

## Curriculum Vitae

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### Summary

I am a College Media Association Hall of Fame and Associated Collegiate Press Hall of Fame journalism educator with more than 35 years of reporting, writing, editing, desktop publishing, multimedia, social media, teaching and college media advising experience.

### Experience

**08/2012-present**

**Director of Student Media and Instructor of Mass Media, Northwest Missouri State University, Maryville, Mo.**

**Northwest is four-year, public university with an enrollment of 6,431 in-person undergraduate and graduate students.**

- Oversee the general operations of the Northwest Student Media, which includes an award-winning weekly printed student newspaper (The Northwest Missourian) that also serves as a daily online news operation through its website and social media; an award-winning yearbook (Tower); an award-winning television station (KNWT) and an award winning radio station (KZLX-lpFM). The student media employ approximately 100 students per semester, and as part of that operation I serve as the supervisor to the full-time business and underwriting manager for Northwest Student Media. Eleven Tower yearbooks I have advised since my arrival at Northwest have all been named Pacemaker finalists, and Tower won the 2015, 2021, 2022 and 2023, Pacemakers. The Missourian won Best in Show for weekly student newspapers at the 2016, 2017 and 2022 Associated Collegiate Press spring conventions. The Missourian and Tower have won more than 175 awards from Missouri College Media Association in the past seven years, including Journalist of the Year (once), Adviser of the Year (once), and Photojournalist of the Year (10 times). Tower has been named best yearbook in the state every year of my advising at Northwest, and the Missourian has won best newspaper six times, most recently in April 2024.
- Teach the practicum classes associated with the above media, including newspaper practicum, advanced newspaper practicum, yearbook practicum, advanced yearbook practicum and magazine practicum. I provide comprehensive weekly critiques of the newspaper for those practicums, and provide continuing advice for content being produced for the yearbook, which prints in the spring, and the magazine, which publishes once each semester as a newspaper insert.
- Coordinate with the editorial advisers for the student-run radio station and student television station as part of the joint business, advertising and underwriting operations, and completed the integration of a convergence model of student media that was in the planning stages prior to my arrival at Northwest.
- Designed and taught the course Political Journalism in the spring of 2016, supported by a \$5,000 grant received from the Committee of Teaching and Learning, that supported taking 13 students and two additional support faculty to the state of Iowa for four days to cover the 2016 Iowa caucus, cover the 2016 Missouri primary and cover the 2016 Maryville municipal elections, complete with a live broadcast of a student-run debate featuring the local city council and school board candidates. Class coverage was broadcast live from Iowa on KXCV, Northwest's 50,000-watt, four-state NPR affiliate, as well as with live web streaming of video content and publication of all content to various social media platforms and the student media website, [www.nwmissourinews.com](http://www.nwmissourinews.com). The coverage won more than 40 awards at various media and educational conferences. The course was not repeated due to funding issues, but student media used advertising revenue to travel to Iowa and cover caucuses in 2020 and 2024. The 2020 coverage won more than 35 state and national awards.
- Teach journalism classes in the School of Communication and Mass Media, including Media Theories, Advanced Communication Design, Copy Editing and Feature Writing.
- Serve as the Director of Knacktive, our interdisciplinary, multimedia advertising agency, which recruits 24 students each spring to serve on three competitive teams, working for a paying, real-world client to develop a multiplatform advertising pitch and solution to the client's ask. I oversee a faculty of four from Communication, Business, Art and Computer Science, who teach the class. I recruit each year's client, oversee the course curriculum and recruit professional guest speakers to supplement the course instruction.
- Serve on the recruitment committee for the School of Communication and Mass Media, developing strategies for recruiting new students to the major and traveling to various high schools and high school journalism workshops as part of that recruitment process.
- Chair the scholarship committee for the School of Communication and Mass Media, which awards numerous academic and service scholarships to students in the various majors offered in the department.
- Present workshops for various groups and organizations on the Northwest Missouri State University campus as needed.

**10/2010-present**

**Founder and CEO, @comminternships**

**@comminternships on X/Twitter and its companion website, [www.comminternships.com](http://www.comminternships.com), serve as a clearinghouse for communication internships and entry-level jobs for college communication students and recent graduates on a global scale. It has followers in 121 different countries on six continents.**

- Handle all operations for @comminternships, a Twitter feed originally devoted to promoting internships and entry level journalism jobs to students enrolled in the multimedia journalism major at Simpson College, but which has since expanded into a global account with followers on six continents.
- The Twitter feed and website promote internships and entry level jobs in journalism, public relations and social media, with attention paid also to hints and tips on obtaining that first job. The feed also includes the blog [www.comminternships.com](http://www.comminternships.com)

- The feed is a regular contributor to other job-search sites online, including College Media Matters and ProfNet. ProfNet has named me its "Internship Expert," and I contribute regularly to its blog and Twitter chats. It has promoted my appearances on its site and my expertise in media internships through its billboard in Times Square.

**02/2015-present**

**Director of Convention Technology; Summer Sports Workshop Director (paid), Associated Collegiate Press, Minneapolis, Minn. Associated Collegiate Press provides journalism education services to students, teachers, media advisers and others throughout the United States and in other countries.**

- Program sessions on technology issues for the Fall and Spring National Media Conventions, the regional Midwinter Best of the Midwest Convention and the Summer ACP Workshops.
- Serve as on-site technology coordinator for all sessions and speakers at all conventions.
- Program and direct the sports workshop for the Summer College Journalism Mega Workshop, sponsored by Associated Collegiate Press, College Media Association, College Media Business and Advertising Managers, and College Broadcasters, Inc. Program and direct a workshop for 20 college sports journalists that includes coverage of professional sports in the Minneapolis region during the workshop.

**05/1997-11/2012**

**Director of Convention Technology (Volunteer), College Media Association, headquartered at Vanderbilt University, Nashville, Tenn. College Media Association (formerly College Media Advisers) is the nationally recognized umbrella organization for directors of college media. The organization provides training for new advisers, produces two annual national conventions to train college student journalists, and serves as an advocate on behalf of advisers nationwide.**

- Programmed sessions on technology issues for the Fall National Media Convention, the Spring National Media Convention, and the summer New Advisers Workshop as requested by the convention director.
- Served as on-site technology coordinator for all sessions and speakers at the fall and spring conventions.
- Was named the Distinguished Four-Year Newspaper Adviser for CMA in October 2005. This honor is bestowed upon the nation's top college newspaper advisers each year by College Media Association, the professional organization for advisers, general managers and directors of college student media.

**08/2010-05/2012**

**Student Media Specialist, Simpson College, Indianola, Iowa**

**Simpson College is a four-year, private college founded in 1860. It is a United Methodist-affiliated, independent, undergraduate, co-educational liberal arts college with approximately 1,500 full-time and 550 part-time students.**

- Served as general manager, business manager and advertising director for Simpson College's student media, including the weekly student newspaper, its public radio station and student life magazine. I supervised the student advertising staff, managed all billing and budgets, handled all expenditures and revenues and was responsible for securing funding through the student government and from external sources for all three publications plus the student media website. This included the selling of advertising for the print media as well as underwriting for the radio station.
- Advised the weekly student newspaper The Simpsonian, the nation's oldest continually published student newspaper. I taught two practicum classes, one a 100-level class and the second a 200-level leadership class, tasked with producing the paper each week. Students in the 100-level practicum were responsible for producing all of the content, including stories, photographs and graphics for the paper. Students in the 200-level practicum were responsible for overseeing production of the paper and served in the paper's various editor positions, including editor in chief. The Simpsonian printed 1,700 copies of the paper each week, which was distributed through campus mail to every member of the college community. The newspaper won 10 awards at the 2012 Iowa College Media Convention, including Best Use of Social Media, Best Sports Story, second place for editorial leadership and third place for General Excellence. It was the paper's best-ever showing in the annual contest.
- Advised KSTM, the college's student-run FM radio station, which broadcasts regionally on 88.9. The station programs 24-hours a day with a combination of automated and live, on-air student-produced programming. I completed a six-month project with college administration, the station's contract engineer and student staff to facilitate the relocation of the station from its prior campus location, which was demolished in 2011, to its new location inside the communication facility.
- Advised StormTracker, the newly formed student-life magazine that replaced the yearbook, which discontinued publication in 2008. This annual magazine chronicles student life and campus events, and includes feature stories and photography of interest to the Simpson College community. Its debut issue published in June 2012, and it was mailed to all students, including graduating seniors.
- Taught classes in the Department of Communication and Media Studies major in multimedia journalism, including, but not limited to, COMM 155: Professional Media Practicum; COMM 255: Media Leadership Practicum; COMM 190 (May Term): The Art and Science of Humor; COMM 211: Beginning Newswriting and Reporting; COMM 240: Advertising Practicum; COMM 315: Journalism 2.0; COMM 351: History of Media Technologies in America. I taught courses both in the regular day program on the main campus in Indianola and in the Evening, Weekend and Graduate Program located in West Des Moines and Ankeny, Iowa.
- Served as the Internship Coordinator for the Department of Communication and Media Studies, coordinating internship opportunities for students with employers in the Des Moines regional area, as well as statewide and nationally. I made regular site visits to local internship locations, coordinate evaluation of the internships with the internship supervisors, and graded the students' portfolios compiled over the course of the internships.

- Facilitated student involvement in various state and national college media organizations, including the Iowa College Media Association and College Media Association, encouraging students to attend, and accompanying them, to conventions at the state and national level.

**08/2006-08/2010**

**Director of Student Publications, Middle Tennessee State University, Murfreesboro, Tenn.**

**MTSU is Tennessee's largest undergraduate four-year public university, with an enrollment of more than 25,000 students.**

- Advised Sidelines, the student-produced, twice-a-week newspaper. Tasks included overseeing a student staff of 30 or more students each semester, a full-time advertising manager and a full-time business manager; managing a \$250,000 budget; supervising the execution of all contracts with outside vendors, including advertisers, printers and the Web hosting company; training new student staff in software and the fundamentals of journalism; producing a comprehensive written critique of each issue of the student newspaper; and serving on various university committees. I worked to move Sidelines to a more respected publication, with Sidelines joining such national professional organizations as Associated Collegiate Press, College Media Advisers and the Southeast Journalism Conference. In February 2009, Sidelines won five awards at the SEJC regional competition, and the Spring 2008 editor in chief and the Spring 2008 features editor both placed in the top 20 nationally in the Hearst awards, a first for MTSU. In February 2010, Sidelines was named the No. 2 College Student Media Web site in the Southeast by the Southeast Journalism Conference. Additionally, seven students placed in the top 10 in seven different categories in the conference.
- Served as an adjunct instructor in the College of Mass Communication, teaching one to two sections of JOUR2710: Media Writing each semester to students entering the College of Mass Communication.
- Served on a variety of university committees and task forces, including the Convergent Student Media Task Force, which was commissioned by the University president to redesign how student and professional media are configured at MTSU. I led several subcommittees of this task force, including committees on staff structure, technological integration and the overall design of the new media center, which launched in July 2011. The task force was commissioned with integrating the Sidelines student newspaper, a student TV station, a student radio station, a professional radio station, a student-run record label and the student advertising organization into one comprehensive center. At the outset, all of these departments and organizations were separate entities on campus reporting to different departments. In July 2011, they became one comprehensive Student Media Center under the direction of the College of Mass Communication.

**08/2000-08/2006**

**Assistant Professor of Communication, Truman State University, Kirksville, Mo.**

**Truman State University is Missouri's highly selective public liberal arts and sciences university; its enrollment exceeds 6,000.**

- Advised the New Media Index, the online student-produced news outlet for the Truman State University community and the city of Kirksville, from May 2005-August 2006. Tasks included directing a comprehensive re-invention of the online structure of Truman Student Media, combining all of the news outlets (the Index newspaper, the radio station KTRM and the TV station News 36) into a single, convergent multi-media outlet.
- Advised the Index, the student-produced newspaper for the Truman State University community and the city of Kirksville, from January 2002-May 2005. During my tenure as adviser, the Index was named the Best Non-Daily Newspaper in the nation by the Associated Collegiate Press in the Fall of 2003 and the Fall of 2004. It was also named Best Non-Daily Newspaper in the nation by College Media Advisers in Spring 2002, Spring 2003 and Spring 2004, and placed second in Spring 2005. The newspaper won more than 250 awards at the Missouri College Media Association conventions during my tenure as adviser, and also produced the Missouri Photojournalist of the Year (2003) and two Missouri College Journalists of the Year (2004, 2005). The newspaper had a staff of 45 students.
- Advised Detours, the student-produced regional travel magazine for residents of the tri-state area, from January 2002-May 2005. The magazine was named third-best student general interest magazine in the nation in Fall 2004 by the Society of Professional Journalists, and it won numerous writing and design awards at state and national competitions during my tenure as Adviser. The magazine had a staff of 16 students.
- Advised the Echo, the yearbook for students at Truman State University. The award-winning publication was a member of The Associated College Press and the Missouri College Media Association. The yearbook had a staff of 37 students.
- Served as academic adviser for more than 20 students who were declared majors in communication.
- Taught COMM 250: Mass Communication, the introductory course to the mass communication major. The course provided an overview of all aspects of the field, including print, broadcast, new media, media law and media ethics.
- Taught COMM 251: Media Writing, the introductory course to writing across the media. The course, required of all journalism majors, covered writing for print, broadcast and new media, as well as libel law. Students were required to study and take examinations on Associated Press style, as well as grammar, spelling and punctuation. They also completed six to eight story assignments over the course of the semester and took a comprehensive final exam. This four-hour, laboratory course prepared students for all future courses in the journalism sequence.
- Taught COMM 367: News Reporting and Writing, the second course in the journalism sequence and the follow-up course to Media Writing. Students in this course learned the nuances of essential newspaper and radio reporting skills, and the students wrote for the student newspaper and produced radio stories for the student radio station as course requirements.
- Taught COMM 442: Publication Design and Layout, the practicum course in design theory and practice for newspaper, magazine and newsletter design. I redesigned the course prior to Fall 2001 to include design for the World Wide Web and incorporated a comprehensive design project for a real-world client into the course structure. Students were required to study and learn the theoretical principles of newspaper and magazine design, typography, graphics use and complete an original, comprehensive design project for a not-for-profit client in the Kirksville community. Over the course of four years, students

in my class produced projects such as a comprehensive Web site for the City of Kirksville Chamber of Commerce (<http://www.kirksvillechamber.com/>); the Web site for the Adair County Public Library (<http://www.youseemore.com/adaircpl/>); a comprehensive print and Web campaign for the city's department of economic development, which directly led to the opening of a Ruby Tuesday restaurant in the city; a recruitment campaign for Big Brothers/Big Sisters of Northeast Missouri; and a design of all print materials for the Iowa Colts Drum and Bugle Corps.

- Taught COMM 450: Editing, the practicum course in the basics of newspaper copy editing. Students in this course learned AP Style, grammar, story structure, coaching techniques, headline writing skills, photography editing and basic page layout and design skills while also working as copy editors for the student newspaper and the student travel magazine, Detours. This four-hour, laboratory course prepare students as well for the Dow Jones Copy Editing Internship exam and program, for which we have had six students selected during the four years I taught the course.
- Taught COMM 453: Magazine and Feature Writing, the advanced writing course in feature and entertainment writing. Students wrote feature stories for publication in the student newspaper, yearbook and in the student-produced regional travel magazine.
- Designed and taught COMM 458: Special Topics in Journalism: Critical Analysis of Convergent Media, a course in the practice and theory of the effect of converging media on traditional media both past and present. Students examined new media from a historical perspective, looking at how media at their introduction through history impacted the old media of the day, and applied those effects to their theoretical papers on the impact today's new and converging media will have on their chosen fields.
- Served as adviser of the student organization The Daily Jolt, a student-run community and campus website.
- Served as a member of the Composition Committee, which oversees requirements for the university's writing curriculum with particular emphasis on its writing-enhanced initiative, 2003-2004.
- Served as search committee chairman for four of five vacancies in the communication discipline in Spring 2002, successfully completing all four searches by filling the positions with tenure track faculty.
- Served as a member of the Sophomore Writing Experience conference staff, meeting individually with three students for one hour each week to review their writing in the university's writing experience requirement. Students were required to write an essay on a specific topic during a timed session. That essay was then graded by the faculty serving on the conference staff, after which time the students met with a faculty member for a one-hour conference about their writing. Due to budget cuts, the university discontinued this assessment program after the Spring 2002 semester.

**01/1998 - 07/2000**

**Instructor/News Editor, Columbia Missourian, University of Missouri-Columbia**

**The Columbia Missourian is the daily morning newspaper for Columbia published by the University of Missouri School of Journalism. The Missourian serves as a teaching laboratory for students enrolled in the School of Journalism.**

- Worked in the news room as a copy editor/news room supervisor four nights a week.
- Supervised the student designer, assisting with design and approving the final design for each page of the news section.
- Supervised the student copy editors, proofing students' work and giving final approval to news copy before it left the floor.

**08/98-05/00**

**Instructor of Journalism, Stephens College, Columbia, Mo.**

**Stephens College is a women's liberal arts college with an enrollment of 450 students. The mass communication department is the third-largest major at the school, with more than 50 majors.**

- Taught MCO 103: Basic Media Writing, the introductory writing course required of all majors in mass communication, including broadcasting, public relations and journalism, each spring.
- Taught MCO 207: News Gathering and Reporting, the introductory writing course for print journalism, each fall. This course also served as a laboratory exercise, producing copy for the student newspaper Stephens Life.
- Taught MCO 231: Newspaper Production, the copy editing and design course for print journalism, each fall and spring. This course also served as a laboratory exercise, producing copy for the student newspaper Stephens Life.
- Taught MCO 307, Advanced Reporting and Opinion Writing, each spring. This course also served as a laboratory exercise for the student newspaper, Stephens Life.
- Advised Stephens Life, the biweekly student newspaper of Stephens College, supervising a student staff of 10.
- Designed and taught a Special Topics Course, MCO 380: New Media Communication, which was offered for the first time in the Winter 1999 semester and was repeated in the Spring 2000 semester. The course covered basic HTML and Web design, as well as effective communication techniques in various forms of new media. The course was designed particularly for students of mass communication, but was open to the general campus population.

**08/1997 - 12/1998**

**Freelance Web Designer, Digital Cities Orlando, Orlando, Fla.**

**Digital Cities Orlando was the online component of The Orlando Sentinel, the daily newspaper of Orlando, in conjunction with AOL.**

- Designed Web pages as directed by the producers of Digital Cities Orlando.

**05/1993 - 08/1997**

**Student Publications Adviser, The University of Alabama at Birmingham, Birmingham, Ala.**

**UAB is the largest research university and employer in the state of Alabama. The UAB Office of Student Publications consists of three full-time employees and more than 40 student employees, and publishes the student newspaper Kaleidoscope each Tuesday, and the student magazines Phoenix and Aura twice a year.**

- Oversaw the full-time staff and student staff of the office.
- Prepared written critiques of the publications each week.
- Taught writing, layout and design, and desktop publishing skills on the Macintosh.
- Conducted computer workshops on Macintosh networks.
- Responsible for an annual budget that grew from \$95,000, with a debt of \$20,000 in 1993 to \$200,000, with a surplus of \$60,000 in 1997.
- Served as secretary of the UAB Board of Student Publications.
- Served as newsletter editor for various student affairs groups.
- Adviser of Kaleidoscope — 1994 First Place winner, Columbia Scholastic Press Association annual critique; winner of 32 awards at the 1995, 1996 and 1997 Southeast Journalism Conference annual conventions; 1996 winner of the Columbia Scholastic Press Association Silver Crown; 1996 Associated Collegiate Press Pacemaker finalist.
- Adviser of Phoenix — 1995 and 1996 Gold Medal winner, Columbia Scholastic Press Association annual critique.
- Adviser of Aura — 1994 and 1996 Silver Medal winner and 1995 Gold Medal winner, Columbia Scholastic Press Association annual critique; 1997 and 1998 winner Columbia Scholastic Press Association Gold Crown Award.

#### 05/1993 - 08/1997

##### **Contract employee for UAB Athletics/Sports Information, Birmingham, Ala.**

- Public address announcer for UAB's NCAA Division I-A football team.
- Official statistician for UAB's NCAA Division I-A men's and women's basketball teams. Expert with the MRR Systems Statcrew computer programs for basketball and football.

#### 01/1987 - 08/1997

##### **Freelance writer, The Birmingham News, Birmingham, Ala.**

The Birmingham News is the largest daily newspaper in the state with a circulation of more than 250,000.

- Compiled and edited the Marquee entertainment calendar and Sunday lifestyle calendars each week. Additional freelance projects as assigned.

#### 07/1995 - 08/1995

##### **Internet and World Wide Web consultant, AmSouth Bank, Birmingham, Ala.**

**AmSouth Bank is the second-largest financial institution in the state of Alabama, and had more than 5,000 branches in the five-state region. It has since merged with Regions Bank.**

- Researched and wrote an Internet marketing plan, including a plan for a consumer website, for AmSouth's corporate marketing department. The bank then used the plan as the basis for the launch of its website in the Spring of 1996. I served as a consultant for its development throughout the process of its construction and launch.

#### 01/1993 - 05/1993

##### **Production Manager, Boone Publications, Columbiana, Ala.**

**Boone Publications Columbiana offices consist of The Shelby County Reporter, a weekly newspaper with a circulation of 11,200, and The Shelby County Shopping News, a weekly advertising supplement with a circulation of 25,000.**

- Senior ad designer for the weekly papers.
- Layout and design director of the Reporter.
- Editorial page designer for the Reporter.
- Macintosh network system administrator and trainer.
- Photographer for sports department.
- Produced special sections for the Reporter, utilizing Macintosh desktop publishing and scanner equipment.
- Winner of Alabama Press Association award, best special section, Progress, 1993.

#### 02/1992 - 12/1992

##### **Editor, Meridian Publishing and Graphics, Helena, Ala.**

**Meridian Graphics was a publishing company that produced magazines, maps and brochures for cities and chambers of commerce around Alabama.**

- Chief editor and copy writer for Cities on the Move magazines.
- Photographer for Cities on the Move.
- Advertising salesman and designer utilizing Macintosh desktop publishing programs.

#### 08/1989 - 02/1992

##### **Editor in Chief, Sports Editor, The Leeds News, Leeds, Ala.**

**The Leeds News is a weekly newspaper covering the tri-county area of Shelby, Jefferson and St. Clair counties.**

Editor in Chief duties (12/90-02/92) included:

- Reporting on local and community events.
- Chief photographer and dark room manager.
- Editing, laying out and designing all pages of the weekly paper.
- Overseeing a staff of five, including an ad manager, dark room assistant, secretary, sports editor and reporter.

Sports Editor duties (08/89-12/90) included:

- Reporting on high school and community sporting events.
- Writing headlines, editing copy, and layout and design of the sports section of the paper.
- Producing the annual football tabloid special section for the paper.

## Educational Experience

- Master of public administration at the University of Alabama at Birmingham, with an emphasis on public policy, organizational communication and administrative law. Inducted into Pi Alpha Alpha, the national honor society for outstanding graduates in Public Administration. Graduated March 22, 1997, with a 3.93 GPA.
- Bachelor of arts in communication studies with a concentration in journalism. Also completed a minor in political science. Followed Honors Program interdisciplinary curriculum at the University of Alabama at Birmingham, Birmingham, Ala. Graduated cum laude June 2, 1991, with a 3.52 GPA with Honors in Interdisciplinary Studies.
- Continuing Education - 06/1995  
Journalism Educators Workshop at the Poynter Institute of Media Studies, St. Petersburg, Fla. Completed the Poynter Institute's Graphic Design Track.

## Professional and Community Organizations and Activities

- Appointed to the Hall of Fame Selection Committee, College Media Association, May 2024
- Appointed to the Associated College Press Pioneer Award Committee, February 2024.
- Contest Committee Chairman, College Media Association, 2022-present.
- Member, Education Committee, College Media Association, 2023-present.
- Appointed Treasurer for the National College Media Association by President Chris Evans to a two-year term of service from Oct. 27, 2018-Oct. 28, 2020. Reappointed to a second term by CMA President Kenna Griffin Oct. 27, 2020 to serve until Oct. 27, 2022.
- Yearbook Committee Chair, College Media Association, 2016-present
- Advisory Council Member, Associated Collegiate Press, Fall 2014-present
- Faculty President, Missouri College Media Association Convention, 2014-2015
- Boy Scout Leader and Advancements Chairman, Indianola Boy Scout Troop 123, 2010-2014
- Merit Badge Counselor, Mid-Iowa Council, Boy Scouts of America, for Journalism, Photography, Communication, Radio and Citizenship, 2011-2015
- Founder and director, @comminternships, a Twitter feed devoted to finding internships and entry-level communication jobs for communication majors, 2010-present
- Technology Director, Harvest View Church, Kittrell, Tenn., March 2009-2010
- Web Editor, Harvest View Church, Kittrell, Tenn., September 2009-2010
- Camping Coordinator, Trail of Tears District, Middle Tennessee Council, Boy Scouts of America, Summer 2009
- Pack Committee Chair, Murfreesboro Cub Scout Pack 1416, 2007-2010
- Den Leader, Murfreesboro Cub Scout Pack 398, 2006-2007
- Member, Association for Educators in Journalism and Mass Communication (AEJMC), 1998-present
- Director of Technology, College Media Advisers, 1997-2016; responsible for educating members of the nation's largest media organization for advisers of collegiate publications on the latest trends and innovations in media technology and running all on-site technology at the spring and fall conventions.
- Online Committee chairman, College Media Advisers Inc., 1997-2005; responsible for programming sessions at the organization's fall and spring conventions.
- SEJC Vice President and Best of the South Contest Coordinator, 1996-1997; 2008-2010
- Technology Committee chairman, College Media Advisers Inc., 1993-1996, 2005-2010; responsible for programming sessions at the organization's fall and spring conventions.
- Member, College Media Association (formerly Advisers), Inc., 1993-present
- Member, Southeast Journalism Conference, 1993-1997; 2006-2010
- Newsletter editor, Southeast Journalism Conference (SEJC), 1993-September 1996
- Member of the Mizzou/Pulitzer Cybernews 2000 Web Research Team, 1997-1999
- Moderator of SEJCnet, a listserv discussion group for college media professionals and students who are also members of the Southeast Journalism Conference, 1994-1997
- Moderator and founder of Stumedia, the nation's first Internet listserv discussion group for college student journalists that included more than 500 subscribers from 15 countries, 1993-1997.
- Vice President, Honors Program Chapter of the UAB National Alumni Society, 1993-1999
- Webmaster, UAB Honors Program Alumni Web Page; Editor, UAB Honors Program Alumni Newsletter, 1993-1999
- Member, Society of Professional Journalists, 1989-present

## Honors and Awards

- Named to the College Media Association Hall of Fame as its 43 member in its 70-years of existence Oct. 30, 2023. It is considered the highest honor a college media adviser can receive in the nation. I am one of just eight living members in the Hall. I now serve on the selection committee for future inductees
- Named as one of 100 college media educators (living and deceased) to the inaugural Pioneer Award Hall of Fame class for Associated Collegiate Press as part of its 100th anniversary at its National College Media Convention in Washington, D.C. Oct. 28, 2022. I now

serve on the selection committee for future inductees.

- Named Missouri College Media Association Adviser of the Year in April 2016 at the MCMA annual convention in Cape Girardeau.
- Received the Outstanding Service Award from the Southeast Journalism Conference for service as Vice President from 2008-2010 and running the annual Best of the South journalism competition
- Named College Media Advisers Distinguished Four-Year Newspaper Adviser, October 2005
- Board of Directors Citation for Outstanding Service to College Media Advisers, 2001, 2005
- Presidential Citation for Outstanding Service to College Media Advisers, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2009, 2010, 2011, 2012, 2022.
- Member, Pi Alpha Alpha honor society for outstanding students in Public Administration, 1997
- Member, Outstanding Young Men of America, 1994
- Teaching Fellow, the Poynter Institute of Media Studies, 1995
- Finalist, Southeast Journalism Conference Adviser of the Year, 1994
- UAB Cum Laude graduate, 1991
- Outstanding Graduate, UAB Department of Communications Studies, 1991
- Student Representative, Southern Regional Honors Council, 1988-1990
- James E. Mills Scholarship winner, 1989
- Golden Key National Honor Society member, 1990
- Second Place, SPJ, in-depth story: "The Violence at Five Points South," 1990
- First Place, Southeast Journalism Conference, series "Civil Rights: How Far Have We Come?" 1990

### **Publications, Presentations and Conferences**

- "Best Practices in Sports Broadcasting," co-presentation with Dr. Kyle J. Miller at the Missouri College Media Association Spring Convention in Kansas City, Missouri, April 6, 2024.
- "How to Stand Out in the Job Pool," presentation at the College Media Association Spring National Media Convention, New York City, March 14, 2022.
- Director, Big East Basketball Tournament Sports Writing Workshop, College Media Association Spring National Media Convention, New York City, March 13-16, 2024.
- "Rethinking College Media," presentation at the College Media Association/Associated Collegiate Press Fall National Media Convention, Atlanta, Georgia, Nov. 2, 2023.
- "Multimedia Journalism (revised)," chapter published in *Convergent Journalism: An Introduction*, fourth edition, Vincent Filak, ed., Focal Press 2023.
- "Covering Sports Beyond the Game," session at the Missouri College Media Association Spring Convention, Cape Girardeau, Missouri, April 2, 2023.
- "So You're a Broadcaster Advising Yearbook, Now What?," session presented at the Fall National Media Convention, Washington, D.C., Oct. 27, 2022.
- "Yearbook Ideas from a Pinnacle and Pacemaker Winner," session presented at the Fall National Media Convention, Washington, D.C., Oct. 27, 2022.
- "Getting a Job in Media," session at the Missouri College Media Association Spring Convention, St. Joseph, Missouri, April 9, 2022.
- Director, Big East Basketball Tournament Sports Writing Workshop, College Media Association Spring National Media Convention, New York City, March 9-12, 2022.
- "Copy Editing Basics," session presented at the Virtual Fall National Media Convention, Oct. 15, 2021.
- "Fighting Back: Defending Why You Have a Yearbook," session presented at the Virtual Fall National Media Convention, Oct. 15, 2021.
- "How to deal with criticism," session presented at the Virtual Spring College Media Association Convention, March 19, 2021.
- "Sports during COVID," session presented at the Virtual Spring College Media Association Convention, March 19, 2021.
- "Sports storytelling in 2020: Best practices for your coverage amid COVID-19 and using multiple platforms," session presented at the Virtual Fall National Media Convention, Oct. 23, 2020.
- "Chronicling History from a Distance," session presented at the Virtual Fall National Media Convention, Oct. 23, 2020.
- "Virtual Yearbook Marketing," session presented at the Virtual Fall National Media Convention, Oct. 23, 2020.
- "How to Save Your Yearbook," session presented at the College Media Association Spring National Media Convention, New York City, March 13, 2020.
- Director, Big East Basketball Tournament Sports Writing Workshop, College Media Association Spring National Media Convention, New York City, March 13, 2020.
- "Multimedia Journalism," chapter published in *Convergent Journalism: An Introduction*, third edition, Vincent Filak, ed., Focal Press 2019.
- "Improving Your Play-by-Play and Color Commentary," session co-presented with Kyle Miller at the Associated Collegiate Press/College Media Association Fall National Media Convention, Washington, D.C, Nov. 2, 2019.
- "The Future of Student Media," session presented at the Associated Collegiate Press/College Media Association Fall National Media Convention, Washington, D.C, Nov. 2, 2019.
- "10 Ways to Increase Yearbook Sales and Distribution," session presented at the Associated Collegiate Press/College Media Association Fall National Media Convention, Washington, D.C, Nov. 1, 2019.
- "Is Your Athletics Department Hiding Something," session presented at the Associated Collegiate Press/College Media Association Fall National Media Convention, Washington, D.C, Nov. 1, 2019.
- "Yearbook Distribution Dynamics," session presented at the College Media Association Spring National Media Convention, New York City, March 7, 2019.

- "Covering Sports on the Fly," session presented at the College Media Association Spring National Media Convention, New York City, March 7, 2019.
- "Social Media Engagement with your Media Audience," session presented at the Associated Collegiate Press/College Media Association Fall National Journalism Convention, Louisville, Kentucky, Oct. 27, 2018.
- "Critiquing the Student Newspaper," session presented at the Associated Collegiate Press/College Media Association Fall National Journalism Convention, Louisville, Kentucky, Oct. 27, 2018.
- "Integrating Student Media into the Classroom," session presented at the Associated Collegiate Press/College Media Association Fall National Journalism Convention, Louisville, Kentucky, Oct. 27, 2018.
- Director, Sports Media Workshop, 2018 Summer Mega Journalism Workshop with College Media Association, Associated Collegiate Press, College Media Business Managers and College Broadcasters Inc., Minneapolis, Minnesota, July 11-15. Supervised 20 college sportswriters from across the country, facilitating and arranging their coverage of five different regional sporting events, including the Minnesota Twins, the Minnesota Lynx, Minnesota United FC, horse racing at Canturbury Park, and the St. Paul Saints.
- "How to Build a Resume to Land the Dream Job," session presented at the Missouri College Media Association Convention, St. Louis, Mo., April 7, 2018.
- "Sports Media Workshop Director," ran a four-day sports media workshop at the College Media Association Spring National Media Convention that included daily coverage of the Big East Tournament, March 7-10, 2018.
- "Engaging with Your Yearbook Audience," session presented at the Associated Collegiate Press Midwinter National Journalism Convention, Long Beach, Calif., March 1, 2018.
- "The Tie that Binds," session presented at the Associated Collegiate Press Midwinter National Journalism Convention, Long Beach, Calif., March 2, 2018.
- "Newsroom Brawls and How to Resolve Them," session presented at the Associated Collegiate Press Midwinter National Journalism Convention, Long Beach, Calif., March 1, 2018.
- "Digital First," session presented at the Associated Collegiate Press Best of the Midwest Journalism Convention, Minneapolis, Minn., Feb. 18, 2018.
- "Your Digital Profile is Your Resume," session presented at the Associated Collegiate Press Best of the Midwest Journalism Convention, Minneapolis, Minn., Feb. 16, 2018.
- Toomey, Deborah; Adkins, Joni; Chappell, Steven; Graves, Christopher. "Knacktive: An Interdisciplinary Classroom Experience that Prepares Students for a Career in Advertising by Simulating Real-World Agency Work," *Journal of Higher Education Theory and Practice*, Vol. 17(8), 2017.
- "The Value of the Readership Survey," session presented at the Associated Collegiate Press/College Media Association Fall National Journalism Convention, Dallas, Texas, Oct. 29, 2017.
- "Yearbook Audience Engagement," session presented at the Associated Collegiate Press/College Media Association Fall National Journalism Convention, Dallas, Texas, Oct. 28, 2017.
- UAB Honors Program Distinguished Alumni Lecturer, Fall 2017. "Fake News, Florida Man and the Failing New York Times," invited lecturer for the fall honors topic "Evidence and Belief in a Post-Truth Society."
- Directed the Sports Media Workshop for the Associated Collegiate Press Summer Journalism Convention in Minneapolis, Minnesota, in 2014, 2015, 2016 and 2017.
- Chappell, Steven; Wilson, Bradley; Chapman, Marilyn; Nichols, Denise; and Smith, Nancy. "Diagramming Sentences," *Communication: Journalism Education Today*, Summer 2017, Vol. 50, No. 4.
- "Producing Dynamic Sports Content," session presented at the Missouri College Media Association annual convention, St. Joseph, Missouri, April 8, 2017.
- "The Digital Doldrums," session presented at the College Media Association Spring National Media Convention in New York City, March 13, 2017.
- "Social Media and Audience Engagement," session presented at the Associated Collegiate Press Spring National Journalism Convention, San Francisco, March 2, 2017.
- "How to Land and Lose the Perfect Internship," session presented at the Associated Collegiate Press Best of the Midwest Journalism Convention, Minneapolis, Feb. 19, 2017.
- "Am I Your Type," session presented at the Associated Collegiate Press Best of the Midwest Journalism Convention, Minneapolis, Feb. 19, 2017.
- "Digital First," session presented at the Associated Collegiate Press Best of the Midwest Journalism Convention, Minneapolis, Feb. 18, 2017.
- "Getting Everyone in the Book," session presented at the College Media Association Fall National Media Convention, Atlanta, Georgia, Oct. 27, 2016.
- "Digital Innovation," session presented at the College Media Association Fall National Media Convention, Atlanta, Georgia, Oct. 27, 2016.
- "The Tie that Binds," session presented at the College Media Association Fall National Media Convention, Atlanta, Georgia, Oct. 27, 2016.
- "Writing Compelling Yearbook Copy," session presented at the Associated Collegiate Press Fall National Media Convention, Washington, D.C., Oct. 22, 2016.
- "How to Get a Job," session presented at the Missouri College Media Association annual convention, Cape Girardeau, Missouri, April 9, 2016.
- "Relationships on Campus," session presented at the College Media Association Spring College Media Convention, New York City, March 13, 2016.
- "Tweeting Live Sports," session presented at the College Media Association Spring College Media Convention, New York City, March 13, 2016.



- "Tweeting Live Sports," session presented at the Associated Collegiate Press Spring National Journalism Convention in Los Angeles, Feb. 18, 2016.
- "Multimedia Journalism," chapter published in *Convergent Journalism: An Introduction*, second edition, Vincent Filak, ed., Focal Press 2015.
- "The Social Media Resume," professional presentation for the Maryville Chamber of Commerce, City of Maryville and Northwest Missouri State University employment cooperative, Nov. 18, 2015.
- Professional in Residence, Associated Collegiate Press/College Media Association Fall National Media Convention, Austin, Texas, Oct. 28-Nov. 1, 2015.
- Best of Show Judge, Associated Collegiate Press/College Media Association Fall National Media Convention, Austin, Texas, Oct. 28-Nov. 1, 2015.
- "Social Media Tools for Yearbooks," conference presentation, Associated Collegiate Press/College Media Association Fall National Media Convention, Austin, Texas, Oct. 30, 2015.
- Director, Associated Collegiate Press Sports Media Workshop, Minneapolis, Minn., July 8-12, 2015.
- "Dos and Don'ts for Landing an Internship," Missouri College Media Association Convention, Northwest Missouri State University, Maryville, Mo., April 11, 2015
- Best of Show Judge for the Spring National College Media Convention with College Media Association, Sheraton Convention Center, New York, N.Y., March 13, 2015.
- Publication and Web Critique Team Member for the Spring National College Media Convention with College Media Association, Sheraton Convention Center, New York, N.Y., March 13, 2015.
- Onsite technology coordinator for the Associated Collegiate Press Journalism Convention, Los Angeles, Calif., Feb. 25-March 1, 2015.
- "Multimedia Journalism," chapter 11; *Convergent Journalism: An Introduction*, edited by Vincent F. Filak, Focal Press, November 2014.
- Best of Show Judge for the National College Media Convention with College Media Association and Associated Collegiate Press in Philadelphia, Penn., Oct. 31-Nov. 1, 2014.
- Publication and Web Critique Team Member for the National College Media Convention with College Media Association and Associated Collegiate Press in Philadelphia, Penn., Oct. 30-Nov. 1, 2014.
- "10 Ways to Land the Perfect Internship," presentation for the National College Media Convention with College Media Association and Associated Collegiate Press in Philadelphia, Penn., Oct. 31, 2014.
- "Social Media and Other Digital Tools for Yearbooks," presentation for the National College Media Convention with College Media Association and Associated Collegiate Press in Philadelphia, Penn., Oct. 30, 2014.
- "Social Media Management," presentation for the Summer Journalism Workshops with Associated Collegiate Press, University of Minnesota, Minneapolis, Minn., June 8, 2014.
- "Landing an Internship," presentation for the Summer Journalism Workshops with Associated Collegiate Press, University of Minnesota, Minneapolis, Minn., June 7, 2014.
- "Multiplatform Media Management," presentation for the Summer Journalism Workshops with Associated Collegiate Press, University of Minnesota, Minneapolis, Minn., June 7, 2014.
- Publication and Web Critique Team Member for the Spring National College Media Convention with College Media Association, Sheraton Convention Center, New York, N.Y., March 13-15, 2014.
- "Why Your Yearbook Needs Social Media," presentation for the Spring National College Media Convention with College Media Association, Sheraton Convention Center, New York, N.Y., March 14, 2014.
- "10 Ways to Land the Perfect Internship," presentation for the Spring National College Media Convention with College Media Association, Sheraton Convention Center, New York, N.Y., March 13, 2014.
- Publication and Web Critique Team Member for the National College Media Convention with College Media Association and Associated Collegiate Press in New Orleans, La., Oct. 24-26, 2013.
- "The Savvy Social Media Job Search" presentation for the National College Media Convention with College Media Association and Associated Collegiate Press in New Orleans, La., Oct. 24, 2013.
- "Social Media Management," presentation for the Summer Journalism Workshops with Associated Collegiate Press, University of Minnesota, Minneapolis, Minn., July 27, 2013.
- "Social Media Reporting," presentation for the Summer Journalism Workshops with Associated Collegiate Press, University of Minnesota, Minneapolis, Minn., July 27, 2013.
- "Diversifying Social Media Marketing," presentation for the Summer Journalism Workshops with Associated Collegiate Press, University of Minnesota, Minneapolis, Minn., July 26, 2013.
- "The Social Media Resume," presentation for the Spring National College Media Convention with College Media Association, Sheraton Convention Center, New York, N.Y., March 12, 2013.
- "Social Media in Practice," presentation for the National College Media Convention with College Media Association and Associated Collegiate Press in Chicago, Ill., Nov. 2, 2012.
- Served as one of five instructors for Associated Collegiate Press' 2012 summer workshop in multimedia journalism. In three days, the five instructors gathered 50 high school and college journalism students at ACP headquarters in Minneapolis, Minn., provided them with training and equipment, and by the end of the workshop produced a 20-page digital newspaper, website, YouTube channel, Facebook page and comprehensive Twitter feed that covered Minneapolis' news, entertainment and sporting events for the three days of the workshop. See the work at <http://www.acpsws.com>.
- Invited to speak about @comminternships at the Missouri College Media Association annual convention in April 2012 at Missouri Western State College in St. Joseph, Mo., by MCMA President Bob Bergland, where I delivered a workshop on preparing for careers in social media and new journalism, and spent a day critiquing student resumes and cover letters in individual sessions.

- "Putting Social Media Work to for You," panel presentation at the Spring National College Media Convention with College Media Association, Sheraton Hotel, New York City, March 2012.
- Presented three sessions on social media, including social media etiquette, social media resumes and social media reporting at the Iowa College Media Association annual convention in Des Moines, Iowa. February 2012.
- "New Media, New Curriculum for Journalism Educators," panel and poster presentation at the Associated Collegiate Press/College Media Advisers National College Media Convention, Galt House Hotel, Louisville, KY, Oct. 29, 2010.
- "Social Media as a Classroom Tool," panel presentation at the College Media Advisers Spring College Media Convention, Marriott Marquis, New York, NY, March 16, 2010.
- "Implementing an Online School Newsletter," panel presentation with Teresa McCarthy, 27th Annual Tennessee Educational Technology Conference, Dec. 4, 2009, Nashville Convention Center, Nashville, Tenn.
- "Hardware and Software for New Media Advisers," panel presentation with Dave Marra, Robert Parker and Dave McGill, College Media Advisers Spring National College Media Convention, New York City, 2005
- "What in the World are My Students Doing Online?" panel presentation with Vincent Filak, College Media Advisers Spring National College Media Convention, New York City, 2005
- "New Technology," panel presentation with Dave Marra, Robert Parker and Dave McGill, College Media Advisers Spring National College Media Convention, New York City, 2005
- "Convergence in Practice," panel presentation with Laura Widmer, Missouri College Media Association Annual Convention, Kansas City, 2005
- "Hardware and Software for New Advisers," panel presentation with Tim Matheney, Robert Parker and Dave McGill, Associated Collegiate Press National College Media Convention, Nashville, Tenn., 2004
- "Going from Print to Web: Techniques and Considerations," panel presentation with Dave McGill, Associated Collegiate Press National College Media Convention, Nashville, Tenn., 2004
- "Enhancing Online Student Newspapers," panel presentation with Rachele Kanigel and Dan Morris, College Media Advisers Spring National Media Convention, New York City, 2004
- "Using Q Sorts to Conduct Your Own Readership Survey," panel presentation with Dan Morris, College Media Advisers Spring National Media Convention, New York City, 2004
- "Yearbooks and the Web: A Perfect Fit," presentation, College Media Advisers Spring National Media Convention, New York City, 2003
- "What On Earth Are My Students Doing Online?" presentation, College Media Advisers Spring National Media Convention, New York City, 2003
- "New Standards: How Journalism Changes When You Publish Online," panel presentation with Steve Klein, College Media Advisers Spring National Media Convention, New York City, 2003
- "Online Journalism Reaches the 21st Century," panel presentation with Jennifer Umlas, College Media Advisers Spring National Media Convention, New York City, 2003
- "Enhancing Traditional Student Media with New Media Technologies," co-authored with Laura Widmer of Northwest Missouri State University, AEJMC, Miami, 2002
- "Yearbooks Online," presentation, Associated Collegiate Press National College Media Convention, Orlando, Fla., 2002
- "How to Get a Job in Online Media," panel presentation with Kenneth Pate, Associated Collegiate Press National College Media Convention, New Orleans, 2001
- "Why Should a Yearbook Go Online?" presentation, Associated Collegiate Press National College Media Convention, New Orleans, 2001
- "Going to the Net: Ethics for Online News Publication," panel presentation with Janna Anderson, David Arant and Jonathan Donley, Associated Collegiate Press National College Media Convention, New Orleans, 2001
- "Web Publishing: The Basics," presentation, College Media Advisers Spring National Media Convention, New York City, 2001
- "Online Journalism: The Cross-Media Express," College Media Advisers Spring National Media Convention, New York City, 2001
- "Web Publishing," presentation, Associated Collegiate Press National College Media Convention, Washington, D.C., 2000
- "Coming to America: International Students' Perceptions of American Graduate Schools," coauthored with Teresa Lamsam, Richard Gross and Renita Coleman, AEJMC, New Orleans 1999.
- Served as planning director of student sessions for the College Media Advisers National College Media Convention in Spring 2001, Spring 2002, Spring 2003, Spring 2004, Spring 2005 and Spring 2006. Responsible for planning more than 250 sessions at each convention.
- Served as online committee chairman for the Associated Collegiate Press National College Media Convention in Fall 2000, 2001, 2002, 2003, 2004 and 2005. Responsible for programming more than 20 sessions for college student journalists and securing media professionals for each session. Served as backup speaker for each session in event scheduled speaker did not show.

### **Technical Skills/Experience**

- Multimedia and social media expert with experience across all platforms, including multiple current and former platforms (iMovie, Final Cut Pro, Prophet, Facebook, Twitter, LinkedIn, WordPress, Blogger, etc.).
- Extensive knowledge of Macintosh computers and related systems. Experience includes work with Adobe Creative Suite, QuarkXPress, Microsoft Word and various other hardware and software platforms.
- Extensive Internet and social media experience, including knowledge of HTML authoring, FTP Protocol and various other internet platforms. Also moderated two Internet listservs for student journalists and college media advisers and served as the editor of the electronic newsletter for the Southeast Journalism Conference.
- IBM experience, including DOS, Windows, Microsoft Word, Excel, PowerPoint and Lotus 1-2-3.
- Photography background includes knowledge of 35mm systems and darkroom experience.