years</u>
Ph.D.	University of Florida	1995-2000
M.Ed.	Lynchburg College	1992-1993
M.S.	Syracuse University	1990-1991
B.A.	Lynchburg College	1985-1989

Ph.D. DISSERTATION:

- Yates, B. L. (2000). *Media literacy and attitude change: Assessing the effectiveness of media literacy training on children's responses to persuasive messages within the framework of the elaboration likelihood model of persuasion*. Unpublished doctoral dissertation, University of Florida, Gainesville.

HONORS/AWARDS:

- Who's Who Among America's Teachers, 2002 & 2005
- Dell Laptop Recipient for Outstanding Course Development Proposal, 2002 & 2005
- Certificates of Appreciation from students with disabilities, Disability Services, 2000-present
- 1st place paper award (open category), Law Division, BEA, 2002
- M. Carey Brewer Alumni Award, Lynchburg College, 2001
- 2nd place paper award (debut category), Courses, Curricula & Administration Division, BEA, 2001
- Graduate Student Forum Research Paper Award, 1st Place, University of Florida, 1996
- Highest GPA, TV/Radio/Film Program, Syracuse University, 1991
- Summa cum laude (2nd in class of 272), Lynchburg College, 1989
- Outstanding Student of Communication Studies, Lynchburg College, 1989

- Individual Leadership Award, Lynchburg College, 1989
- Who's Who Among Students in American Colleges and Universities, 1988
- Class Honor Scholarship, Lynchburg College, 1986
- Greater Lynchburg Area Honor Scholarship Award, Lynchburg College, 1985

Professional Growth

MEMBERSHIP AND OFFICES IN SCHOLASTIC HONORARIES:

- Phi Kappa Phi, 1994 (Lifetime member)
- Alpha Kappa Delta, 1989
- Lambda Pi Eta, 1988
- Alpha Psi Omega, 1987
- Phi Eta Sigma, 1986

MEMBERSHIP AND OFFICES IN PROFESSIONAL SOCIETIES:

Memberships

- American Association for University Professors (AAUP), 2004-present
- Alliance for a Media Literate America (founding member), 2001-present
- Association for Education in Journalism and Mass Communication, 1995-present
- Broadcast Education Association, 1997-present
- International Communication Association, 1996-present
- National Communication Association, 1988-present
- National Telemedia Council, 1999-present
- Newhouse Alumni Career Advisory Network, S.I. Newhouse School of Public Communications, Syracuse University, 2001-present

Offices

- Vice-head elect, Entertainment Studies Interest Group, Association for Education in Journalism and Mass Communication, 2006-2007
- Research Chair, Entertainment Studies Interest Group, Association for Education in Journalism and Mass Communication, 2005-2006
- Secretary, Entertainment Studies Interest Group, Association for Education in Journalism and Mass Communication, 2001-2003
- Teaching Committee, Mass Communication and Society Division, Association for Education in Journalism and Mass Communication, 2001-2002

PUBLICATIONS:

Peer Reviewed

- Brunner, B. R., & Yates, B. L. (2008). What factors influence student e-mail use? *International Journal of Instructional Media*, (35)(1).
- Yates, B.L. (under review). Healing a nation: Deconstructing Bruce Springsteen's "The Rising." *Atlantic Journal of Communication*.

- Brunner, B.R., & Yates, B. L. (under review). Learning, Connections, and Technology: Student E-mail Use and the Factors that Influence It. *Journalism & Mass Communication Educator*.
- Yates, B. L., & Brunner, B. R. (2006, revise & resubmit). Student E-mail Use: A Preliminary Investigation. *Florida Journal of Educational Research*.
- Yates, B. L. (2004). Applying diffusion theory: Adoption of media literacy programs in schools. *Studies in Media & Information Literacy Education*, 4(2). <http://www.utpress.utoronto.ca/journal/ejournals/simile>
- Yates, B. L. (2004). Media literacy and the policymaking process: A framework for understanding influences on potential educational policy outputs. *Studies in Media & Information Literacy Education*, 4(1). <http://www.utpjournals.com/simile>
- Yates, B. L. (2002). Media education's present and future: A survey of teachers. *Studies in Media & Information Literacy Education*, 2(3). <http://www.utpress.utoronto.ca/journal/ejournals/simile>
- Yates, B. L. (1999). Media literacy: A health education perspective. *Journal of Health Education*, 30(3), 183-187.

Invited

- Yates, B. L. (2004). [Review of the book *Television at the crossroads*]. *Journalism & Mass Communication Quarterly*, 81(3), 715, 718.
- Yates, B. L. (2004). [Review of the book *Broadcast television effects in a remote community*]. *Journalism & Mass Communication Quarterly*, 81(1), 196-197.
- Yates, B. L. (2002). Emphasizing ethics: Promoting academic honesty and detecting plagiarism. *Feedback* 43(4), 20-23.

PAPERS READ:

- Yates, B. L. (2005, September). *Healing a nation: Deconstructing Bruce Springsteen's "The Rising."* Paper presented at Glory Days: A Bruce Springsteen Symposium, Monmouth, NJ.
- Yates, B. L., & Brunner, B. R. (2003, April). *Student e-mail use: What factors have an impact?* Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV.
- Brunner, B. R., & Yates, B. L. (2003, March). *Student use of technology: A preliminary investigation.* Paper presented at the annual meeting of the International, Interdisciplinary Public Relations Research Conference, Miami, FL.
- Yates, B. L., & Fargo, A. L. (2002, April). *Talk dirty to me: Broadcast and cable TV push the envelope on indecency.* Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV. (1st place award in open category-Law Division)
- Yates, B. L. (2001, May). *Applying diffusion theory: Adoption of media literacy programs in schools.* Paper presented at the annual meeting of the International Communication Association, Washington, DC.

- Yates, B. L. (2001, April). *Media literacy and attitude change: Assessing the effectiveness of media literacy training on children's responses to persuasive messages within the ELM*. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV. (2nd place award in debut category-Courses, Curricula, and Administration Division)
- Yates, B. L. (1999, March). *Modeling strategies for prosocial television: A review*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication Southeast Colloquium, Lexington, KY.
- Yates, B. L. (1998, October). *Achieving scientific literacy through the mass media and other communication technologies: A NASA perspective*. Paper presented at the annual meeting of the Florida Communication Association, St. Petersburg, FL.
- Yates, B. L., Ballard, M., Ferguson, M. A., Filer, K., Knott, A., Villanueva, A., & Cristal, T. (1998, August). *Video violence: Desensitization and excitation effects on learning*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Baltimore, MD.
- Yates, B. L. (1998, June). *Media literacy and the policymaking process: A framework for understanding influences on potential educational policy outputs*. Paper presented at the National Media Literacy and Media Citizenship Conference II, Birmingham, AL.
- Yates, B. L. (1997, November). *Media literacy: A health education perspective*. Paper presented at the annual meeting of the National Communication Association, Chicago, IL.
- Yates, B. L. (1997, June). *Media education's present and future: A survey of teachers*. Paper presented at the National Media Citizenship Project's Summer Conference: Teaching Media Literacy and Media Citizenship, Birmingham, AL.
- Yates, B. L. (1989, November). *The role of mass media and interpersonal communication as instruments of diffusion*. Paper presented at the annual meeting of the Speech Communication Association, San Francisco, CA.

MANUSCRIPT/PAPER REVIEWER:

- Manuscript reviewer for *Studies in Media & Information Literacy*, 2002-present.
- Manuscript reviewer for *Mass Communication and Society*, 2001-present.
- Paper reviewer for the annual meeting of the Entertainment Studies Interest Group of the Association for Education in Journalism and Mass Communication, August 2003.
- Paper reviewer for the annual meeting of the Law Division of the Association for Education in Journalism and Mass Communication Southeast Colloquium, March 2002.

- Paper reviewer for the annual meeting of the Communication Theory and Methodology Division of the Association for Education in Journalism and Mass Communication, August 2001.
- Paper reviewer for the annual meeting of the Law Division of the Association for Education in Journalism and Mass Communication Southeast Colloquium, March 2001.

OTHER ACADEMIC CONFERENCE PARTICIPATION:

- Discussant for “Scholar to Scholar” session at the annual meeting of the Association for Education in Journalism and Mass Communication, San Francisco, CA, August, 2006.
- Moderator for panel entitled “Blogs, Spam and Porn: Legal Challenges on the Internet” at the annual meeting of the Association for Education in Journalism and Mass Communication, San Antonio, TX, August, 2005.
- Panelist, “Cultivating Media Literacy Skills through Analysis and Evaluation,” Fifty Years of Excellence for Electronic Media Academics, Industry and Future Professionals: Sharing Our Teaching Expertise at the annual meeting of the Broadcast Education Association, Las Vegas, NV, April 2005.
- Panelist, “Convergence: It's not all about technology,” Diversifying the Curricula by Teaching Across the Disciplines, at the annual meeting of the National Communication Association, Miami Beach, FL, November, 2003.
- Presenter, “The Live Remote: Bringing Professionals to Students,” Mini-plenary Session: GIFT (Great Ideas for Teachers) (competitive), at the annual meeting of the Association for Education in Journalism and Mass Communication, Miami Beach, FL, August, 2002.
- Panelist, Mini-Plenary Panel Session: Emphasizing Ethics, at the annual meeting of the Association for Education in Journalism and Mass Communication, Miami Beach, FL, August, 2002.
- Moderator for panel entitled “Spanish Explosion: Career and Internship Opportunities in Spanish-Language Media” at the annual meeting of the Association for Education in Journalism and Mass Communication, Miami Beach, FL, August, 2002.
- Moderator for panel entitled “Internet as Ally in Teaching: Giving Voice to the Peoples” at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington, DC, August, 2001.
- Yates, B. L., Ballard, M., Ferguson, M. A., Filer, K., Knott, A., Villanueva, A., & Cristal, T. (1996, March). *The effects of viewing audiovisual violence on aided and unaided recall*. Paper presented to the Graduate Student Forum, University of Florida, Gainesville, FL. (1st place award)
- Moderator for panel entitled "Creating a New Community: The Unification of Journalism and Communication Studies Departments" at the annual meeting of the Speech Communication Association, New Orleans, LA, November, 1994.

WORKS IN PROGRESS:

- Gant, C. V. & Yates, B. L. (2008, April submission). Diversity Issues: A content analysis of diversity coverage in introductory mass communication textbooks (working title). Preparing for submission to the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL.

FELLOWSHIPS:

- Conferee (competitive), International Radio and Television Society Faculty/Industry Seminar, New York, 2004. This seminar brings together faculty and industry professionals to discuss current issues in telecommunications and provides educators the chance to learn first-hand what their students need to know to be successful in the media field. This seminar's theme was "Out of the box: Redefining television."
- Faculty Fellow (competitive), National Association of Television Program Executives (NATPE) Educational Foundation, NATPE Convention and Exhibition, Las Vegas, 2004. The Faculty Fellow program offers educators from around the country the opportunity to meet and learn from television industry executives about television syndication and program development.
- Conferee (competitive), International Radio and Television Society Faculty/Industry Seminar, New York, 2003. This seminar brings together faculty and industry professionals to discuss current issues in telecommunications and provides educators the chance to learn first-hand what their students need to know to be successful in the media field. This seminar's theme was "From content to management: Searching for answers in puzzling times."
- Excellence in Journalism Education Project Fellow (competitive), WTIC Fox 61, Hartford, CT, 2002. Worked with reporters, producers, editors, and videographers for four weeks to prepare the nightly news program, "Fox News @ 10." Duties included editing voice-overs, lighting interviews, setting up live shots, and writing news copy. Fellowship was designed to allow educators an opportunity to work in a newsroom and bring their experiences back to the classroom. The EJE project was sponsored by the Radio-Television News Directors Foundation and funded by the Knight Foundation.

MASS COMMUNICATION WORK EXPERIENCE:

- Producer of "Eye On LC," Lynchburg College, Lynchburg, Virginia, 1992-1995. "Eye On LC" is a bi-weekly video news magazine program shown on the local cable access channel. The show is produced as part of the requirements for a course in broadcast journalism. Responsibilities included working one-on-one with students to instruct them in scriptwriting, video camera and editing system operation, shooting and editing techniques. Also responsible

for story assignments, show order, enforcing deadlines, and the on-line edit of the show.

- Television Studio Supervisor, Lynchburg College, Lynchburg, Virginia, 1992-1995. Responsible for maintaining the daily operation of the college's audiovisual studio. Duties included equipment check-out and maintenance, tape dubbing and cataloguing, program recording, scheduling use of editing equipment, and supervising student assistants.
- College Yearbook Adviser, Lynchburg College, Lynchburg, Virginia, 1992-1994. Duties included the allocation of a \$28,500 budget, supervision of production of 200 page annual, regular meetings with student editor-in-chief to discuss progress of the book and staff concerns, meetings with publishing representative to discuss progress of book and budget concerns.
- Assistant Producer, Little Pond Productions, Lynchburg, Virginia, 1991-1992. Duties included script and copywriting, computer graphics, video production and editing, voice-over and on-camera talent.
- Sports Production Assistant, "The George Michael Sports Machine," WRC-TV 4, Washington, DC, 1991. Two-month internship that included charting sports events, assisting editors and producers in studio, and assisting reporters and production crews on electronic field productions.
- Editor-in-Chief, *The Argonaut*, Lynchburg College, Lynchburg, Virginia, 1988-1989. Yearbook earned Columbia Scholastic Press Association 1st place award for small colleges. Managed a 16-member staff in addition to reporting, caption writing, copy editing, and planning layout and design.
- Production Assistant, WSET-TV 13, Lynchburg, Virginia, 1988. Four-month internship that included pre-production studio set-up, operation of studio cameras and audio board for 6:00 p.m. news show.

ACTING EXPERIENCE:

Television (On-camera/voice-over talent) 1994-1995

- Commercials for Quik-E Food Stores, WSET-TV 13
- Commercial for Danville Regional Medical Center, WSET TV-13
- Commercials for John Hoover Honda, Inc., WSET, TV-13
- PSA for Partnership for the Prevention of Substance Abuse, WSET-TV 13
- Commercial for Tom Jones Drug, Lynchburg Cablevision

Film

- Extra, *Sweet Home Alabama* (starring Reese Witherspoon), Original Films/D&D Films, Touchstone Pictures, 2002

Theatre

- "Gayev," *The Cherry Orchard*, University of West Georgia Theatre Company, 2001
- "Claudio," *Much Ado About Nothing*, University of West Georgia Theatre Company, 2001
- "Tony Nunzio, Jr.," *Tony 'n Tina's Wedding*, Cherry Tree Playhouse, 1995

- "Lenny Ganz," *Rumors*, Lynchburg Fine Arts Center, 1995
- "Silvio Lombardi," *The Servant of Two Masters*, Randolph-Macon Woman's College, 1994
- "Teddy Treebark the Treehouse Keeper," *The Treehouse: A Live, Interactive Theatre Program for Children*, Cherry Tree Playhouse, 1994
- "Protean," *A Funny Thing Happened on the Way to the Forum*, Cherry Tree Playhouse, 1994
- "Paravicini," *The Mousetrap*, Lynchburg Fine Arts Center, 1994
- "Bob Cratchit," *A Christmas Carol*, Lynchburg Fine Arts Center, 1993
- "Gerry Evans," *Dancing at Lughnasa*, Randolph-Macon Woman's College, 1993
- "Mark Twain/Doctor," *Big River*, Lynchburg Fine Arts Center, 1993
- "Dr. Bonds," *Meet Me in St. Louis*, Lynchburg Fine Arts Center, 1993
- "FDR/Policeman," *Annie*, Lynchburg Fine Arts Center, 1992
- "Postmaster Hawkins," *Damn Yankees*, Lynchburg College Theatre, 1992
- "Stanley Jerome," *Brighton Beach Memoirs*, Lynchburg Fine Arts Center, 1992
- "James Throttle," *The Mystery of Edwin Drood*, Lynchburg Fine Arts Center, 1991
- "Malvolio," *Twelfth Night*, Lynchburg College Theatre, 1988
- "Trevor," *Bedroom Farce*, Lynchburg College Theatre, 1988
- "Sir Harold," *Once Upon a Mattress*, Lynchburg College Theatre, 1988
- "Horse/Chorus," *Equus*, Lynchburg College Theatre, 1987
- "Freddie Fellowes/Phillip Brent," *Noises Off*, Lynchburg College Theatre, 1987
- "Angie the Ox," *Guys and Dolls*, Lynchburg College Theatre, 1987
- "Simon Blumberg," *Isn't It Romantic*, Lynchburg College Theatre, 1987
- "Basque," *The Misanthrope*, Lynchburg College Theatre, 1986