

## **DR. JAMES LAWRENCE SERNOE**

Midwestern State University  
D 204 Fain Fine Arts Center  
Wichita Falls, Texas 76308  
(940) 397-4391 – office  
jim.sernoe@msutexas.edu

### **EDUCATION**

**University of Iowa:** August 1992 - December 2000

Doctorate in mass communication

Areas of study/dissertation: mass media law, mass media and minorities,  
popular music and popular culture, mass media history

Dissertation title: “ ‘It’s The Same Old Song’: Legal Challenges To Black and  
Rock-And-Roll Music”

Grade point average (on a four-point scale): 4.00

**University of Wisconsin-Madison:** August 1987 - August 1989

Master of arts degree in journalism and mass communication; emphasis on  
mass media and minorities

Thesis topic: American press coverage of the Holocaust

Grade point average (on a four-point scale): 4.00

**University of Wisconsin-Madison:** August 1982 - May 1986

Bachelor of arts degree in journalism; completed news-editorial sequence

Grade point average (on a four-point scale): overall, 3.527; journalism, 3.683

Graduated with Distinction

### **TEACHING EXPERIENCE**

**Midwestern State University Department of Mass Communication, Wichita Falls, Texas**

Interim Dean, Lamar D. Fain College of Fine Arts

January 2014 - August 2014, August 2021 - May 2022

Chair, April 2004 - Present

Associate Professor, May 2005 - Present

Assistant Professor, August 1995 - May 2005

Tenure Granted in May 2003

Courses include: Media Writing, Newswriting I, Newswriting II, Internship,  
Introduction to Mass Communication, Mass Communication Law,  
Editing, Mass Communication History, Media Ethics, Broadcast News,  
Senior Production, Media and the Election

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## **TEACHING EXPERIENCE, continued**

### **Midwestern State University Department of Mass Communication, continued**

Study Abroad Faculty, Mass Communication Course, London, Summer 2018,  
Summer 2022, Summer 2023

Faculty adviser for the student yearbook, The Wai-Kun,  
August 2018 - August 2021

New \$7 Million Facility Opened in August 2017

Faculty adviser for Media Club, April 1999 - May 2008

Faculty adviser for the weekly student newspaper, The Wichitan,  
August 1995 - August 1999

Serve as academic adviser for mass communication majors/minors

Serve on various committees

Students have numerous awards through campus, state, regional and national  
organizations

### **University of Wisconsin-Platteville Communication Department, Platteville, Wisconsin**

Assistant Professor, May 1992 - May 1995 (on leave of absence during most of this time)

Instructor, May 1990 - May 1992

Lecturer, August 1989 - May 1990

Taught Newswriting and Reporting, Advanced Reporting, Editing for Print,  
Copywriting, History of U.S. Journalism, Introduction to Mass Media,  
Mass Media Law; developed all exercises, lectures and projects for all  
courses

Served as faculty adviser for the weekly student newspaper, The Exponent

Served as academic adviser for communication majors

Promoted to assistant professor during first year of eligibility

### **University of Iowa School of Journalism and Mass Communication**

Teaching Assistant, August 1993 - August 1994; Summer 1995

Taught Journalistic Reporting and Writing; developed and implemented all  
exercises and projects

Instructor, Summer 1993

Taught Mass Media Law; developed and implemented all lectures, exercises and  
projects

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## **TEACHING EXPERIENCE, continued**

### **University of Iowa School of Journalism and Mass Communication, continued**

Teaching Assistant, August 1992 - May 1993

Assisted professors who taught Mass Media Law and Social Scientific Foundations of Communication for one semester each; led discussion sections and exam reviews; graded exams and essays

### **University of Northern Iowa Department of Communication Studies, Cedar Falls, Iowa**

Adjunct Instructor (substituted for faculty member on maternity leave), Fall 1994

Taught Communication Research Methods; Communication Theories

### **University of Iowa Guided Correspondence Study Program**

Instructor, July 1993 - August 1995

Taught correspondence course on freelance writing

### **University of Wisconsin-Madison School of Journalism and Mass Communication**

Teaching Assistant, August 1987 - May 1989

Taught two semesters of Newswriting and two semesters of Newspaper Editing; developed and implemented all exercises and projects for both courses

## **TEACHING INTERESTS**

Mass media law courses

Basic and advanced writing and reporting courses

Mass media history courses

Mass media ethics courses

Introductory mass media survey courses

Mass media/minorities courses

Mass media/society courses

Editing courses

Basic broadcast news courses

Study Abroad

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## **RESEARCH INTERESTS**

Popular culture, especially the popular music industry

Mass media law, especially obscenity/suppression of controversial materials

Mass communication curriculum

Journalists/race/workplace

Journalism crowd-funding

Mass media history

Representations and roles of minorities and women in all types of mass media, especially music, print journalism and broadcast news

Language and meaning in print news

Mass media and society

## **JOURNALISM/MASS MEDIA EXPERIENCE**

**Milwaukee Sentinel**, Milwaukee, Wisconsin, morning daily newspaper

Community News Reporter, August 1986 - August 1987

**Quarles & Brady**, Milwaukee, Wisconsin, law firm

Editor, September 1986 - August 1987

**Badger Herald**, Madison, Wisconsin, independent student newspaper

Various Editor and Staff Writer Positions, February 1984 - August 1986

**WITI-TV6**, Milwaukee, Wisconsin, CBS affiliate

News Intern, May 1985 - August 1985

**Viacom Cablevision of Wisconsin**, Glendale, Wisconsin, local access channel

Intern News Reporter/Producer/Anchor, May 1984 - August 1984

**Genesis**, Madison, Wisconsin, student newspaper

Copy Editor, Executive Board Member, Staff Writer, January 1984 - May 1984

**National Arthritis Foundation - Southern Wisconsin Chapter**, Madison, Wisconsin

Intern/Newsletter Writer - Editor, January 1984 - May 1984

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## ADDITIONAL EXPERIENCE

**National Computer Systems**, Iowa City, Iowa

Team Leader and Professional Scorer, October 1994 - January 1995

**University of Iowa Library System**, Iowa City, Iowa

Student Assistant, August 1992 - August 1995

**Helen C. White Library**, Madison, Wisconsin

Student Assistant, January 1988 - August 1989

## SELECTED/MOST RECENT PUBLICATIONS

**"Would You Say The Process Was Contentious Or Smooth Sailing? Administrators' Views On Revising The Mass Communication Curriculum"** (with Dr. Mitzi Lewis), Southwestern Mass Communication Journal, May 2014

**"Race in the Classroom: It's Still Complicated,"** Teaching Journalism and Mass Communication, Fall 2012

**"Plagiarism: Not So Simple . . ."** Teaching Journalism and Mass Communication, Spring/Summer 2012

**"Skills Are Worthless Without A Greater Context: Balancing Theory and Practice Throughout The Curriculum,"** ASJMC Insights, Spring 2009

**Guest Editor**, special issue of Popular Music and Society addressing music charts, March 2005 - May 2007

**"'Now We're on the Top, Top of the Pops': The Performance of 'Non-Mainstream' Music on Billboard's Albums Charts, 1981-2001,"** Popular Music and Society, December 2005

**"'Here You Come Again': Country Music's Performance on the Pop Singles Charts from 1955 to 1996,"** Popular Music and Society, Spring 1998

## SELECTED/MOST RECENT ACADEMIC/PROFESSIONAL CONFERENCES

**National Association of African-American Studies Conference**, Austin, February 2024  
Presented an updated paper on journalists of color

**National Association of African-American Studies Conference**, Fort Worth, February 2023

Presented a paper on journalists of color navigating the pandemic

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### **SELECTED/MOST RECENT CONFERENCES, continued**

**National Association of African-American Studies Conference, Dallas, February 2020**

Presented a paper on music by non-white performers

**Broadcast Education Association Conference, Boulder, Colo., October 2019**

Presented a paper on college media/branding (with Dr. Mitzi Lewis)

**Association for Education in Journalism and Mass Communication Conference,**

Chicago, August 2017

Presented a paper on teaching journalism students and public relations/advertising students in the same courses

**Association for Education in Journalism and Mass Communication Conference,**

Minneapolis, August 2016

Presented a paper on college media/branding (with Dr. Mitzi Lewis); presented a paper on using popular culture in academic teaching; served as a moderator and discussant for an Entertainment Studies Interest Group research panel

**National Popular Culture Association Conference, Seattle, March 2016**

Presented a paper on popular music in the 1960s

**Association for Education in Journalism and Mass Communication Conference,**

**(with Dr. Mitzi Lewis), San Francisco, August 2015**

Presented a paper on crowd-funding journalism sites

**Council of Public Liberal Arts Colleges Conference, Willimantic, Conn., June 2015**

Presented a paper on high-impact educational practices

**Association for Education in Journalism and Mass Communication Conference,**

**(with Dr. Mitzi Lewis), Montreal, August 2014**

Presented a paper on crowd-funding journalism sites

**Southwest Education Council for Journalism and Mass Communication Conference**

**(with Dr. Mitzi Lewis), Tulsa, November 2013**

Presented a paper on mass communication curriculum; paper was named one of the top six at the conference

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## SELECTED/MOST RECENT CONFERENCES, continued

### **Association for Education in Journalism and Mass Communication Conference,**

Boston, August 2009

Chosen for the GIFT (Great Ideas For Teachers) poster session; served on a panel addressing serving as department chair

### **Southwest Popular Culture Association Conference, Albuquerque, February 2009**

Presented a paper on news coverage of the 2000 election

### **National Popular Culture Association Conference, San Francisco, March 2008**

Presented a paper on the news coverage of the desegregation crisis in Little Rock; served as chair of the panel

### **Association for Education in Journalism and Mass Communication Conference,**

Toronto, August 2004

Presented a paper on censorship cases involving the rock-musical Hair

### **National Popular Culture Association Conference, San Antonio, April 2004**

Presented a paper on news coverage of rock music festivals in the 1960s and 1970s

### **Association for Education in Journalism and Mass Communication Conference,**

Kansas City, August 2003

Chosen for the GIFT (Great Ideas For Teachers) poster session; moderated a panel; helped with arrangements for several panels

### **Texas Intercollegiate Press Association Conference, Wichita Falls, April 2001**

Coordinated annual conference for 500 students and faculty at 75 journalism/mass communication schools

### **International Association for the Study of Popular Music Conference, Nashville,**

October 1995

Presented a paper on black music crossing over onto the pop music charts

### **Midwest Doctoral Conference, Iowa City, April 1995**

Coordinated annual conference for Big Ten Journalism and Mass Communication schools

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## SELECTED/MOST RECENT CONFERENCES, continued

**Association for Education in Journalism and Mass Communication Conference,**  
Atlanta, August 1994

Presented a paper on Billboard magazine and black music; paper was named one of the top three in the division by a graduate student

**Wisconsin Coalition Against Sexual Assault Conference,** Madison, May 1992

Presented a workshop on campus media and sexual assault coverage

**Wisconsin Communication Association Conference,** Madison, May 1991

Presented a paper on uses of commercially produced films in the classroom; served as moderator for two research panels

**Broadcast Education Association Conference,** Atlanta, March 1990

Presented a paper on efforts to promote minority ownership of broadcast stations; paper was awarded first place in the BEA's annual paper competition

**Midwest Popular Culture Association Conference,** Bowling Green, November 1988

Presented a paper on foreign influences in American popular music

## SELECTED/MOST RECENT COMMITTEES AND RELATED POSITIONS

### **National and Regional Organizations**

Association for Education in Journalism and Mass Communication

Small Programs Interest Group

Manuscript Reviewer, April 1997 - Present

GIFT (Great Ideas For Teachers) Competition Coordinator,  
August 2016 - August 2020

Chair, August 2000 - August 2001, August 2002 - August 2003

Vice Chair, August 1999 - August 2000

Research Chair, August 1996 - August 1999

### Teaching Journalism and Mass Communication

Copy Editor, August 2012 - January 2014, August 2015 - Present

Advisory Board, August 2020 - Present

Editorial Board, August 2019 - Present

Manuscript Reviewer, September 2011 - Present

Search Committee, New TJMC Editor, Summer 2024

Reviews Editor, September 2011 - August 2012, September 2016 - August 2019



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## SELECTED/MOST RECENT COMMITTEES, continued

### **National and Regional Organizations, continued**

Association for Education in Journalism and Mass Communication, continued

Entertainment Studies Interest Group

Manuscript Reviewer, April 2006 - Present

Minorities and Communication Division

Manuscript Reviewer, April 1996 - Present

Media Law Division

Manuscript Reviewer, April 1999 - Present

Magazine Division

Manuscript Reviewer, January 2000 - December 2002

### Popular Music and Society

Editorial Advisory Board, August 2013 - Present

Guest Editor, March 2005 - May 2007

Special issue on popular music charts, published in May 2007

Manuscript Reviewer, April 1997 - Present

### Rock Music Studies

Editorial Advisory Board, August 2013 - Present

Manuscript Reviewer, August 2013 - Present

### **State Organizations**

Texas Intercollegiate Press Association

President, April 2013 - April 2015

Vice President, April 2011 - April 2013

Freedom of Information Committee, April 2019 - Present

Convention Committee, April 2000 - August 2005, April 2010 - Present

Contest Committee, April 2014 - Present

Live Contest Director: 2001, 2022, 2023

Contest Judge, April 2001 - Present

Contest Coordinator, April 1999 - Present

Executive Director Search Committee, April 2019 - April 2020

Convention Presentations

Workshops for student journalists on public access laws: 1999, 2001, 2010,  
2011, 2013, 2014, 2015, 2016, 2017, 2019, 2022, 2023

Coordinated annual conference for 500 students and faculty at 75 universities,  
May 2001

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## SELECTED/MOST RECENT COMMITTEES, continued

### **State Organizations, continued**

Oklahoma Collegiate Media Association  
Contest Judge, Spring 2012 - Present

### **Midwestern State University**

Honors Program, October 2001 - Present

Honors Introductory Seminar, May 2002 - May 2004

One of four faculty members appointed to redesign and team-teach  
the introductory honors seminar for freshmen

MSU Honors Program Advisory Committee, September 2008 - May 2010,  
September 2014 - Present

Honors Capstone Seminar, Fall 2020

Model United Nations, September 2018 - Present

Workshops on Negotiation, Communication, Writing/Editing

Enrollment Task Force/Undergraduate Recruiting Committee, August 2021 - May 2022

Global Education Committee, August 2022 - Present

Faculty Mentor, August 2013 - Present

Teaching-Learning Resource Committee, March 2005 - May 2021

Chair, August 2012 - May 2018

Student Publications Board

Chair, September 1996 - May 2000

Member, September 1995 - May 2000, September 2004 - May 2005,  
September 2006 - May 2023

MSU Faculty Senate, August 2012 - January 2014

College of Fine Arts Tenure and Promotion Committee

Member, August 2011 - January 2012, August 2015 - August 2017

Chair, August 2007 - May 2009, August 2013 - January 2014

Writing Across The Curriculum Committee, October 2009 - May 2010

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## SELECTED/MOST RECENT COMMITTEES, continued

### **Midwestern State University, continued**

Academic Advising Committee, February 2002 - November 2002, January 2007 - May 2009

I have served on numerous search committees throughout my time at Midwestern

I have participated in numerous recruiting and retention activities/events throughout my time at Midwestern

### **Wichita Falls**

#### Backdoor Theatre

Guild Vice President, June 2012 - September 2014

Publicity Coordinator, January 2007 - December 2014

Volunteer Coordinator, October 2006 - July 2011

Board of Directors, April 1997 - March 2001, October 2006 - June 2008

Volunteer, February 1996 - Present

#### Wichita Adult Literacy Council

President, Board of Directors, January 2013 - March 2014

Treasurer, Board of Directors, July 2015 - December 2017; January 2020 - December 2020

Volunteer, September 2003 - Present

Board of Directors, December 2011 - December 2020

Executive Director Search Committee, February-June 2019

Literacy Tutor, October 2003 - January 2012

WALC Annual Leadership Award, September 2013

#### Library Advisory Board, Wichita Falls Public Library

Vice Chair, September 2004 - May 2007

Member, September 1999 - May 2008, September 2016 - May 2022

## SELECTED/MOST RECENT AWARDS AND HONORS

**Nominee, MSU Faculty Award - Fall 2024**

**Nominee, MSU Faculty Award - Fall 2023**

**MSU Nominee for The Piper Award - Fall 2022**

Each university in Texas nominates one faculty member for this state-wide award

**MSU Fain College of Fine Arts Excellence in Teaching Award - May 2021**

**Finalist, MSU Faculty Award - Fall 2017**

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### SELECTED/MOST RECENT AWARDS AND HONORS, continued

**Dalton-Landon Foundation Award**, Association for Education in Journalism and Mass Communication - August 2017

**International Radio and Television Society Foundation Industry/Faculty Seminar** - New York City, July 2017

One of 35 faculty chosen nationally to attend the annual seminar

**Finalist, MSU Faculty Award** - Fall 2016

**Research Grant (with Dr. Mitzi Lewis)**, Midwestern State University - November 2014

**Research Grant**, Midwestern State University - October 2014

**Top Six Paper Award (with Dr. Mitzi Lewis)**, Southwest Education Council for Journalism and Mass Communication Conference, Tulsa - November 2013

**Nominee, MSU Faculty Award** - Fall 2012

**Finalist, Piper Award**, Midwestern State University - Fall 2011

**Faculty Forum**, Midwestern State University - March 2011

**First Place, Law Division Teaching Ideas Competition**, Association for Education in Journalism and Mass Communication - May 2010

**Great Ideas For Teachers**, Association for Education in Journalism and Mass Communication - August 2009

One of 25 faculty chosen nationally to present a submission to a teaching competition

**Great Ideas For Teachers**, Association for Education in Journalism and Mass Communication - August 2003

One of 25 faculty chosen nationally to present a submission to a teaching competition

**Finalist, Outstanding Professor Award**, Midwestern State University Mortar Board - March 2003

**Finalist, Outstanding Professor Award**, Midwestern State University Mortar Board - February 2001

**International Radio and Television Society Foundation Industry/Faculty Seminar**, New York City, February 1996

One of 75 faculty chosen nationally to attend the annual seminar

**Outstanding Teaching Assistant Award**, University of Iowa - May 1995

**Freedom Forum State of Media Studies Conference**, New York City, February 1995

One of 19 doctoral students chosen nationally to attend the annual seminar

**Top Three Paper Award**, Minorities and Communication Division/Association for Education in Journalism and Mass Communication Conference, Atlanta - August 1994

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### **SELECTED/MOST RECENT AWARDS AND HONORS, continued**

**John F. Murray Outstanding Doctoral Student–Teaching Award**, University of Iowa  
School of Journalism and Mass Communication - March 1994

**Kappa Tau Alpha Journalism Honor Society** - inducted March 1994

**Moeller Fellowship**, University of Iowa School of Journalism and Mass Communication  
Awarded in April 1992; served during 1994-1995

**First Place, Broadcast Education Association Annual Paper Competition** - March 1990

**Graduation with Distinction**, University of Wisconsin-Madison - May 1986

Awarded to those in the top 15 percent of graduating class

**University of Wisconsin-Madison School of Journalism undergraduate scholarships** -  
Fall 1984, Spring 1985, Fall 1985, Spring 1986

**Golden Key National Honor Society** - inducted 1985

**Phi Eta Sigma Freshman Honor Society** - inducted 1983

### **MEMBERSHIPS**

Association for Education in Journalism and Mass Communication

Backdoor Theatre

Badger Herald Alumni Association

Broadcast Education Association

Freedom of Information Foundation of Texas

Golden Key National Honor Society

Kappa Tau Alpha Honor Society

National Thespian Society

Phi Eta Sigma Freshman Honor Society

Popular Culture Association

Student Press Law Center

Texas Association of College Teachers

Texas Intercollegiate Press Association

Wichita Adult Literacy Council

### **HOBBIES AND OUTSIDE INTERESTS**

Theatre – have performed on stage with several community theatres; have performed almost every technical job as well

Music – play three instruments; have played with numerous community bands and smaller ensembles

Physical Fitness

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## PROFESSIONAL REFERENCES

Dr. Martin Camacho

Dean, J.T. and Margaret Talkington College of Visual and Performing Arts,  
Texas Tech University

(Former Dean, Lamar D. Fain College of Fine Arts, Midwestern State University)

(806) 742-0700

[martin.camacho@ttu.edu](mailto:martin.camacho@ttu.edu)

Mr. Jim Gorham

Human Resources Officer, U.S. Navy

(Former Professor, Midwestern State University Mass Communication Department)

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Dr. Susan Harvey

Midwestern State University Music Department

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Dr. Mitzi Lewis

Midwestern State University Mass Communication Department

(940) 397-4375

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Dr. Joe Phelps

University of Alabama Department of Advertising and Public Relations

(205) 348-8646

[phelps@apr.ua.edu](mailto:phelps@apr.ua.edu)

Dr. Brian Steffen

Simpson College Department of Communication Studies

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## PERSONAL REFERENCES

Ms. Connie Barnhart

Former President, Backdoor Theatre Board of Directors

(940) 867-5192

ben9994@aol.com

Ms. Carol Chatterton

Former President, Wichita Adult Literacy Council Board of Directors

(940) 636-5195

chatterton.carol@yahoo.com

Mr. Richard Moses

Choral Director, Onalaska High School

(715) 379-8085

mosri@onalaskaschools.com