

**May 4, 2026**

**ANDREW S. WILL**

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## **EDUCATION**

### Master of Arts in Mass Communications

Southern University and A&M College, Baton Rouge, Louisiana, 1992

### Bachelor of Arts in Mass Communications-radio and television emphasis

Southern University and A&M College, Baton Rouge, Louisiana, 1990

## **TEACHING/ PROFESSIONAL EXPERIENCE**

**University of West Georgia – School of Communication, Film, and Media**

**Senior Lecturer of Journalism**

**Lecturer, Fall 2011 to Present**

### **Courses Taught:**

- **Introduction to Mass Communications COMM 1154**  
Instructional duties include PowerPoint lectures on the history and current state of the mass communications industry. During semester, students performed various class exercises on different media scenarios involving **public relations, media ethics, media law, and traditional media outlets**. Students also performed a **class debate and presentations on current media topics and trends**.
- **Radio Program Production COMM 3351**  
Instructional duties include hands-on training on current radio station automation software, audio consoles, audio mixers, and audio editing software. Students produced projects such as **radio news stories, public-service announcements, feature length radio programs, stingers, and promotional spots**. Programs used included **WideOrbit radio automation and Adobe Audition audio editing software**.
- **Fundamentals of TV Production COMM 3352**  
Perform instructional duties by means of theory and practical aspects over intermediate class level college students including teaching of **ENG/EFP** and **studio** productions of the television medium. **Students completed various class projects such as news packages, VOSOTS, and feature stories**.
- **Fundamentals of News writing COMM 3301**  
Instructional duties include PowerPoint lectures on various styles of print, web, social media and mobile media writing. During semester students performed in and out of class writing assignments with uses of **The Associated Press Stylebook** along with performance of various exercises pertaining to AP writing styles and traditional print writing styles versus current writing trends. **Students also completed website blogs and feature stories as a part of their training in the course**.

- **Media Ethics COMM 2254**  
Instructional duties include lectures and class exercises on various ethical branches such as Normative ethics, Metaethics, and various philosophical approaches to media ethics. **Students performed group presentations and mock trials using various case studies from the textbook to relate moral and ethical scenarios** to critical thinking approaches in decision making.

**\*Additional Courses of Instruction**

- Advanced Media Writing and Reporting COMM 4450
- Fundamentals of Film Production COMM 3353
- Prac-The WOLF Radio COMM 4421R
- Sports Communication COMM 4485

**University Service, Awards and Activities - 2015 to Present**

- **Recipient of Regents' Teaching Excellence Award**, presented by the Department of Mass Communications in the year of 2016
- **Elected to the Students Fees Committee for the University of West Georgia** in spring of 2017
- **Elected to the Chat & Chill Committee for the Department of Mass Communications** in fall of 2018

**Clark Atlanta University - Mass Media Instructor/ Radio-Television Dept. Coordinator/  
WSTU Radio Advisor, Fall 2000 to 2018**

**Courses Taught:**

- **Advanced TV Producing & Directing MMA 477**  
Instructional duties include advanced-level training on television studio setup for television broadcast productions. During semester, students performed a weekly **30-minute program** which aired on CAU-TV, the university's TV station. Students also received training in various production positions including **producing, directing, technical directing, and audio engineering.**
- **Radio Programming and Production MMA 475 & MMA 476**  
Instructional duties include advanced-level training on radio station operations including programming, research, promotions and production. During semester, students produce a weekly **30-minute radio program** which airs on WSTU radio station. Equipment used for programming include audio consoles, mixers, minidisk players, and CD recorders. Students also complete a final project **constructing a radio station.**
- **Fundamentals of TV Production MMA 348**  
Perform instructional duties by means of theory and practical aspects over intermediate class level college students including teaching of **ENG/EFP** and **studio** productions of the television medium.
- **Broadcast Journalism MMA 334**  
Instructional duties include broadcast writing, **ENG reporting, TV/radio interviewing,** and hands-on training with ENG cameras along with TV studio and radio station equipment. Students completed various projects on news packages, interviews, and 30-minute programs for both TV and radio.

**\*Additional Courses of Instruction**

- Introduction to Radio, TV, and Film MMA 308
- Fundamental of Radio Production MMA 348
- Senior Seminar (Capstone for radio) MMA 490
- Survey of Media and Society MMA 201
- Multimedia Writing, Reporting, and Storytelling MMA 203

**\*Additional Departmental Duties**

- MMA Advisor to radio, television, and film students during pre-registration for upcoming semester on courses
- Perform graduation clearance duties for MMA juniors and seniors
- Set up various departmental lectures and seminars given by media professionals
- Perform workshops on **non-linear TV editing systems** and ENG cameras along with audio consoles, digital systems, and portable audio systems for training of Mass Media students
- Video/Audio technology used includes **SD cards, USB flash cards, Mini-DV, DVCam, studio cameras, Mini-DV nonlinear editing suites, Final Cut Pro non-linear editing systems, Adobe Audition CS6 audio editing system, Audacity audio editing system, Soundtrack Pro audio editing system, ShortCut digital audio unit, master control switcher, audio consoles, flash recorders, Zoom H-4 audio recorders** and various microphone types

**University Service, Research, and Publication Performance and Activities - 2001 to Present**

- **As Advisor of Broadcast Education Association (BEA)**, oversee the entire operation of the student organization, elect student officers on an annual basis, schedule and coordinate broadcast workshops, media industry tours, video shoots, media conventions, organizational fundraisers, etc., 2022 to present
- **Serve on Student Research Assistant Program (SRAP)** committee for university, 2025 to present
- **Served on Strategic and Finance Advisory (SFAC) Committee**
- **Chaired the SCFM committee on evaluating COMM 1154 Introduction to Mass Communications course**; Goals of the committee were course design, course objectives, and assessment assignment.
- **Served on Equipment Pool Manager search committee** and help conduct all virtual and in-person interviews
- **As Advisor of WSTU Radio and Project Manager**, oversaw the relocation and renovation of the Clark Atlanta University student station to a new area of the Mass Media Arts building in summer 2014
- **Chair of Student Achievement University Committee** in 2009
- **Creator and Coordinator of audio studio project known as The ARC@CAU** (2011-2012). Facility located in Department of Mass Media Arts building.
- **Advisor of WSTU Radio** station, the Clark Atlanta University student radio station, 2003, 2004, 2006 to 2015
- **Pioneered internet streaming and first website of Clark Atlanta University student radio station WSTU Radio** in September of 2007
- **Member of WEB DuBois Program for CAU student mentoring**, 2008 to 2010

### Professional Growth and Development Training activities

- **Promoted from Lecturer to Senior Lecturer** in 2025, following completion of eDossier which highlighted over 20-plus years of teaching in the higher education arena of communications at various institutions including the University of West Georgia, Clark Atlanta University, and the Art Institute of Atlanta
- **Attended NAB/BEA Convention in Las Vegas, NV** to gain knowledge and insight of various forms of innovative media technology such as immersive virtual reality, latest ENG and film cameras, radio automation systems on the NAB spectrum of the convention; on the BEA side, obtained knowledge on latest trends of broadcast news, sports commentary, the future of broadcast journalism, how to properly use Artificial Intelligence (AI) in the classroom, etc., in 2026
- **Completed training and received Certificate of Completion** on the IRIS Center's online professional development training on the topic of "Behavioral Principles: The Basics of Understanding Student Behavior" in Fall of 2025
- **Completed digital literacy training session** conducted by Innovative Educators on the topic of "Embedding Digital Literacy Into Curriculum Without Overloading Faculty" in Fall 2025
- **Completed Databricks Academy Generative AI online training course** on topics such as Generative AI Basics, LLM Applications, and Assessing Potential Risks and Challenges involving generative AI in Fall 2025
- **Served on panel discussion with other higher education instructors and professionals** in Fall 2025. The topic was titled "Emerging Media Forms: Innovation and Audience Shifts." The panel explored how gaming, streaming, podcasting, film, and data journalism are reshaping the way stories are told and consumed. There were engaging discussions on the innovations driving these shifts and how audiences are changing, and what it all means for the future of media.
- **Wrote essay and abstract** on terrestrial radio's evolution and innovations titled "The Evolution of Terrestrial Radio: Should Academia Embrace Traditional Methods or Ride the New Wave?," in Summer 2025. The literary work has yet to be published.
- **Produce, edit, and perform a feature-length radio podcast** titled "Power Hits 101" which keep my skills current in sharing innovative on-air and production techniques with students, 2020 to present
- **Received additional training on Course Den modules** from UWG Institute for Faculty Excellence, in 2025
- **Continued to learn more strategies using Brightspace D2L Learning Management System**, in 2025
- **Continued to gain new knowledge of current media trends and technology** of various audio and video gear to assist various professionals with new podcasts and vodcasts, in 2025
- **Hosted BEA Panel titled "The Use of Podcasting in Radio"** at Clark Atlanta University in Atlanta, GA, in 2024
- **Published article entitled "Listening Locally, Reaching Globally: Technology Promoting Global Education for Students"** in "Global Education: A Bridge Over Troubled Waters" article of NYU's Faculty Resource Network online Network Journal this spring 2015.
- **Published article entitled "That 70s Audio Store"** in "What's Old Is New: Using Real-World Experiences to Engage and Meet the Expectations of 21<sup>st</sup> Century Students" Article of NYU's Faculty Resource Network online Network Journal in spring 2013.

- **Member of scholarly research panel for presentation of** “Bridging the Gap in Liberal Arts Education Using Reflective and Collaborative Experiences” at the Faculty Research Network conference in November, 2013 in Miami, Florida.
- **Member of scholarly research panel for presentation of** “What’s Old Is New: Using Real-World Experiences to Engage and Meet the Expectations of 21<sup>st</sup> Century Students.” Presentation accepted at the 2012 Faculty Resource Network National Symposium International, New Orleans, LA, Nov. 2012.
- **Recipient of The William H. Crogman Lifetime Achievement Award**, presented by Student Life Awards in the year of 2013
- **Elected to University Academic Council Sub Committee for Admissions, Financial Aid, & Scholarships** in fall of 2012
- **Panelist of Radio Workshop—Black College Radio (2009)**

#### **The Art Institute of Atlanta – Video/Audio Adjunct Instructor, 2004 to 2008**

- **Introduction to Video 101**  
Instructional duties included lectures on basic theories and principles of ENG and studio productions in relation to television programming. Students received training on digital **ENG cameras, non-linear editing systems**, and utilized basic video and audio equipment.
- **Listening & Analysis 103**  
Instructional duties included lectures on the theories of various music genres from the past to the present and how these musical types relate to and influenced current trends in music. Students performed various exercises on comparing and distinguishing music genres and learned to analyze different music and use certain music for audio projects.
- **Audio for Video 102**  
Instructional duties included lectures on recording good sound levels and applying sound to the structure of video. Students received hands-on training with various microphone types such as **lavalieres, booms and hand-helds** along with the uses of **audio mixers**, digital video cameras, and audio/video connectors and equipment.

#### **VIDEO AND AUDIO SOFTWARE EXPERIENCE**

- Adobe Premiere Pro Creative Cloud video editing system
- Adobe Audition CS6 audio editing system
- Final Cut Pro 7 video editing system
- Soundtrack Pro audio editing system
- Audacity audio editing system
- ShortCut digital audio editing system

#### **POST-PRODUCTION/ TELEVISION & RELATED EXPERIENCE**

##### **Crawford Communications - Duplication Tech., 2006**

- Performed quality checks on various video programming including movies, commercials, documentaries and TV series. Duties included **waveform/vectorscope** and audio decibel level setups
- Duplication of movies, commercials, promos, etc.
- Machine formats included **Digital Beta, Beta SP and DVCPro**

**Elements of Creation & BV Media, LLC – Videographer/Video Editor, 2001 to 2006**

- Performed videography duties for hip-hop documentary entitled “New Flava: The Emergence of Southern Hip-Hop”
- Produced and performed videography and editing duties of video documentary on Louisiana entitled “Stories from the Bayou”
- Performed both videography and video editing freelance services for Atlanta City Council
- Performed videography freelance services for various recording artists including P. Diddy, Trina, Zerby, etc.

**Video Tape Associates - Editor Assistant/Duplication Tech., 1995 - 2000**

- Assisted editors with **off-line** and **on-line** edit sessions.
- Digitized from various tape formats to **Avid 9000**.
- Duplication of movies, commercials, promos, etc.
- Standards conversions of video from **NTSC** to **Pal** and vice versa.
- Machine formats included **Digital Beta, Beta SP, D-2 and DAT**

**Total Audio Visual Services - Video Technician, 1994 – 1995**

- Quality checks on video equipment including **VHS decks, camcorders, projectors, video monitors, video DAs, switchers**, etc.
- Setups/breaks of various show settings which included setups of **35mm cameras, projectors, camcorders, VHS/monitor pkgs.**, etc.
- Video/audio patch cable used included **BNC, RCA, mini**, and **RF**

**RADIO BROADCASTING EXPERIENCE****Heaven 100 Radio – Part-time On-air Personality, 1998 - 1999**

- Six-hour on-air shift
- Gospel-formatted programs
- Top-9 countdown, listener trivia, listener call-in and dedications.
- Equipment used included **audio console, cart machines, CD players, cassette players, turntables, reel-to-reel, transmitter reader**.

**KCLF-AM – Full-time On-air Personality, 1992 - 1993**

- Six-hour on-air shift
- R&B/Blues & Oldies Show
- Top-5 Countdown, feature artist day program, dedication time slots.
- **Music director** along with commercial writing and producing.
- Equipment used included **audio console, cart machines, reel-to-reel, turntables**.

**REFERENCES**

Furnished upon request