

## **Mark Shevy, Ph.D.**

Professor of Mass Communication and Media Production  
Northern Michigan University  
Communication and Performance Studies Department  
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### **Education**

**Ph.D., University of Wisconsin at Madison, May 2006**

Journalism and Mass Communication

Minor in Music (music meaning)

Dissertation: "*Commusication Part I: Popular Music Genre as Cognitive Schema.*" Adviser: Dr. Robert Hawkins

**M.S., Colorado State University, May 2000**

Journalism and Technical Communication

Thesis: "*Cognitive processing of video*" (Effect of music on video interpretation)

Adviser: Dr. Donna Rouner

**B.A., Michigan State University, May 1991**

Telecommunications

Emphasis areas: Video and audio production, German, Aerospace studies (Air Force ROTC leadership and management)

### **Research / Professional Interests**

Cognitive and emotional responses to media. Particularly, media psychology of music, entertainment, learning, cognitive processing, and narrative structure. Also, media production including audio, video, web, virtual reality.

### **Teaching Interests**

Mass communication theory and effects; Communication research methods; Psychology of entertainment media; Psychology of music; Mass media and society; New media theory, issues, literacy, and practices; Health communication; Media writing and announcing; Video, studio television, and audio production; Web design.

### **Certifications and Licenses:**

American Red Cross CPR/AED/First Aid, American Council on Exercise group fitness instructor certification, Zumba®, STRONG by Zumba®.

## PUBLICATIONS AND CREATIVE WORKS

- Publications** Shevy, M. & Hawkins, R. (2015). Attending to mass media. In W. Donsbach (Ed.), *Concise Encyclopedia of Communication* (Vol. 1, pp. 35-36). Malden, MA: Blackwell Publishing. (Invited entry, 50% acceptance rate).
- Shevy, M. & Hawkins, R. (2014). Attending to mass media – 2014 Update. In W. Donsbach (Ed.), *International Encyclopedia of Communication* (Vol. 1, pp. 216-221). Malden, MA: Blackwell Publishing. (Invited entry).
- Shevy, M. and Kristen, S. (2014). Written interview published in Steiner, P. (2014). *Sound Branding: Grundlagen akustischer Markenführung* (2nd ed.). Wiesbaden, Germany: Springer Gabler.
- Shevy, M. (2013). Integrating media effects research and music psychology. In S.-L. Tan, A. J. Cohen, S. Lipscomb & R. A. Kendall (Eds.), *The psychology of music in multimedia* (pp. 66-88). Oxford, United Kingdom: Oxford University Press.
- Shevy, M., & Hung, K. (2013). Music in Television Advertising and Other Persuasive Media. In S.-L. Tan, A. J. Cohen, S. Lipscomb & R. A. Kendall (Eds.), *The psychology of music in multimedia* (pp. 315-338). Oxford, United Kingdom: Oxford University Press.
- Kristen, S., & Shevy, M. (2013). A comparison of German and American listeners' extra musical associations with popular music genres. *Psychology of Music*, 41(6), 764-778.
- Shevy, M., & Kristen, S. (2011). Semantic meanings associated with popular music: An international consideration of music genre in branding. In K. Bronner, R. Hirt, & C. Ringe (Eds.) *Audio Branding Academy Yearbook 2010-2011* (pp. 219-229). Sinzheim, Germany: Nomos.
- Shevy, M. & Hawkins, R. (2010). Attending to mass media – 2010 Update. In W. Donsbach (Ed.), *International Encyclopedia of Communication* (Vol. 1, pp. 216-221). Malden, MA: Blackwell Publishing. (Invited entry).
- Shevy, M. (2008). Music genre as cognitive schema: Extramusical associations with country and hip-hop music. *Psychology of Music*. 36(4), 477-498.

Shevy, M. & Hawkins, R. (2008). Attending to mass media. In W. Donsbach (Ed.), *International Encyclopedia of Communication* (Vol. 1, pp. 216-221). Malden, MA: Blackwell Publishing. (Invited entry).

Shevy, M. (2007). The mood of rock music affects evaluation of video elements differing in valence and dominance. *Psychomusicology*, 19(2), 57-78.

Cho, J., Boyle, M.P., Keum, H., Shevy, M., McLeod, D.M., & Shah, D.V. (2003). Media, terrorism, and emotionality: affective dimensions of news content and effects after September 11<sup>th</sup>. *Journal of Broadcasting & Electronic Media*, 47(3), 309-327.

## **Creative Works**

Viano String Quartet studio recording and interview. (2018). Short- and long-format audio and video pieces for use in social media and broadcast. Involved advanced audio production students in the process.

Video producer for *Flow*. (2018). Artistic water videos for integration with live dance performance in TaMaMa Dance Company's long-form work entitled *Flow*.

Audio producer for *Flow*. (2018). Studio music recording and arrangement in collaboration with choreographers to create the soundtrack for TaMaMa Dance Company's long-form work entitled *Flow*.

Poster photographer for *Flow*. (2018). Photograph selected as the main promotional image for TaMaMa Dance Company's work entitled *Flow*.

Videographer for NMU Dance Concert. (2018, 2017, 2015). Recorded and edited Forest Roberts Theatre performances.

Videographer for Forest Roberts Theatre performance of *Tarzan*. (2018). Recorded and edited Forest Roberts Theatre performances.

Audio producer for *NMU Jacobetti Center advertisements*. (2017). Produced voiceover recordings for 10 commercials for the NMU Marketing and Communications Department.

Video producer for *Horizon*. (2017). Artistic sunrise video for integration with live dance performance for TaMaMa Dance Company's long-form work entitled *Horizon*.

Project manager for *NMU Jazz Ensembles* studio recording and broadcast. (2017). One-hour program of performances and interviews with Dr. Mark Flaherty and NMU music students broadcast twice on public radio WNMU. Produced by graduate student Dan Zini.

Audio producer for *Landslide*. (2016). Studio audio recording of NMU Choral Group performance of Stevie Nicks' composition, arranged by Zach Neufeld, directed by Erin Colwitz. Published on social media by the NMU Music Department and NMU Marketing and Communications as an NMU Music Department promotional music video produced by Joshua LeClair. Over 600,000 views and 10,000 shares on Facebook and YouTube. This project won NMU's annual Teamwork Award.

Video producer of the McGurk Effect example. (2016). Video example produced for the textbook *Psychology of Music: From Sound to Significance. 2<sup>nd</sup> Edition*. New York: Psychology Press.

Video producer of *God Shows Up*. (2015). 16-minute documentary detailing the goals and impact of Strong Missions, a construction and feeding program for poverty areas in Costa Rica. Official selection for the 2016 International Christian Film Festival, Orlando, Florida, April 28-30, 2016. (Less than 45% acceptance rate.)

Video producer of *Strong Missions Loaves and Fishes Program: Precarios*. (2015). A two-minute promotional video on feeding programs in the "precarious" (slums) in the central valley of Costa Rica.

Video producer of *Crossroads Christian Academy: A look into the heart*. (2011). A six-minute promotional video illustrating the academic and faith-based character of a small school.

Video producer of *No longer an outcast: Liner notes*. (2008). DVD consisting of a documentary on the research and production

of artist Jimmy DeCarlo's painting of the burning bush for History Dancer Art Studio.

**Conference Presentations**

Shevy, M. (2018). Engaging enjoyment mechanisms: Music, Words, and Narrative. Paper presentation at the 14<sup>th</sup> International Conference on Music Cognition and Perception: Montreal, Canada. July 23-28, 2018.

Shevy, M., McLeod, D., Dembski, S. (2016). The influence of diatonicity, tone order, and composition context on perception of similarity: An experiment and replication. Poster presentation at the 14<sup>th</sup> International Conference on Music Cognition and Perception: San Francisco, California. July 5-9, 2016.

Shevy, M., Dembski, S., & McLeod, D. (2015). Influence of diatonicity and tone order on listeners' perception of professionally composed music. Paper presented at the Society for Music Perception and Cognition, Nashville, Tennessee. August 1-5, 2015.

Shevy, M., & Hung, K. (2015). Dual functions of music in dual-route models of attitude change. Paper presented at the Society for Music Perception and Cognition, Nashville, Tennessee. August 1-5, 2015.

Shevy, M., Larsen, L., Tobin, C. (2013). *The influence of story ending and music on perceived protagonist emotion, viewer emotion, and enjoyment*. Paper presented at the Society for Music Perception and Cognition, Toronto. August 8-11, 2013.

Shevy, M., Larsen, L., Tobin, C., & Kall, A. (2012). *Story, Music, and Disposition Theory*. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Chicago. August 9-12, 2012.

Shevy, M. (2011). *Five antecedents of media effects: A model for comprehensive conceptualization of individual-level media effects*. Paper presented in the Communication Theory and Methodology Scholar-to-Scholar poster session at the Association for Education in Journalism and Mass Communication Conference, St. Louis, MO. August 10-13, 2011.

- Shevy, M. & Kristen, S. (2010). *Semantic meanings associated with popular music: An international consideration of music genre in branding*. Poster presented at the Audio Branding Congress, November 5, Hamburg, Germany.
- Shevy, M. & Kristen, S. (2010). *Cross-cultural pop music genre associations*. Paper presented at the NMU 2010 UNITED Conference, Marquette, MI, September 13. Presentation published on the Internet at <http://mediasite.nmu.edu/NMUMediasite/Catalog/pages/catalog.aspx?catalogId=87d13495-1d53-43c7-9e6f-6b11d5d43f9d>.
- Kristen, S. & Shevy, M. (2010). *Music as international communication: A comparison of German and American meanings associated with popular music genre*. Poster presented at the International Conference on Music Perception and Cognition, August 23-27, Seattle, WA.
- Shevy, M. (2010). *Popular music genre and accessibility of listeners' self-concept of religiosity: Maybe country music really is God's music*. Paper presented at the Association for Education in Journalism and Mass Communication annual conference, August 4-7, 2010, Denver, CO.
- Shevy, M. (2009). *Music Genre Schema Construct Accessibility in Evaluation of a Charity*. Paper presented at the Society of Music Perception and Cognition: Indianapolis, Indiana.
- Shevy, M. (2009). *When is Music Communication? A music communication matrix based on assumption, intention, and meaning construction*. Poster presented at the Society of Music Perception and Cognition: Indianapolis, Indiana.
- Shevy, M. (2009). *Integrating Empirical Mood & Cognition Research to form a Model of Musical Effects in Multimedia*. Paper presented at the Society for Cognitive Studies of the Moving Image conference: Copenhagen, Denmark.
- Shevy, M. & Kristen, S. (2009). *German listeners' music-genre schemas for international and domestic popular music: Differences in cognitive associations associated with exposure to country, hip-hop, punk, and German folksy music*. Paper presented at the

International Communication Association conference: Chicago, Illinois.

Shevy, M. (2007). *Semantic congruence, valence, dominance, ambiguity, and cognitive effort: Factors that may account for the varying effect of music mood on audience evaluation of multiple elements co-occurring within a video*. Invited paper for the film music symposium at the Society of Music Perception and Cognition conference: Montreal, Canada.

Shevy, M. (2007). *A chronological information-processing model of music communication*. Paper presented at the Society of Music Perception and Cognition conference: Montreal, Canada.

Shevy, M. (2006). *Music genre as cognitive schema*. Paper presented at the biannual Ninth International Conference on Music Cognition and Perception: Bologna, Italy. The abstract was also published in the proceedings CD-ROM.

Shevy, M. & Rouner, D. (2004). *Musical emotion, cognition, and the interpretation of video*. Paper presented at the biannual Eighth International Conference on Music Cognition and Perception: Evanston, Illinois. It was also published in the proceedings CD-ROM.

Hawkins, R.P., Pingree, S., Shevy, M., & Hellmich, S.A. (2004). *The implications of "bouncing" in and out of television*. Poster presented at the International Communication Association annual conference: New Orleans, Louisiana.

Shevy, M. & Rouner, D. (2004). *Evaluative interpretation of music video*. Paper presented at the annual Midwest Conference for Big Ten Schools: Iowa City, Iowa (this paper was selected from the Mass Communication Research Committee conference to represent UW at the Big Ten conference).

Shevy, M. & Rouner, D. (2004). *The effect of music on the cognitive interpretation of a video*. Paper presented at the Mass Communication Research Center annual conference: University of Wisconsin-Madison School of Journalism and Mass Communication.

Devanathan, N., Shevy, M., Boyle, M.P., McCluskey, M.R., Stein, S.E., Hillback, E., & McLeod, D.M. (2003). *Community influences on newspaper coverage of social and political protests*. Paper

presented at the International Communication Association annual conference: San Diego, California.

Cho, J., Boyle, M.P., Keum, H., Shevy, M., McLeod, D.M., & Shah, D.V. (2002). *Media, terrorism, and emotionality: affective dimensions of news content and effects after September 11<sup>th</sup>*. Paper presented at Association for Education in Journalism and Mass Communication annual conference: Miami Beach, Florida.

Boyle, M.P., Hillback, E., Devanathan, N., McCluskey, M.R., Stein, S., Shevy, M., & McLeod, D.M. (2002). *The influence of level of deviance and protest type on coverage of social protest in Wisconsin from 1960 to 1999*. Paper presented at Association for Education in Journalism and Mass Communication conference: Miami Beach, Florida.

## **Teaching Experience**

### **Northern Michigan University (2007-Present)**

Introduction to Mass Communication (BC165, 4 cr.)

Writing and Announcing for Broadcast (BC265, 4 cr.)

Audio Production (BC271, 4 cr.)

Studio Television Production (BC272, 4 cr.)

Mass Media and Society (BC471, 4 cr.) - mass communication effects & theory. Online and face-to-face sections.

Advanced Media Production: Screenwriting (BC473W, 4 cr.)

Advanced Media Production: Multimedia (BC473M, 4 cr.)

Health Communication and Media (BC495, 4 cr.)

Psychology of Music (BC/MU/PY495A, 4 cr.)

Issues in New Media Technology & Intercultural Contexts (BC495, 4 cr.)

Freshman Seminar (UN100, 2 cr.)

Internship & Practicum supervisor

Directed studies supervisor

Service Learning designation for some sections of BC272, BC471, BC473M

### **Boise State University (2005-2006)**

Mass Communication and Society. (COM 171, 3 cr.)

Introduction to Video Production with Service Learning (COM 268, 3 cr.)



Introduction to Radio Production (COM 269, 3 cr.)  
Introduction to Web Design. (COM 486, 3 cr.)  
Mass Media Effects (COM 487, 3 cr.)  
Psychology of Media Entertainment (COM 487, 3 cr.).  
Internship and Practicum Supervisor.

**University of Wisconsin-Madison (2001-2005)**

Teaching Assistant, Media Effects. (J565, 4 cr.) – Mass communication effects & theory

Teaching Assistant, Mass Media Practices. (J202, 6 cr) – Intensive journalism writing & production.

**Additional Training / Education**

*University courses to develop intercultural communication and pedagogy abilities.* Completed a graduate-level course in Teaching English to Speakers of Other Languages (TESOL) Methods and Materials. Currently taking CHN 101 Elementary Chinese I (2018).

*NMU Online Teaching Fellowship.* Completed a semester-long program based on Quality Matters standards to develop an online course in Health Communication and Media. (2018)

*NMU Grant Writing Workshop Series.* Completed a series of four workshops by NMU's Grant Office on how to find grants and create successful grant proposals. (2018).

*Feature Film Production Internship.* Worked on film production set in Nashville as a grip intern. (2014).

*Course Technology Innovation Project (CTIP).* Completed a year-long structured program supervised by the NMU office of Instructional Design and Technology to design, create, and launch a new online course. Training included webinars and instruction from nationally recognized organizations such as EDUCAUSE, MERLOT, and Sloan-C. (May 2010 – September 2011).

**Grants and Awards**

*2017 NMU Distinguished Team Award.* For working with NMU's Music Department and the Marketing and Communication Office to

produce a promotional music video that received nearly half a million views.

*Sabbatical.* (Winter 2014). Awarded to continue research in non-diatonic music perception.

*NMU Technology Innovation Award.* (Dec. 2011). Received the annual award for the best faculty use of technology in the classroom and community service. Northern Michigan University.

*Faculty Research Grant.* (Mar. 2009). *Perception of Non-Diatonic Music Pitch-Class Set Changes.* \$7000. Northern Michigan University.

*Sponsored students who won MAB awards.* (2008-2010). Submitted a student's class project (Intro to Studio TV Production) to the Michigan Association of Broadcastors competition. Student won statewide awards for TV PSA category.

*Faculty Research Grant.* (Oct. 2006). Experimental research on perception of structure in atonal music. \$570. Boise State University.

*Capstone Ph.D. Teaching Assistant Award Nomination.* (Oct. 2004). Selected as the UW School of Journalism and Mass Communication nominee for annual campus-wide competition. Based on outstanding performance in teaching and academic studies throughout the entire time spent as a graduate student. University of Wisconsin – Madison.

*Walter Damm Fund Grant.* (Feb. 2004). Experimental research in the cognitive effects of video and music. \$1000 for audio and video production technology. University of Wisconsin – Madison.

*Four Year Teaching Assistantship Contract.* (Aug. 2001 – May 2005). Awarded the University of Wisconsin School of Journalism and Mass Communication's highest incentive package as an incoming Ph.D. student. University of Wisconsin – Madison.

*Best Thesis Award.* (Apr. 2000). Department of Journalism and Technical Communication. Colorado State University.

*Certificate of Appreciation.* (Jul. 1999). Operations employee of the month for outstanding and dedicated service. EchoStar Satellite Corporation, Cheyenne, WY.

*Air Force Achievement Medal.* (Apr. 1997). For meritorious service from March 1996 to May 1997 including the development of two new combat crew members and superior crew performance directly contributing to “Excellent” ratings for the 321<sup>st</sup> Missile Squadron during critical Headquarters Air Force Space Command and Twentieth Air Force inspections. F.E. Warren AFB, Cheyenne, WY.

*Outstanding Performance Awards.* (Aug. 1992 – May 1997). Repeatedly earned for flawless or nearly flawless evaluations as a combat crew member. F.E. Warren AFB, Cheyenne, WY.

*Distinguished Graduate from Undergraduate Missile Training.* (Aug. 1992). Graduated with highest honors in the Minuteman Modernized Command Data Buffer Class 162. Vandenberg AFB, Lompoc, CA.

**Service to the Profession**

*Symposium organizer.* “Film, television, and music: Embodiment, neurophysiology, perception, and cognition.” Recruited an international group of scholars, edited proposals, wrote abstract for the symposium, submitted the entry on behalf of the group, coordinated group preparation for the conference, served as a moderator at the symposium. 14<sup>th</sup> International Conference on Music Perception and Cognition in San Francisco. San Francisco, California. July 5-9, 2016.

*Symposium organizer.* “Music in Multimedia.” Recruited scholars, edited proposals, wrote abstract for the symposium, submitted the entry on behalf of the group, coordinated group preparation for the conference, and presented a paper in the symposium. Society for Music Perception and Cognition conference. Nashville, TN, August 1-5, 2015.

*Usability testing for “The Biz” Web site.* Led a multimedia production class in conducting usability testing for a new Web site produced by professional media producer Tim Brown and screenwriter/director Howie Klausner (Winter 2016).

*Journal Manuscript Peer reviewer.* Journal of Communication, Journalism & Mass Communication Quarterly, Mass

Communication & Society, Music and the Moving Image,  
Psychology of Music, Psychomusicology: Music, Mind, and  
Brain.

*Conference Manuscript Peer reviewer.* Mass Communication Division  
of the International Communication Association conference,  
Mass Communication Division of the AEJMC conference,  
International Conference on Music Perception and Cognition.

*Judge.* National Gabriel Awards (Radio). (2008 - 2014).

*Chair.* “Mood and Emotion in Entertainment Media” session at  
International Communication Association 2009 conference in  
Chicago, IL. May 22, 2009.

*Workshop presenter.* Idaho Journalism Educators Conference. (Nov.  
2005).

*Discussant and peer reviewer.* UW Mass Communication Research  
Committee annual conference (Feb. 2005).

**Service to the  
University**

*Faculty Adviser for NMU’s registered student group “Marquette  
Ending Hunger.”* (2014-present). Provide guidance and  
assistance to a student group focused on meeting the physical  
needs of people living below the level of poverty. The  
organization won NMU Project of the Year (2018), NMU  
Organization of the Year (2017), NMU Community Service  
Award (2016), and NMU Program of the Year (2015). I was  
nominated for student group adviser of the year in 2015. The  
organization has collected thousands of pounds of food and  
raised thousands of dollars for food pantries and other  
poverty-oriented groups each year.

*Faculty Adviser for NMU AV Club.* (2018-present). Media production  
students needed more hands-on experience, so I have led  
them in establishing a new student organization for the sake  
of creating media projects with department equipment.

*Faculty Adviser for WNMU student radio.* (2017-present). Attend staff  
meetings and assist in planning, purchase authorizations, and  
community events.

*NMU Virtual Reality Advising Group.* (2018). Advised NMU Vice President for Extended Learning and Community Engagement on creating VR programs at NMU.

*Drop-in Fitness Instructor.* (2015-present). Teach weekly Zumba and STRONG by Zumba classes for NMU Rec Sports. The Zumba classes are often have the largest attendance of any of the fitness classes on campus. Students comment on the positive effects it has on their cognitive, emotional, and physical wellness.

*Large-scale Dance Fitness Events.* (2016 – present). Coordinate NMU Rec Sports, Theatre, Media Production, Health and Human Performance, and student organizations to produce concert-style Zumba classes with stage lighting and PA-system sound. Events include Late Night at the PEIF at the beginning of the year, Halloween, Valentine’s Day, and Vandament Arena Black-Light Zumba class food drive.

*NMU Academic Senate Executive Committee Secretary.* (Fall 2012-Fall 2013, Fall 2014 -Winter 2018).

*NMU Marketing and Communications recordings for the Jacobetti Center.* (2017). Recruited voice talent and recorded narration for 10 videos that NMU will use to promote programs in the Jacobetti Center.

*Performing Arts Series Committee Member.* (Fall 2007, Winter 2010-present). Member of a small committee responsible for bringing performers to the Northern Michigan University Campus. Emphasis on internationalization.

*NMU Accreditation Liaison to the Academic Senate (2013).* Briefed the Senate on accreditation and the need for institution-wide goals for student learning. Reviewed materials and gathered information to help the NMU accreditation (AQIP) committee prepare the accreditation portfolio.

*NMU Academic Senate Executive Committee member at large.* (Fall 2011- Fall 2013).

*Parent orientation.* (Summers 2008-2013). Hosted a table of parents whose children are incoming students at NMU. Multiple orientations in most summers.

*Presidential Scholars Competition interviewer.* (Fall 2010, 2013).  
Interviewed potential NMU students to help determine which ones would win scholarships.

*Colloquium presentation.* (Fall 2010). "Popular music genre as cognitive schemas: Constructs and international comparisons." Part of the *Discourses from the Academy*, the colloquium series sponsored by the NMU Department of Psychology.

*Secretary of the NMU Academic standing Committee on Internationalization.* (Winter 2009-Winter 2010). Also a member of the committee from Fall 2008-Fall 2009, and Fall 2010-Winter 2011.

*Presented paper on the importance of diversity in free speech.* (Winter 2008). Academic symposium on diversity for NMU's diversity week.

*University Information Technology Action Committee Vice Chair.* (Aug. 2006 - Spring 2007). Boise State University.

**Service to the College** *Dean Evaluation Committee Member.* (Spring 2006). Boise State University College of Social Science and Public Affairs.

*Distinguished Service Awards Committee Member.* (Spring 2006). Boise State University College of Social Science and Public Affairs.

*Research and Development Awards Committee Member.* (Fall 2005). Boise State University College of Social Science and Public Affairs.

**Service to the Department** *CAPS Budget, Planning, & Communication Committee Member* (2018-present, 2015-2016). Helped develop a strategic vision and enrollment strategy for the CAPS Department. Created an online space for CAPS faculty to archive and share electronic resources. (Part of the NMU Share site).

*Broadcasting Subarea curriculum planning, outcome assessment, and scheduling.* (2007-present). Researched and wrote reports, proposals, and schedules required for our program.

*Studio Maintenance.* (2007-present). Maintained and updated television and audio studios.

*CAPS Executive Committee Chair.* (Fall 2016-Winter 2018, Fall 2014-Winter 2015, Fall 2008-Winter 2009). Northern Michigan University Communication and Performance Studies Department. Created faculty evaluation checklists and templates to improve consistency and efficiency of evaluations. Led the faculty in conducting faculty evaluations. Led the faculty in evaluation of the CAPS department head. Facilitated meetings between CAPS and other departments. Submitted successful letters for faculty members' promotion, tenure, sabbatical, and meritorious service award recommendations.

*CAPS Curriculum Committee* (Fall 2013). Met with the university curriculum committee. Wrote guidelines to help the CAPS department make curriculum changes. Wrote and submitted curriculum changes.

*CAPS Broadcasting Subarea Academic Program Reviewer* (Winter 2011-present). Researched and wrote review of the costs, benefits, and performance of the Media Production and New Technology (MPNT) and Electronic Journalism (EJRN) majors. Chose and worked with an external consultant to evaluate and refine the programs. Created alumni satisfaction online survey for CAPS. The report serves as a prototype for the rest of the campus to use in their own assessments.

*CAPS Budget, Planning, & Communication Chair* (Fall 2009-Fall 2010). Northern Michigan University Communication and Performance Studies Department. Responsible for creating and administering Scholarly Research Assessment surveys used to report faculty needs and productivity to the administration.

*Haunted theatre recording.* (Fall 2009). Led students in creating audio sound effects for the Forest Roberts Theatre haunted theatre fundraiser.

*CAPS Representative in the Academic Senate* (Fall 2008-Present). Northern Michigan University Communication and Performance Studies Department.

*CAPS Executive Committee Member.* (Winter 2008). Northern Michigan University Communication and Performance Studies Department.

*CAPS Recruitment services.* (2007-2008). Provided tours of NMU media production facilities for prospective students, parents, and guidance counselors.

*Chair of Curriculum Committee.* (Aug. 2006-May 2007). Boise State University Department of Communication.

*Curriculum Committee Member.* (Aug. 2005-Aug.2006). Boise State University Department of Communication.

*Faculty Meeting Minutes Recorder* (Aug. 2005-Aug.2006). Boise State University Department of Communication.

**Service to the Community**

*Children Poverty and Hunger Advocate.* (2018-present). Conducting research and organizing events toward establishing a Shania Kids Can (SKC) clubhouse at a local elementary school. Organized and facilitated a video discussion with SKC leaders and NMU and community organizations (2018).

*Audio engineer for church.* (2018-present). Set up, tear down, and run audio on a mobile digital system for Sunday services.

*YMCA Fitness Instructor.* (2015-present). Teach weekly Zumba and Strong by Zumba classes. Attend training and organizational meetings.

*Video producer for Marquette Lighthouse Maintenance Fund.* (Fall 2015). Led video production class in creating videos to help the Marquette Maritime Museum raise money for the local lighthouse.

*Media Studio Tours for Youth Groups.* (Fall 2015). Gave tours of the NMU audio recording studio and TV production studio to “8-18 Media” (a youth journalism group in Marquette) and Boy Scouts from across the Upper Peninsula.

*Video producer for dance fitness class at North Star Academy.* (Spring 2015). Marquette, MI.



*Music service leader.* (Fall 2009 – present). Led music services on a regular basis (including Easter) at Bethel Baptist Church.

*Church worship board member.* (Jan. 2010 – present). Responsible for setting vision, planning, and budgeting for the overall worship experience at Bethel Baptist Church.

*Church finance board member.* (Nov. 2011 – present). Represent the worship board while making budgeting plans and decisions for Bethel Baptist Church.

*Guest lecturer for Northstar Academy high school music classes.* (Nov. 2012, Jan. 2013, May 2013).

*Church service programming committee member.* (Sept. 2010 – Sept. 2012). Met three to four times per month to schedule the people and plan events that would be part of Sunday services at Bethel Baptist Church.

*Website usability testing.* (Fall 2011). Led students in testing the Marquette Area Public Schools web site and consolidating suggestions for improvements.

*Marquette Waterfront Safety Videos.* (May 2011). Led students in creating online educational videos posted in conjunction with the city of Marquette, MI. The purpose of the videos is to reduce the number of drownings in dangerous areas.

*Social media presentation.* (May 2010). Given to the U.P. Human Resources Association semi-annual meeting.

*Marquette Sister Cities promotional video.* (April 2010). Led students in creating two videos publicly distributed to promote the Marquette Sister Cities exchange program with Japan and Finland.

*Olympic World Cup musical recording.* (Fall 2009). Helped create a studio recording of Shelley Russell's musical opening performed at the Olympic World Cup opening ceremony. The recording was nationally broadcast in NPR's Weekend Edition.

*Founded the Marquette Songwriters.* (Aug. 2008-June 2009). Marquette, MI. Held monthly meetings where NMU students and community members from diverse backgrounds can

share views through music, foster creative development, and produce music for personal use and public performance.

*Performed maritime songs and gave presentation on the Edmund Fitzgerald in local elementary school. (Nov. 2007, 2008).  
Taught about music communication.*

*Founded the Treasure Valley Songwriters Group. (Sept. 2006-2007).  
Meridian, ID. Organized and led a monthly meeting for community members to develop their musical art, build relationships, and learn from one another by emphasizing communication through music.*

**Professional Experience**

*Professor of Mass Communication and Media Production. (Aug. 2017 – present). Northern Michigan University Communication and Performance Studies Department.*

*Licensed Fitness Instructor. (2014 – present). Classes at NMU's Physical Education Instructional Facility, the YMCA of Marquette, MI, and Dance Fitness, LLC.*

*Music Editor for Z Dance Fitness, LLC. (2013 – Present). Edit fitness class music according to instructors' needs.*

*Dance fitness video series for Z Dance Fitness, LLC. (2018). Produced a series of 15 videos of choreography to be used by students.*

*Sunrise video for TaMaMa Dance Company performance. (2017).  
Produced a video of a sunrise customized for use as a central part of the set design for the Forest Roberts Theatre dance performance on June 26, 2017 and the 2018 NMU Dance Concert.*

*Associate Professor of Mass Communication and Media Production. (Aug. 2012 – 2017). Northern Michigan University Communication and Performance Studies Department.*

*Wedding videographer. (2016). Produced a professional edited video of a wedding and reception.*

*Promotional Video Producer for Fitness Instructor Alesia Maki. (2015).  
Created short videos to promote Zumba classes via social media.*

*Grip Crew for "The Secret Handshake."* (2014). Spent 21 days in Nashville, TN, working on a movie written and directed by Howie Klausner, starring Kevin Sorbo and Amy Grant.

*Writer for Northern Great Lakes Life & Times.* (Fall 2010 -2014). Bi-monthly feature articles.

*NMU Course Technology Innovation Project.* (2010-2011). Completed a year-long program on best practices for online teaching and learning.

*Assistant Professor of Mass Communication and Media Production.* (Aug. 2007 – Aug. 2011). Northern Michigan University Communication and Performance Studies Department.

*Assistant Professor of Media Studies.* (Aug. 2005 – June 2007). Boise State University Department of Communication.

*Teaching Assistant* (Aug. 2001 – May 2005). University of Wisconsin-Madison School of Journalism and Mass Communication.

*Production Assistant for ESPN Great Outdoor Games.* (July 2004). Barrett Productions, Madison, WI. Worked with camera crews filming fly-fishing competitors on a river.

*Director of Ministries* (Jan. - Aug. 2001). Calvary Chapel Cheyenne. Served as childrens' pastor in charge of 50 teachers; Junior high school youth group leader; Managed audio-visual media production and training including the use of soundboards during live music and speech, Final Cut Pro video editing software, and Pro Tools audio editing software.

*Stage Hand* (Jan. – Apr. 2001). Cheyenne Civic Center. Set up and tore down equipment, primarily audio, for professionally touring shows.

*Master Control Operator and Business Television Trafficker.* (May 1998 – Jan. 2001). EchoStar Corporation, Cheyenne, WY. Coordinated satellite broadcasts between clients and multiple uplink center departments. Managed broadcast crisis situations and operated equipment for airing special event broadcasts and pay-per-view movies.

*Concert Promoter* (Apr. 1998). Conceptualized and executed a guitar concert in Cheyenne, WY. Ran a promotional campaign

involving fliers, newspaper articles, broadcast news, and radio interviewing. Successful turnout.

*Live Television News Technical Director and Video Editor.* (May 1997 – May 1998). KGWN, Cheyenne, WY. Served various positions including technical director, master control operator, floor director, audio operator, Chyron operator, tape operator, camera operator (in the studio and in the field), and video editor.

*Air Force Missile Combat Crew Commander and Instructor.* (Apr. 1992 – May 1997). Managed numerous personnel and multi-million dollar equipment, completed administrative duties, served as the squadron public affairs representative and S.A.L.T. inspection escort, taught classes. Completed quality management and leadership courses. Earned rank of captain and awards for outstanding performance.

*Radio disc jockey.* (Aug. – Nov. 1991). WZRK, Hancock, Michigan. Hosted evening music show with sports and news updates.

**Additional  
Projects**

*UW School of Journalism and Mass Communications Graduate Student Officer.* Completed administrative work and training that turned an informal group of graduate students into a registered student organization eligible for university funding. (July 2004 – May 2005).

*School of Journalism Awards Banquet Project Assistant*  
Worked under UW School of Journalism Directors Sharon Dunwoody and James Baughman. Wrote biographies of award winners, designed and created banquet programs and awards, arranged additional banquet and guest details. (Paid position). (Feb. – Apr. 2003 & 2004).

*School of Journalism Staffing Trends Project Assistant*  
Worked under UW Professor Doug McLeod. Collected trend data on faculty workload from peer universities and other departments at UW and compared it to the number of professors in the UW School of Journalism. As a result, the School of Journalism kept its entire staff during University budget cuts. (Paid position). (Jan. 2003).

*Member of the UW Mass Communication Research Committee*

Conducted RDD telephone surveys, designed questionnaires, trained interviewers, moderated focus groups, contributed to the development of project designs. (Aug. 2001 – July 2002, Sep. – Dec. 2004).

*UW School of Journalism and Mass Communication Social Event  
Coordinator.*

Led a small group of graduate students in hosting a music concert to promote social relationships within the school and university-wide publicity for the school. (Apr. – May 2002).

**Memberships  
and  
Affiliations** Association for Education in Journalism and Mass Communication  
International Communication Association  
Society for the Cognitive Study of the Moving Image  
Society for Education, Music and Psychology Research  
Society for Music Perception and Cognition  
Trout Unlimited