

Curriculum Vitae for Willie R. Tubbs, Ph.D.

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EDUCATION

The University of Southern Mississippi

PhD, Mass Communication (2017)

Dissertation Title: Forward Myth: Military Public Relations and the Domestic Base Newspaper 1941-1981

Quinnipiac University

M.S., Interactive Media (2013)

Capstone: Social media and college athletics

Louisiana College

B.A., Journalism (2005)

Honors: Cum laude graduate

TEACHING EXPERIENCE

University Level

Assistant Professor, University of West Florida (August 2017-present)

Courses Taught: Writing for Communication Professions (Sophomore level writing course), Practicum: Voyager (upper-level course in which students manage and report for an online and print newspaper), Broadcast Journalism (upper-level reporting and writing course), Public Affairs Reporting (upper-level course that focuses on covering government bodies), Sports Reporting (senior-level writing and reporting course), Editorship (direct independent study course designed for the editor of the school newspaper), Basic Communication (undergraduate speech writing and presenting course).

Courses Created: Sports Reporting (designed from ground-up in Spring 2018, first course offered in Fall 2018); Sports and Public Relations (designed from ground-up in Spring 2020, first course offered in Fall 2020); Sports Agency (created in conjunction with a team of University faculty and administrators in Academic Year 19/20. First course offered in Fall 2020)

Graduate Assistant, The University of Southern Mississippi School of Mass Communication and Journalism (January 2014-May 2017)

Courses Taught: Writing for Mass Media (100-level writing course), Copy Editing (300-level writing/editing course), Advanced Reporting (400-level capstone course), Broadcast Reporting and Broadcast Reporting Lab (300-level reporting and writing course with corresponding 1-hour lab).

Adjunct, Florida Southern College (Spring 2019)

Course Taught: Online-native reporting course that covered hard news, features, and longform reporting.

Guest Lecturer, Louisiana College (August-December 2010)

Course Taught: Desktop Publishing (300-level design course)

Other Teaching

Teacher, Institute of Reading Development (Seasonal, 2018-19)

Courses Taught: Each summer, teach 5-week reading courses to students ranging from 4-adult.

PUBLICATIONS

Textbook

Tubbs, Willie R. *The Book of Journal-Lists* (Dubuque, Iowa, 2020: Kendall Hunt Publishing).

Peer-Reviewed Journals

Tubbs, Willie R., Mixon, Tony, and Drohan, Drew. "The Life and Service of Zeke Bonura in the American Media." Accepted and slated to be published in *Southern Quarterly*, vol. 56, No. 3 (2019).

Sheffer, Mary Lou, Shultz, Brad, and Tubbs, Willie. "#deflategate: Sports Journalism and the Use of Image Repair Strategy on Twitter." In *Newspaper Research Journal*, vol. 39, no. 1 (Spring 2018), 1-14.

Book Chapters

Tubbs, Willie R. "Selective Flying: Is a flag truly removed when it still shows up on game day?" In *Exploring Campus Diversity: Case Studies and Exercises*, Sherwood Thompson and Pam Parry, eds. (Lanham, Maryland, 2018: Rowman & Littlefield), 113-117.

Tubbs, Willie R. "Outnumbered: Is Conservatism Truly Under Attack on College Campuses?" In *Exploring Campus Diversity: Case Studies and Exercises*, Sherwood Thompson and Pam Parry, eds. (Lanham, Maryland, 2018: Rowman & Littlefield), 147-152.

Tubbs, Willie R. "Welcome, Not Celebrated: Are Christian Campuses Truly Inclusive for Sexually Diverse Students?" In *Exploring Campus Diversity: Case Studies and Exercises*, Sherwood Thompson and Pam Parry, eds. (Lanham, Maryland, 2018: Rowman & Littlefield), 156-160.

Encyclopedia Entries

Tubbs, Willie R. "Native American Newspapers." *The SAGE International Encyclopedia of Mass Media and Society*. Publication Date: 2020.

Tubbs, Willie R. "Pandora." *The SAGE International Encyclopedia of Mass Media and Society*. Publication Date: 2020.

Book Reviews

Tubbs, Willie R. "Ware, Amy M. *The Cherokee Kid: Will Rogers, Tribal Identity, and the Making of an American Icon*." *Journalism History* 41:4 (Winter 2016).

Tubbs, Willie R. "Coward, John M. *Indians Illustrated: The Image of Native Americans in the Pictorial Press*." *Journalism History* 42:4 (Winter 2017).

Tubbs, Willie R. "American Journalists in the Great War." *American Journalism* 34: 3 (Fall 2017)

CONFERENCE PAPERS AND PRESENTATIONS

Closing the Gap: The Choctaw Community News and the Self-Determination Movement

Paper presented at the 2014 AJHA National Convention in St. Paul, MN 2014

Awards: Runner-up, J. William Snorgrass Award for Minority Research; Runner-up, Best Graduate Paper, AJHA National Conference.

Making Soldiers at Camp Shelby: The Reveille and the Ideal Fighting Man

Presented at AJHA Southeast Symposium in Panama City, FL 2015

Award: Winner, Best Student Paper (Doctoral Student)

Presented at AEJMC Southeast Colloquium in Knoxville, TN 2015

Pleasantly Deceptive: The Myth of Main Street, Reruns, Celebrity Spokespersons, 'Free' Money, and Reverse Mortgage Lending to an Aging Population

Presented at AEJMC Southeast Colloquium in Knoxville, TN 2015

Presented at AEJMC National Conference in San Francisco, CA 2015

The Media and Minorities: A Literature Review, 1980-2014 (Panel Discussion)

Presented at AEJMC Southeast Colloquium in Knoxville, TN 2015

#deflategate: Sports Journalism, Twitter, and the Use of Image Repair Strategy (by Dr. Mary Lou Sheffer, Dr. Brad Schultz, and Willie R. Tubbs)

Presented at AEJMC National Conference in San Francisco, CA 2015

Research In Progress: Media representations of Nisei Soldiers

Presented at AJHA National Convention in Oklahoma City, OK 2015

Hardened Leaders: Randy Old Officers in Blighty's World War II Military Cartoons

Presented at AJHA National Convention in St. Petersburg, FL 2016

Awards: Runner-up, Wally Eberhard Award for Outstanding Paper on a Military History Topic; Runner-up, Robert Lance Award for Outstanding Student Paper.

Impassioned Speeches and Golden Fleeces: William Proxmire and the Press, 1957-1989

Presented at AJHA National Convention in Salt Lake City, Utah 2018

Perpetual Forgiveness: The Nisei Fighter in the American Media

Presented (alongside co-author Joshua Harrover) at AJHA National Convention in Dallas 2019

Missing Portraits: Sports Hero Stories in Vietnam Era Reporting

Presented as research in progress at AJHA National Convention in Dallas 2019

INVITED PRESENTATIONS

“Community Engagement and Disinformation.” Talk given at the University of West Florida on Nov. 25, 2019, to a group of eight visiting scholars, community organizers, and journalists from India as part of the U.S. Department of State International Visitor Leadership Program. This project was sponsored locally by the Gulf Coast Citizen Diplomacy Council.

“Fighting Against Disinformation.” Talk given at the University of West Florida on April 16, 2019, to four professional journalists from Tajikistan as part of the U.S. Department of State International Visitor Leadership Program. This project was sponsored locally by the Gulf Coast Citizen Diplomacy Council.

“Fake News: Then and Now.” Talk given September 21, 2018, as a part of the University of West Florida’s Leisure Learning Series.

“Stars, Bars, and FDR: Media and Moments at Camp Shelby.” Talk given October 24, 2017, at the Hattiesburg Public Library. Lecture centered on the base newspaper at Camp Shelby, Mississippi.

“Forward Myth: Military Public Relations and the Domestic Base Newspaper 1941-1981.” Presentation about dissertation research to be given at 2018 AJHA National Convention in Salt Lake City, Utah, as part of the Blanchard Dissertation Prize panel.

OTHER PRESENTATIONS

“Recommendations for Spotting and Reacting to Fake News” – Two-page reference sheet created for University of West Florida Alumni Relations for dissemination during COVID-19 crisis.

“Writing Leads” – Presentation given to high school students who participated in The University of Southern Mississippi School of Mass Communication and Journalism’s “Remembering Freedom Summer Multimedia Workshop” (June 2014).

“Research and the Native American Press” – Presentation given to Dr. Vanessa Murphree’s Mass Communication Historical Research class (April 2015 and April 2016).

“Quality Writing” – Presentation given to staff of *Student Printz*, the school paper for The University of Southern Mississippi (August 2016)

“Writing Like a Reporter” – A pair of presentations given in breakout sessions of the 2016 MPSA Day at The University of Southern Mississippi, an event in which high school students from across the state were exposed to the concepts of mass communication.

“How to Conduct an Interview” – Breakout session at 2016 MPSA Day at The University of Southern Mississippi, an event in which high school students from across the state were exposed to the concepts of mass communication.

“Introduction to College Journalism” – Talk and tour given on Feb. 12, 2019, to students visiting UWF from Beulah Middle School.

“Editing ... Is Hard” – Presentation given to UWF chapter of Her Campus, March 1, 2018.

AWARDS

- Honorable Mention, 2018 Margaret Blanchard Dissertation Prize, awarded by American Journalism Historians Association
- 2017 inductee into The University of Southern Mississippi Graduate School Hall of Fame
- Runner-up J. William Snorgrass Award for Minority Research, AJHA National Convention (October 2014)
- Runner-up, Best Graduate Paper, AJHA National Convention (October 2014)
- Runner-up, Wally Eberhard Award for Outstanding Paper on a Military History Topic, AJHA National Convention (October 2016)
- Runner-up, Robert Lance Award for Outstanding Student Paper, AJHA National Convention (October 2016)
- Winner, Best Student Paper (Doctoral Student), AJHA Southeast Symposium (January 2015)
- Winner, 2014-15 PhD Student of the Year, The University of Southern Mississippi School of Mass Communication and Journalism
- Winner, 2014-15 Graduate Student Teacher of the Year, The University of Southern Mississippi School of Mass Communication and Journalism
- Winner, 2015-16, Graduate Student Teacher of the Year, The University of Southern Mississippi School of Mass Communication and Journalism
- Winner, 2015-16 Graduate Student Teacher of the Year, The University of Southern Mississippi School of Mass Communication and Journalism
- Winner, 2015 Dr. Arthur J. Kaul Endowed Scholarship, presented by The University of Southern Mississippi School of Mass Communication and Journalism
- Winner, 2016 Dr. Gene Wiggins Endowed Scholarship, presented by The University of Southern Mississippi School of Mass Communication and Journalism
- Winner, Fall 2013, Ace Cleveland Endowed Scholarship, presented by Southern Miss Athletics
- Winner, Adviser Award, 2015 PRSSA Regional Conference, Nashville, Tennessee
- Winner, 2014-15 Top Mass Communication Graduate Student Award, The University of Southern Mississippi College of Arts and Letters
- Finalist, 2014-15 Innovation Award, The University of Southern Mississippi
- Finalist, 2014-15 Graduate Student of the Year, The University of Southern Mississippi College of Arts and Letters
- Finalist, 2014-15, Graduate Assistant of the Year, The University of Southern Mississippi
- In Spring 2016, conferred membership in Kappa Tau Alpha, national honor society in journalism and mass communication, as a doctoral student.

MEMBERSHIP/SERVICE/VOLUNTEERISM

Department Level

- Member of Bylaws Committee, school year 2019-2020
- Chair of faculty search committee (Spring 2020)
- Assist Dr. Kelly Carr in appraising SLOs for Communication Research Methods Course (2017-present)
- Volunteer judge, Marks Invitational Speech Competition (2017-2018)

College Level

- CASSH Reinstatement Committee (Summer 2019-present)

University Level

- Academic Misconduct Hearing Board Member (Fall 2017-present)
- Student Conduct Hearing Board Member (Fall 2017-present)
- Athletic appeals board (Summer 2019-present)
- Title IX hearing board (Fall 2019-present)
- Faculty participant in football recruiting luncheons (2019-present)
- Secured the right to host the 2020 AJHA Southeast Symposium at UWF's Fort Walton Beach Campus.

Service to the Field of Communication

- Vice President, Southeast Journalism Conference (February 2019-February 2020)
- Member, American Journalism Historians Association (October 2014-present)
- American Journalism Historians Association National Board of Directors (October 2018-present)
- Chair/Member American Journalism Historians Association Public Relations Committee (October 2014-October 2019, chair from 2016-2019)
- Member of leadership team for American Journalism Historians Association's Southeast Symposium (Fall 2017-present)
- Member of AJHA Service Awards Committee (October 2019-present)
- Judge for AJHA book award contest (2018-present)
- Member of American Journalism Historians Association Education Committee (Oct. 2015-present)
- Member, AEJMC History Division's Ad Hoc Committee on Adopting Journalism History as a History Division Journal (Aug. 2016-Aug. 2017)
- Member, AEJMC History Division's Task Force on Adopting *Journalism History* (Aug. 2017-May 2018)
- Paper Reviewer, AJHA National Convention (2018-present)
- Paper Reviewer, Joint Journalism and Communication History Conference (2018-2019)

Select service prior to and outside of UWF

- Member, University of Southern Mississippi Academic Integrity Appeals Board (School Year 2016-17)

- Senator, Representing the School of Mass Communication and Journalism, The University of Southern Mississippi Graduate Student Senate (May 2015-May 2017)
- Peer advisor, The University of Southern Mississippi International Studies Program (August 2015-May 2016)
- Member, The University of Southern Mississippi School of Mass Communication and Journalism Graduate Alliance (2014-2017)
- Moderator, History Panel, AEJMC Southeast Colloquium (March 2016)
- Moderator, "Culture and Consumerism" panel, 2015 University of Southern Mississippi Undergraduate Symposium on Research and Creative Activity (April 2015)
- Peer Reviewer, 2016 and 2017 AEJMC National Convention
- Advisor, Louisiana College Student Athlete Advisory Committee (2011-2013)
- Volunteer Statistician/Game-day assistant, Southern Miss Athletics Media Relations (January 2014-May 2017)
- Member, Louisiana College Alumni Association Executive Board (2013-2016)
- Member, Louisiana College Athletics Hall of Fame Committee (2009-2015, 2017-present)

PROFESSIONAL EXPERIENCE

Stringer/Freelance Work/Full-time journalist (Various Newspapers)

2002-2016

Some newspapers in which my work has appeared: Houston Chronicle, Providence Journal, New Orleans Times Picayune, Baton Rouge Advocate, Shreveport Times, Monroe News Star, Beauregard Daily News, Lake Charles American Press, Alexandria Town Talk, Hattiesburg American, Lafayette Daily Advertiser, and Louisiana Sports Hot Sauce (Among others).

Editor, Screamin' Eagle Magazine (Southern Miss Athletics)

2013-2015

Writer and editor for quarterly online magazine produced by Southern Miss Athletics in conjunction with IMG. Planned each issue, wrote other stories, and worked closely with IMG page designers to see the periodical through to completion. Magazine served as a public relations outreach to athletics alumni as well as local and national fans, supporters, sponsors.

Graduate Assistant, Southern Miss Athletics Media Relations (Hattiesburg, Miss.)

August– December 2013

Served as primary media contact for women's soccer as well as game-day statistician for women's soccer, women's basketball, men's basketball, and football. Wrote press releases and feature stories for virtually every team and support department within athletics. Since December 2013, have served as a volunteer writer and statistician in athletics media relations.

Assistant Athletic Director, Sports Information Director, Louisiana College (Pineville, La.)

August 2009 – July 2013

Media liaison, internal public relations coordinator, manager of organization website, event coordinator, and press conference organizer were among my duties. Represented organization in speaking engagements, assisted in fundraising efforts, and served as NCAA compliance coordinator. Managed all

social media identities. Awarded first place (Division II football media guide) in 2012 Louisiana Sports Writers Association's competition.

Writer, Alexandria (La.) Daily Town Talk

July 2007– July 2009

Provided content to all sections of the paper. Produced content for website. Occasionally co-hosted local television show and appeared on local radio shows. Took third place in Louisiana Press Association competition in 2008 with a feature on a legendary local basketball coach.

Reporter/Editor/Photographer, Leesville (La.) Daily Leader

December 2005 – July 2007

Virtually every job in the newsroom, save ad sales, fell on my shoulders. I was my own photographer, the webmaster, local politics writer, obituary writer, features writer, sports writer, columnist and, on many occasions, complaints department. I also served as co-host of a local radio show. Placed in 2007 Louisiana Press Association competition with a feature on the mobile Vietnam Wall, which visited Central Louisiana in 2006.

Intern, The Brunswick Beacon (Shallotte, N.C.)

June 2005 – August 2005

At the Beacon, a Landmark Community Newspaper, I was allowed to explore all aspects of journalism. I served as a reporter, photographer, page designer and proofreader. I was allowed great freedom to cover a wide variety of story topics and was published throughout the summer.

Writer/News Editor/Co-Editor/Editor-in-Chief, The Wildcat (Louisiana College School Newspaper, Pineville, La.)

January 2002 – December 2005

From my first day as an undergraduate until my last, I was associated with the school paper. I began as a general assignments writer and photographer. From my sophomore year on, I served as an editor, first as news editor, then co-editor and, for two years, as editor-in-chief.

Photographer, The Baptist Press (Nashville, Tenn.)

September 2005

For two days in the wake of Hurricane Katrina, I was called in to do freelance work as a photographer for the Baptist Press. I photographed various people at a shelter in Baton Rouge. This work was published online.