

**Kenny Smith**

Student media adviser/Digital Video Center director  
Samford University  
Department of Journalism and Mass Communication  
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**Education**

Ph.D. (*in progress*) Communication and Information Sciences, The University of Alabama  
(ABD January 2011; Projected graduation date: August 2012)

Dissertation: Credibility, literacy in online news content

Specialization: Mass Communication

Cognate: Educational Research

Program chair: Wilson Lowrey, Ph. D.

Master of Arts in Communication Management, The University of Alabama-Birmingham, 2006

Thesis: Elect and Re-Elect: Language Changes from Challenger to Incumbent for the Same Office

Program chair: Larry Powell, Ph.D.

Bachelor of Science in Agricultural Journalism, Auburn University, 2001

With concentrations in economics and communication

**Research interests**

My research centers on the production, acquisition and use of information. My interests lie in credibility and media literacy, social media, news on mobile devices, political communication and general media effects.

**Teaching experience at Samford University**

JMC 300L – Mass Media Writing and Editing

Teach two lab sections focusing on AP Style, broadcast script writing and online news publication. These sections are for classes taught by two other professors, so the material, format and topic medium sometimes varies from lab to lab. The lab instills a need for copyediting, the economy of language, current events knowledge and starts students down the path of actual news production, on campus and within the surrounding communities.

JMC 201 – Mass Media Practices

The class focuses on mass media with emphasis on practices, law and ethics by introducing cultural, political, technological and historical forces that shape mass media forms and products. Students examine the various media formats and begin networking locally within

that community. Additionally, an introduction of research methods is taught as the class develops critical scholarly research foundations for later courses in the curriculum.

#### JMC 352 – Web Communication

Developed and implemented a new course for Samford that focuses on multimedia journalism within a student-selected topic that the students cover throughout the term. Created all class content, assignments and designated appropriate learning outcomes. Original reporting, photojournalism, audio and video assignments were developed to strengthen skill sets and add to the students' portfolio. Maintained a classroom blog as supplemental reading material, organized all student assignments, graded various curriculum assessments and fully implemented course execution.

#### **Teaching experience at the University of Alabama**

JN502 – Producing Community Journalism (Spring and Fall 2009)

(Knight Community Journalism Fellows master's program)

Co-wrote the overview of this class' curriculum, which focuses on production techniques, storytelling methods and multimedia projects in a community journalism context. Taught approximately one-third of the material, including photojournalism, video editing, troubleshooting and online news techniques.

#### **Invited lectures**

Department of Telecommunications and Film, University of Alabama

TCF332 – Introduction to Broadcast News (Spring 2010)

Guest lectured on broadcast lede-writing tips.

JN499 – Journalism Ethics (Summer 2008, Summer 2009)

Lectured on changing roles, emerging media and contemporary situations journalists face in an online environment.

TCF332 – Introduction to Broadcast News (Spring 2009)

Guest lectured on broadcast lede-writing tips.

University of Alabama's Editing Day (Spring 2008)

Discussed emerging rules and roles in new media and consequences for journalists.

JN312 - Editing (Fall, 2007)

Delivered a lecture on the importance of copy-editing in a multimedia journalism environment and the changing landscape of editing under tougher economic and new media challenges.

**Publications: Edited Volumes**

Reichart, L.M. & **Smith, K.D.** (2010). "What a Difference a Download Makes: Political Advertising in the Digital Age." In *A Handbook of Research on Digital Media and Advertising: User Generated Content Consumption*, eds. Neal Burns, Terry Daugherty, and Matthew S. Eastin.

**Refereed Research Presentations**

**Smith, K.D.**, & Reichart Smith, L.M. (2012). "Officially, Unofficially: How the Colbert Super PAC Changes the Landscape of the Influence of Political Action Committees." To be presented at the Southern States Communication Association's annual conference, San Antonio, TX. **Top Paper Award.**

Cooley, S. C., & **Smith, K.D.** (2012) "In the Huddle: SCCT Analysis of NFL and Players' Association 2011 Lockout Strategies." To be presented at the Southern States Communication Association's annual conference, San Antonio, TX.

Reichart Smith, L.M. & **Smith, K.D.** (2011). "E-Sex-P-N: Athletic Form or Sex Appeal? An Analysis of the 2010 ESPN Magazine Body Issue." Paper presented at the International Communication Association's annual conference, Boston, MA.

Reichart Smith, L.M., & **Smith, K.D.** (2011). "From Using to Participating: Examining the Need for New Theory." Paper presented at the Southern States Communication Association's annual conference, Little Rock, AR.

**Smith, K.D.** (2010) "John Murtha, Act 3, Scene 2: Mourning in the media upon the death of the congressman." Paper presented at the Southern States Communication Association's annual conference, Memphis, TN.

**Smith, K.D.** (2009) "Laughing Through the Election: An Agenda Setting Comparison on Cable Network News and The Daily Show." Paper presented at the Southern States Communication Association's annual conference, Memphis, TN.

**Smith, K.D.** (2009) "Hail to the Chief: Presidential face-ism on online news sites." Paper presented at the Southern States Communication Association's annual conference, Memphis, TN.

**Smith, K.D.** (2009). "Moving to Convergence Journalism: Cultural Changes in a University's News Outlets." Paper presented at the Convergence and Society annual conference, Reno, NV.

**Smith, K.D.** (2009). "Sport Pages Equality: An Analysis of Student Newspapers." Paper presented at the North American Society for the Sociology of Sport annual conference, Ottawa, Ontario.

Reichart, L.M. & **Smith, K.D.** (2009). "Friend Me, Vote for Me: The Effect of Social Networking Sites on the 2008 Election." Paper presented at the Association for Education in Journalism and Mass Communication's annual conference, Chicago, IL.

Reichart, L.M., & **Smith, K.D.** (2008). "Will MySpace Take Me to Washington? An Analysis of the Impact of MySpace on Presidential Campaign Longevity." Paper presented at the Southern States Communication Association's annual conference, Norfolk, VA.

Reichart, L.M. & **Smith, K.D.** (2008). "MySpace Goes to Washington: The Use of Social Networking Sites as a Political Campaign Tool." Paper presented at the Popular Communication Association/American Culture Association annual conference, San Francisco, CA.

### **Panel Presentations**

**Smith, K.D.** "The Inevitable Mitt Romney." For the Discussion of the 2012 U.S. Presidential Primary Season panel, to be presented April 2012, at the Southern States Communication Association's annual conference, San Antonio, TX.

**Smith, K.D.** "Our students future newsrooms." For the Blogs, Tweets and Streaming, Oh My: Technological State of Internship Assessments panel, presented August 2011 at the Association for Education in Journalism and Mass Communication's annual conference.

**Smith, K.D.** "From print to push button: guiding students into web publishing technologies and the use of social media culture." For the Integrating Web 2.0 Tools in the Classroom panel, presented April 2010 at the Broadcast Education Association's annual conference, Las Vegas NV.

**Smith, K.D.** "Teaching citizen journalism tools and techniques to student-journalists." For the Citizen & Civic Journalism for Radio: Pedagogy and Possibility panel, presented April 2010 at the Broadcast Education Association's annual conference, Las Vegas, NV.

**Smith, K.D.** "Is SEC banning Social Networking?" For the Tweeting on the Sidelines panel, presented April 2010 at the Broadcast Education Association's annual conference, Las Vegas, NV.

**Smith, K.D.** "Editing online." For the University of Alabama's 2008 Editing Day program, discussing emerging rules and roles in new media and consequences for journalists in their audience presentation.

### **Affiliations**

Association for Education in Journalism and Mass Communication

International Communication Association

Southern States Communication Association

Convergence and Society Conference

### **Academic Service**

Vice Chair, Southern States Communication Association's Political Communication division

Reviewer, Newspaper Research Journal

Reviewer, Mass Communication Division, NCA

Respondent, Mass Communication Division, SSCA

Reviewer, Political Communication Division, SSCA

### **Campus and outreach service**

*Faculty delegate, Southeastern Journalism Conference (2010-2011)*

Represent Samford's Journalism and Mass Communications department at the annual undergraduate conference, organize and submit entries for Best of the South contest, coordinate students' attending the conference, serve on an awards committee for the conference, spot-judge contests as necessary. Samford students have won 21 honors at SEJC in this period.

*Samford University Journalism and Mass Communication Advisory Board*

Maintain and strengthen contacts with alumni and local industry leaders. Develop interactive relationships for maintaining industry standards within the department and bolster the reputation of students among local media outlets and public relations agencies. Take minutes of annual meetings.

*Samford University Editorial Board*

Serve as an ex-officio member of the board that interviews and considers all students applying for positions with the newspaper, yearbook, arts magazine and sales positions.

*Samford University Curriculum Advisory Panel*

Serve on the panel in both a professional and academic capacity as the department maintains its regular evaluation of the class offerings and required curriculum.

*Alabama Scholastic Press Association*

Taught photojournalism techniques to high school students – June 2009

Taught principles of interviewing for regional fall workshops – September 2009

Judged and critiqued the broadcast category for ASPA's state convention – February 2010

*National Forensic Association*

Judged 2005, 2006 and 2007 tournaments, including one national championship tournament (Berry College).

### **Community service**

Board of Advisors, Global Neuroscience Initiative Foundation (2009-2010)

An international charity advancing neurological and mental health patient studies, welfare, education and promoting free and open-access distribution of brain related information.

Board member, Public Square (2010-2011)

A non-partisan publication which focuses on political, legal, religious, and social issues with leading experts on domestic policy, foreign affairs, law, history, science, and philosophy.

Former board member, St. Andrews' Place (2006-2008)

A nonprofit organization geared toward Social Role Valorization and the mainstreaming into the community of adults with mental retardation.

### **Consultations**

Gameday for Heroes, Columbus, GA

Consulted on message, presentation, dissemination strategies for media and beneficiary audiences.

Gameday for Heroes collects donated tickets to college sporting events for military service members.

The Terminal, Birmingham, AL

Consulted on contributor recruitment strategies, business models and advertising revenue streams.

The Terminal is a web publication that focuses on Birmingham, Alabama and the surrounding region.

Video Image, Trussville, AL

Assisted in creating a marketing strategy for church programs, pageants and commercial production.

Video Image is a multi-service video and photography firm serving central Alabama.

Adagio Creative, Beaufort, SC

Consulted with social media strategies and technical troubleshooting.

Adagio Creative is a media/public relations, project management and copywriting firm.

PTSD Alliance

Consulted on publicity and grassroots outreach issues for local media efforts.

A nonprofit organization of outreach and assistance for post-traumatic stress disorder victims.

### **Professional Experience**

**Samford University**, Birmingham, AL – Aug '08 – Present

Student Media Adviser

- Advise and oversee student-journalists producing *The Samford Crimson*
- Assisting in the development of a converged information center
- Teach online/multimedia and traditional journalism classes
- Lead workshops on journalistic style for undergraduates
- Co-organize and lead workshop sessions for high school students on journalistic style
- Implemented multimedia coverage on paper's web site
- Developed a new web design offering more convergence opportunities
- Brokered syndication deal with the state's most highly trafficked web site

- Assist with student recruitment
- Assist with intern placement
- Wrote a mini-documentary on the history of the Journalism/Mass Communication department
- Faculty delegate to the annual Southeastern Journalism Conference
- Assist with various departmental committees

Director, Digital Video Center

- Acquire equipment and maintain budget for growing broadcast track
- Manage student workers overseeing equipment distribution and routine maintenance
- Coordinate use between students, department and other university needs

**Alabama Live (al.com)**, Birmingham, AL -- May '04 – Aug '08

News/Editorial producer

- Copyediting, page construction and light technical troubleshooting
- Created enterprise, news and feature video projects
- Implemented and managed the site's podcast programs
- Assisted with live streaming of sporting events
- Shot and created photo galleries of news and sports
- Wrote and maintained blogs on various topics
- Coordinated with other local media outlets on community outreach
- Contributed to 38 percent increase in unique users, 72 percent increase in page views

**Clear Channel Radio**, Birmingham, AL -- Aug. '02 - Feb. '04

Anchor/Reporter -- WERC Newsradio and Alabama Radio Network

- Anchored news on 65-station Alabama Radio Network, reported on WERC
- Anchored morning sports on WERC
- Contributed to ABC Radio News and appeared on major market radio on breaking stories
- Contributed to the AP newswire
- Coordinated news coverage collaboration with network affiliates
- Contributed news content to WERC's web site

**Citadel Broadcasting Co.**, Little Rock, AR -- Aug. '01 - Aug. '02

Anchor/Reporter -- KARN Newsradio and Arkansas Radio Network

- Anchored mid-day news on KARN and 85-station Arkansas Radio Network
- Anchored afternoon sports on the Arkansas Radio Network
- Anchored afternoon news voiceovers on Arkansas Educational Television Network
- Contributed to the AP newswire
- Coordinated news coverage collaboration with network affiliates

**Metro Networks**, Birmingham, AL -- Aug. '00 - Aug. '01

News Bureau Chief/News Anchor/Traffic Reporter

- Anchored morning traffic on top-rated shows and afternoon news on WAPI
- Coordinated efforts of reporters in the field
- Contributed the bureau's news content to Metro's national news wire

**Software/hardware experience**

Adobe Creative Suite, Dreamweaver, Soundbooth, Photoshop, QuarkXPress, InDesign, Final Cut Pro, iMovie, Windows Movie maker, Cool Edit Pro, Audacity, FTP, HTML, Javascript, CSS, PHP, XML, Microsoft Suite, Panasonic AG-DVX100A/AG-DVX100B cameras, various online content management systems and various radio management systems. Windows and Mac compatible.

**Awards & honors**

Rufus N. Rhodes Leadership in Media Award (shared honor)

News Cooperation Award; WERC Radio (shared honor)

Associated Press Award; Newscast

Associated Press Award; Most Outstanding News Operation (shared honor)

Associated Press Award; Extraordinary Coverage of a Planned Event (shared honor)

Associated Press Award; Best Public Affairs Program or Documentary

StateNets News Award; Best Documentary

Associated Press Award; Non-Spot News

Associated Press Award; Best Sound

**References**

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