

EDUCATION

**Significant coursework towards the Ph.D. in Education
(Curriculum and Instruction, emphasis on Interactive Media
and Cognition)
University of North Carolina at Greensboro**

**MA, General Speech
University of North Carolina at Greensboro, 1980**

**BA, Speech Communication
North Carolina State University, 1973**

EDUCATIONAL WORK HISTORY

1988 - Present

**Assistant Professor of Journalism and Communications
School of Communications
Elon University
Elon, North Carolina**

Teaching Responsibilities

Teach classes in Corporate Publishing (JCM 327), Television Production (JCM 240), Presentational Speaking (JCM 211), Corporate Video Production (JCM 352), and Interactive Multimedia (JCM 385).

All currently taught courses are posted on the web and may be accessed via <http://www.elon.edu/gibson>.

Have also taught Survey of Communications (JCM 215), Reporting and Newswriting (JCM 225), Audio Production (JCM 250), Public Relations (JCM 333), Organizational Communications (JCM 318), and Senior Seminar (JCM 495).

Creator of JCM 327, JCM 385, and JCM 495. Developed special class for the Millennium Winter Term.

Academic Advisor to more than 30 undergraduates.

Departmental Responsibilities

2002-2003: Member of search committee seeking to fill four positions in the School of Communications.

Technology Leader. Meet with Academic Computing regarding computer labs in McEwen Building. Plan technology-enhanced

classrooms with Media Services. Provide technical support to Dean and other faculty.

2001 – 2003: Member of committee revising Corporate Communications major. Member of committee developing Digital Media Convergence, a new course to be taken by all majors in the School.

2000 - 2001: Member of the corporate communications search committee. Met with candidates and oriented them to the campus and the community.

1998 - 2000: Departmental liaison on renovation of McEwen Building. Met weekly with university administrators, designers, engineers, and contractors to ensure the workability of plans and to prepare for a digital transition. Performed weekly walk-through of construction-in-progress.

Search Committee Chair.

1992 - 1999: Internship Coordinator. Helped develop and direct communications internships. Made site visits and evaluations and met with school officials and corporate sponsors. Increased scope of internship program from primarily local to national.

1996 - 2000: Graduate School Advisor. Helped seniors identify appropriate graduate programs in communications. Assisted students in application process.

1995 - 1998: Library representative. Collected requests and ordered library materials for Department of Journalism and Communications

University Responsibilities:

Conducted Honors Scholarship interviews for Admissions. Hosted sessions with prospective students and their parents during Friday and Saturday Visitation Days. Made presentations to a variety of high school and international guidance counselors during their visits here.

2002 - 2003: Faculty Mentor to new professor in School of Business.

2000 - 2003: School of Communications representative to the General Studies Council. Chairman, 2000 - 2001.

2000 - 2001: SACS Technology subcommittee.

1999 - 2000: At-Large representative (Arts & Sciences) to the General Studies Council.

- 1999 - 2000:** Served on two digital art search committees of the Department of Visual Arts.
- 1998 - 1999:** Served on search committees for the Department of Art and the Department of English.
- 1992 - 1993:** Campus Honor Court
- 1990 - 1991:** Served on SACS Faculty subcommittee.
- 1989 - 1991:** Campus Media Board

Professional and Community Service:

Alamance Children's Theatre. Board of Directors from 1995 through 1999. Assisted in promotions and staging of plays. Produced videos of performances and supervised creation of promotional video.

Old North State Boy Scout Council. Shoot, edit, and produce annual promotional video for the Webelos summer camp. The 2000 video was so successful that a fourth week was added to accommodate the demand. The 2001 video created the need for a fifth week.

1979 - 1985

Instructor (1979) and Assistant Professor (1983)
Department of Literature, Languages, and Communication
Elon College
Elon College, North Carolina

Teaching Responsibilities:

As a member of the Department of Literature, Languages, and Communications, taught classes in Public Speaking, Interpersonal, Small Group Communication, Radio Broadcasting, Broadcast Journalism, and Radio Theatre.

Took first communications class to London, Winter 1985. Class produced documentary of the Study Abroad in London program that resulted in a complete sell-out of the 1986 trip before summer was over.

Department Responsibilities:

Advisor to WSOE-FM, the student-operated FM radio station. Oversaw expansion of broadcast schedule and the development of the Elon Sports Network. Worked with engineering companies and the Federal Communications Commission to increase the transmitted power from 10 watts to 500 watts.

PROFESSIONAL EXPERIENCE

1987 - 1988

Area Manager
VAE, Incorporated
Richmond, Virginia and Washington, DC

Provided technical and content support to area and national clients including the Marriott Corporation, Virginia Power, The Southland Corporation (7-11 Stores), Best Buys, Anheuser-Busch, Inc., Buick Dealers of Virginia, the Southern Baptist Association and others. Oversaw a staff of 10+ and traveled to other states to supervise or assist in large communication projects.

1986 - 1987

Freelance Writer and Producer
Richmond, Virginia

Researched and wrote direct-mail fund-raising letters and other materials. Client list included Special Olympics of Virginia, Missionaries of Africa, American Lung Association, CARE for the Child, and other national clients. Regional clients included governmental groups such as the Chamber of Commerce of Wilkes-Barrie (PA). Significant work was done as a contract writer to Huntsinger and Jefferies.

1985 - 1986

Writer and Producer
Harrison & Laphoe, Public Relations and Advertising
Petersburg, Virginia

Created print and broadcast materials for businesses and not-for-profit clients and governmental agencies. Researched and produced print and video training, point-of-sale, informational and orientational materials. Created and distributed print and video press releases. Supervised work of printers and video production facilities. Negotiated advertising contracts with television and radio stations. Oversaw photo shoots and served as producer when shooting location video.

1975 - 1979

Manager
Sheppard & Myers, Inc.
Greensboro and Raleigh, North Carolina

Responsible for all aspects of store operation: sales and sales training; displays and advertising; inventory control and orders; bookkeeping and payroll. Build successful sales teams at two locations by designing and implementing a customer-needs based training program and by localizing the product mix at the stores. Assisted and supervised other store managers when District Manager was unavailable. Produced record sales figures as well as three store managers and a District Manager.

1974 - 1975

Staff Announcer

WBIG Radio (Jefferson Pilot Broadcasting)

Greensboro, North Carolina

Evening and weekend announcer and newscaster. Substituted for morning drive announcer.

1973

Announcer and Audio Engineer/Board Operator

WRAL-TV (Capitol Broadcasting)

Raleigh, North Carolina

Appeared in commercials and provided voice-overs for commercials and promotions. Audio engineer for news and special programs including live music performances. Directed public service program production.

1972

Announcer and Newscaster

WPTF/WQDR Radio (Durham Life Broadcasting)

Raleigh, North Carolina

News reporting and on-air personality for new rock station. Promoted to afternoon drive after only one month.

1971 - 1972

News Stringer and Reporter

WTGR Radio

Garner, North Carolina

Covered breaking news in Raleigh area as well as governmental affairs on a per-story basis.

1970 - 1971

Producer, Editor, Camera Operator

School of Textiles Television

North Carolina State University

Raleigh, North Carolina

Created programs for the School of Textiles continuing education program.

PUBLICATIONS, PRESENTATIONS & PROFESSIONAL ACTIVITIES

April 2003

Panelist for "Perennial Production Pitfalls and How to Avoid Them" at the national convention of the Broadcast Education Association. Presentation entitled *Digital Disasters and Downfalls: A Report from the Bleeding Edge of Technology*.

More Like A Calling Than a Profession: Women in the Mass Media.

- Paper presented for "Gender Act: Confronting the Global Gender Divide" at the national convention of the Broadcast Education Association.
- April 2002 Chair of panel at Broadcast Education Association Annual Conference entitled "Building or Renovating: Ten Things You Should Know."
- April 2001 Assisted Dr. Connie Book in research into early adopter of High Definition Television, *Consumer Adoption of Digital Television*, presented at Broadcast Education Association.
- December 2001 Participant at *DTV 2001* (digital television conference) in Atlanta. Focus was on the transition to digital media and streaming media for the web.
- Spring 2000 Mentor to Dr. Zana Ishak, Department of Social Sciences, University of Malaysia, Sarawok, Malaysia. Dr. Ishak was teaching a class in desktop publishing using my web site, www.elon.edu/gibson/jcm327, with advice and assistance provided via email.
- April 1999 Evaluator for the "Best Practices in Broadcast Education" BEA panel and attended Broadcast Educators/National Association of Broadcasters convention in Las Vegas.
- Fall 1999 Judge for the Southern Region of the Public Relations Federation of America Lantern Awards competition, evaluating local and regional PR campaigns and materials.
- Fall 1996 *Interactive Multimedia: An Overview*. Paper presented to the North Carolina SOLINET annual convention in Raleigh, NC.
- Fall 1996 One of 17 national judges for *ThinkQuest* Web Page Design Competition. Competition was designed not only to recognize technical achievement but also to reward those high school students who made use of the interactive learning capabilities of the Internet.
- March 1995 *Evaluation of the Crosby Scholars Saturday Academy*. Co-authored with Rita O'Sullivan, et al. Paper presented at the annual meeting of the North Carolina Association for Research in Education, Greensboro, NC.

- Spring 1985 "Elon College Winter Term in England, 1985." One-hour documentary for cable television.
- Fall 1982 *Speech Communication in Business Textbooks: A Twenty-five Year Survey.* With Ethel Glenn. *Journal of Business Communication*, vol. 19, No. 4, Fall 1982.
- May 1975 *Television Commentary as a Competitive Event: Some First Considerations.* Paper presented before the Southern Speech Communication Association, San Antonio, Texas.