

**TAMARA ZELLARS BUCK**

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Southeast Missouri State University  
 Department of Mass Media  
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 Cape Girardeau, MO 63703

**Education**

2009: Juris Doctorate (Intellectual Property track)  
 University of Memphis, Cecil C. Humphreys School of Law, Memphis, TN  
*Legal Paper: "Shar'ia Law and The International Free Expression Ideal"*

2004: M.S. in Administration (public administration)  
 Southeast Missouri State University, Cape Girardeau, MO  
*Thesis: "Public Deliberation and the Cape Public Schools' Budget Reduction Process: A Critical Analysis"*

2000: B.A. in Mass Communication (journalism)  
 Southeast Missouri State University, Cape Girardeau, MO

**Academic Appointments**

**Southeast Missouri State University, Cape Girardeau MO** 2015-Present  
**Associate Professor, Department of Mass Media**

Supervise the multimedia journalism curriculum in an ACEJMC-accredited department of approximately 340 majors (65 multimedia journalism majors). Teach a 3/3 load with a one-course release each semester to supervise student media; academically advise 40+ majors,

Courses taught:

- MC304 Diversity in Communication (QM-certified course, solo face-to-face delivery, team-taught blended delivery)
- MC320 Media News (face-to-face delivery with lab)
- MC327 Visuals for Media (face-to-face delivery with lab)
- MC401 Communication Law (QM-certified course, face-to-face and online delivery)
- MC421 Multimedia Storytelling (capstone course; face-to-face delivery with lab)
- MC429 Media Management (solo face-to-face, blended, and team-taught blended delivery)

**Southeast Missouri State University, Cape Girardeau MO** 2009-2015  
**Assistant Professor, Department of Mass Media**

Began serving as multimedia journalism option coordinator in 2012. Taught a 4/4 load and supervised student media until 2013, when I received a one-course release each semester to supervise student media; academically advised 40+ majors.

Courses taught:

- MC304 Diversity in Communication (face-to-face delivery)
- MC322 Design for Media (face-to-face delivery)
- MC401 Communication Law (face-to-face and online delivery)
- MC421 Multimedia Storytelling (capstone course; face-to-face delivery with production component)
- MC429 Media Management (face-to-face delivery)

**Southeast Missouri State University, Cape Girardeau MO** 2001-2009

**Instructor, Department of Mass Media**

Taught a 4/4 load; academically advised 20+ majors. Received a two-course release each semester 2004-2009 while completing law degree.

Courses taught:

- MC201 Writing for Mass Media (face-to-face delivery)
- MC401 Communication Law (face-to-face and online delivery)

## Professional Experience

**Southeast Missourian, Cape Girardeau, MO** 1996-2001

Journalist/Columnist

- Produced daily news and feature coverage of K-12 education issues in five counties for regional daily newspaper.
- Managed production of weekly Newspapers In Education section that included centerpiece features, other stories, and local briefs.
- Accomplished daily general assignment, investigative and team-reporting assignments
- Wrote the weekly human interest column “Bucking the System”
- Supervised college interns each summer

**VIP Industries/Association of Retarded Citizens, Cape Girardeau, MO** 1994-1996

Public Relations Director

- Wrote press releases, developed brochures and other promotional materials for external distribution.
- Developed newsletter and other informational tools for internal communication among employees and clients.
- Developed multi-platform training materials for new employees and other clientele on behalf of the Missouri Department of Mental Health, Division of Developmental Disabilities.

## Publications

Tamara Zellars Buck. “Does the Faculty Adviser Have a Racist Agenda?” Book chapter in S. Thompson and P. Parry, (Eds.) “Exploring Campus Diversity: Case Studies and Exercises”, Rowman & Littlefield Publishers, Inc. Anticipated publication date August 2018.

Tamara Zellars Buck. “When Protectionism Interferes with Newsgathering.” Book chapter in S. Thompson and P. Parry, (Eds.) “Exploring Campus Diversity: Case Studies and Exercises”, Rowman & Littlefield Publishers, Inc. Anticipated publication date August 2018.

Tamara Zellars Buck. “Managing Difficult Discussion.” Book chapter in S. Thompson and P. Parry, (Eds.) “Exploring Campus Diversity: Case Studies and Exercises”, Rowman & Littlefield Publishers, Inc. Anticipated publication date August 2018.

Tamara Zellars Buck. "Review: How Student Journalists Report Campus Unrest." *Teaching Journalism and Mass Communication Journal*, July 2018.

Tamara Zellars Buck. "Shar'ia Law and The International Free Expression Ideal", *Mustang Journal of Law and Legal Studies*. (8)2015, pp. 54-70.

Tamara Zellars Buck. "Review: Chasing Newsroom Diversity: From Jim Crow to Affirmative Action." *Journalism History*. 39(3), pp. 193-194, October 2013.

### **Paper Presentations**

Tamara Zellars Buck. "The Grumpy Cat, the GIF, and the Meme: Should the Promotional Benefits Outweigh the Privacy?" Presented in the Copyright and Intellectual Property division at the annual Popular Culture Association/American Culture Association conference held in Chicago, IL, April 2014.

Ann White & Tamara Zellars Buck. "African American Romance Novels: Representing African-American Women." Presented in the Romance division at the annual Popular Culture Association/American Culture Association convention held in Boston, MA, April 2011.

### **Individual/Panel Presentations**

Black, White & (Un)Read: Why Students of Color Are Ignoring Your Paper. Spring National College Media Convention. New York, NY, March 2018.

Accounting for Assault: Is This Advocacy or Journalism?" College Media Association Fall National College Media Convention, Dallas, TX, October 2017.

Copyright, Privacy and Social Sourcing. Missouri College Media Association Convention. St. Joseph, MO, April 2017.

Best Practices for Campus Engagement. Spring National College Media Convention. New York, NY, March 2017.

Building an Online Portfolio. Missouri College Media Association Convention. Cape Girardeau, MO, April 2016.

No Right Clicking Allowed. Missouri College Media Association Convention. Cape Girardeau, MO, April 2016.

Media Matter: You're Telling My Story. TEDxSoutheastMissouriStateUniversity, Cape Girardeau, Mo. Archived on TEDx Talks YouTube channel at <https://www.youtube.com/watch?v=DfYQxKYA7Lo>. Cape Girardeau, MO. March 2016.

No Right-Clicking Allowed. Spring National College Media Convention. New York, NY, March 2015.

Growing Our Own: How to Promote Diversity in Broadcasting with the FCC's EEO Rules. Association for Education in Journalism in Mass Communication (AEJMC) convention. St. Louis, MO, August 2011.

## Invited Presentations

The Future of Media Education. Presentation to participants in Leadership Cape. Cape Girardeau, MO, April 2017-present.

Design Fundamentals. Presentation to staff of Leader Publications, Festus MO. November 2017.

Tricks and Trends in News Writing. Workshop presented as part of University of Arkansas-Pine Bluff Mass Communications Month lecture series. April 2017.

Respecting Diversity at Traditionally White Institutions. Workshop presented as part of University of Arkansas-Pine Bluff Mass Communications Month lecture series. April 2017.

Media Law Primer. Workshop presented as part of University of Arkansas-Pine Bluff Mass Communications Week lecture series. March 2016.

Re-starting College Media. Workshop presented as part of University of Arkansas-Pine Bluff Mass Communications Week lecture series. March 2016.

Media Ethics. Presentation to participants in Leadership Cape. Cape Girardeau, MO, April 2015-2016.

Sharecroppers Demonstration. Walk-through exhibit regarding the Sharecroppers Strike of 1939 commissioned for display in the Clara Drinkwater Newnam Public Library on behalf of the Charleston (Mo.) Chamber of Commerce. The exhibit was open to the public during the city's Dogwood-Azalea Festival April 16-19, 2015.

Teachable Moments: Examining Student Protest, Press Rights and the First Amendment. Presentation to faculty at Southeast Missouri State University as part of Take Away Friday lecture series sponsored by the Center for Scholarship in Teaching and Learning. October 2015.

## Professional Recognition

**Teachapalooza: Front Edge Teaching Tools for College Educators participant.** Competitive selection process to attend three-day conference for journalism educators, The Poynter Institute, St. Petersburg, Florida, June 2018.

**International Radio and Television Society Foundation Faculty/Industry Seminar Fellow.** National fellowship participant for the Freedom of the Press and Journalism and Changing Times seminar (1 of 30 selected nationwide in an industry/academic peer review competitive process), New York, NY, July 2017.

**College of Liberal Arts Outstanding Teacher Award.** Co-winner. Southeast Missouri State University, April 2016.

**Association for Education in Journalism and Mass Communication (AEJMC) Kopenhaver Fellow.** National participant in fellowship sponsored by the Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication in the School of Journalism and Mass Communication at Florida International University and the Commission on the Status of Women of AEJMC. (1 of 16 selected nationwide in an academic peer review competitive process.) 2013.

**College of Liberal Arts Outstanding Teacher Award, Finalist.** Southeast Missouri State University, April 2012.

**Soul Bowl Classic Outstanding Bootheel Community Leader.** Recipient, 2012. Award presented for service to southeast Missouri communities by the Lincoln University Cooperative Extension Program.

**Pace Environmental Law Moot Court Competition.** Finalist and first-round Best Oral Advocate award, 2007. Team was one of three finalists to compete in this prestigious national competition.

**Harry S. Schuler Volunteer Award.** Recipient, 2004. Award presented by the Cape Girardeau Boys & Girls Club.

**Women of Impact Award.** Recipient (inaugural class), 1999. Otahki Girl Scouts Council.

**Better Newspapers Contest 2<sup>nd</sup> place, best breaking news reporting.** Recipient, 2001. Award presented by the Missouri Press Association.

**3<sup>rd</sup> place, best column writing.** Recipient, 2000. Award presented by Suburban Newspapers of America.

## Professional Associations

Member, Associated Collegiate Press

Member, Association for Education in Journalism and Mass Communication (AEJMC)

- Minorities and Communication division
- Law and Policy division
- Kopenhaver fellow

Member, College Media Association

- 2018 – Served on diversity committee charged with improving programming related to diversity as well as identifying issues of diversity/inclusion within the organization
- 2016 – Served on membership committee charged with improving participation and convention attendance by schools within Missouri

Member, Missouri College Media Association

- 2018 – Adviser to state organization
- 2017 - Division 4 Judge Coordinator, annual newspaper competition
- 2016 – Adviser to state organization and organizer/host of annual convention
- 2015 - Division 4 Judge Coordinator, annual newspaper competition

Member, National Association of Black Journalists

- Faculty adviser to Southeast Missouri State University student chapter

Member, Society of Professional Journalists

- Faculty adviser to Southeast Missouri State University student chapter
- 2018 – Region 6 judge for Mark of Excellence awards competition

Board of Directors, Southeast Missouri Press Association

- Membership since 2001
- Joined board in 2015
- 2017 convention – initiated attendance by student editors of the *Arrow*, Southeast's student-run newspaper. Participation resulted in addition of student representative on the board of directors

## **Academic Service**

### Committee Membership - University

- Faculty Senate, 2018
- Advisory Group to Academic Advising Council Advisor Development and Recognition Subcommittee, 2016
- Faculty Co-Chair, Black Faculty and Staff Alliance, 2016-present
- Dr. Martin L. King Jr. Celebration Planning Committee, 2015-present
- Blended Subcommittee for Online Learning in 2020, 2015

### Committee Membership – College

- College of Liberal Arts Council, 2015-2017

### Committee Membership – Department

- Department of Mass Media Advising Committee, 2016
- Department of Mass Media Promotion and Tenure Committee, 2016-present
- Department of Mass Media Chairperson Search Committee, 2016-2017
- Chair, Department of Mass Media Public Relations Faculty Search Committees (2), 2015-2016
- Department of Mass Media TV Specialist Search Committee, 2015
- Department of Mass Media Curriculum Committee, 2015-present
- Coordinator, Group Academic Advising for Multimedia Journalism Option, 2015-present

### Service to Other Departments

University Marketing Project Manager Search Committee, 2018.

Department of English Grade Appeal Committee, October 2016.

Voices of SEMO Campus Diversity Awareness. Panelist before the President's Leadership Academy, 2016.

Open the Front Door to Difficult Discussions in Classrooms. Presentation as part of Faculty Development Day, 2016.

Advice to Freshmen. Countdown to Convocation video series produced by University Relations, 2016.

College of Health and Human Services Bootheel Advisory Board, 2015-2016.

Free Speech or Hate Speech? Presentation to the President's Taskforce on Diversity Education, December 2015.

Teachable Moments: Examining Diversity, Student Protest, Press Rights and the First Amendment. Center for Scholarship in Teaching and Learning Take-Away Friday series, 2015.

Information Services Communications Specialist Search Committee, 2015.

KRCU Feature Reporter Hiring Committee, 2015.

Pre-Collegiate Programs GEAR UP School Coordinator Search Committee, 2015.

### Student Activities and Organizations

- Adviser. Southeast chapter of Society of Professional Journalists, 2016-present
- Adviser. Southeast chapter of National Association of Black Journalists, 2015-present
- Adviser, Arrow, 2009-present
- Adviser, Perspectives Association of Minority Communicators, 2001-2009

### Student Recruitment Activities

- Department of Mass Media Liaison. Met with prospective students and parents and conducted departmental tours, 2009-present.
- Show Me Day. Representative for Department of Mass Media, 2009-present.
- First Step Freshman Orientation and Enrollment. Representative to the Department of Mass Media, 2009-present.

### **Community Service**

- Member, Cape Girardeau Purpose Built Communities Committee, 2018.
- Presenter, Annual Prevention Conference, 2015-2016.
- Co-Founder, Professional Sisters Network, 2013-2017.
- Webmaster and public relations strategist, African Methodist Episcopal Church, Missouri Annual Conference, St. Louis-Cape Girardeau District, 2011-2017.
- Consultant, Lincoln University Cooperative Extension Program – Kids' Beat, 2011-2013.
- District Steward, Perry Chapel AME Church, Charleston, Missouri, 2001-present.

### **Skills**

#### Workshops:

QM certification, 2016

Apple Training for MacBook Pro, 2016

#### Computer:

Microsoft Office, Adobe Creative Suite (In-Design, Photoshop), multimedia production (audio, video, non-HTML website builder, graphic design)

