

TAMARA ZELLARS BUCK

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Southeast Missouri State University

Department of Mass Media

One University Plaza, MS2750

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 EXPERIENCE**Southeast Missouri State University, Cape Girardeau MO**

2020-present

Chairperson, Department of Mass Media

Primary administrative officer; responsible for establishing the educational purpose and direction of the academic unit. and representative of the academic unit. Supervise approximately 250 students, 7-8 full-time faculty and three professional staff members.

Categories of responsibility:

- Administrative functions, including internal and external communication; coordinating and supervising policy development, departmental evaluations and other reviews; facilitating and encouraging grants and contracts from extramural sources, **and** administering the departmental budget.
- Faculty-personnel functions, including recruiting and retaining capable faculty; evaluating and retaining faculty and staff, promoting professional development and maintaining morale, and serving as a role model in the performance of teaching, scholarly and other faculty responsibilities
- Liaison functions, including maintaining liaison with other departments and support units; encouraging public relations activities and enhancing the departmental image and reputation on and off campus; promoting interdepartmental and interdisciplinary cooperation in the development and maintenance of academic programs; and cooperating with departments, colleges, and other units in the accomplishment of their tasks.
- Student-related functions, including coordinating the academic advisement process to meet changing student needs and aspirations; encouraging student clubs and organizations; following procedures for resolving student complaints about faculty, courses, and programs; promoting the establishment of scholarships and fellowships for students in the department; informing students of special departmental registration procedures and enrollment criteria, etc., and administering those procedures when appropriate; and encouraging student participation and involvement in department activities.

- Leadership functions, including fostering a professional working atmosphere; engaging in consultation and participatory decision-making; and initiating and sustaining action toward defined goals and encouraging the initiative of others.
- Operational functions, including providing guidance and leadership in formulating department academic and operational policies; Representing the department effectively and responsibly in college and University-wide meetings; involving departmental faculty in decisions on program development, budgeting and operational procedures; and reporting to faculty members and the dean recommendations made that differ from actions taken by faculty in the department.

Southeast Missouri State University, Cape Girardeau MO

2018-present

Professor, Department of Mass Media

Supervise the multimedia journalism curriculum in an ACEJMC-accredited department of approximately 280 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 Media Diversity (QM-certified course , solo face-to-face delivery, team-taught blended delivery)
- MC401 Media Law (QM-certified course, face-to-face, online and Hyflex delivery)
- MC421 Multimedia Storytelling (capstone course; face-to-face delivery with lab)

Southeast Missouri State University, Cape Girardeau MO

2015-2018

Associate Professor, Department of Mass Media

Supervise the multimedia journalism curriculum in an ACEJMC-accredited department of approximately 300 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)
- MC322 Design for Media (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

Buck, Tamara. "Diversity and differences in media newsrooms and campus agencies." Book chapter in "Teaching Race: Struggles, Strategies and Scholarship of Teaching Race," George Daniels and Robin Blom (Eds.) for AEJMC's *Master Class* series in conjunction with Rowman & Littlefield Publishing, ISBN/9781538154564. Publication Date Oct. 15, 2021.

Buck, Tamara and Pam Parry. "Sharpening a Competitive Edge: How HBCUs Leverage Their Strengths with Private Partnerships." Book chapter in "Reimagining Historically Black Colleges and Universities: Survival Beyond 2021," Gary B. Crosby, Khalil Akil White, Marcus A. Chanay, Adriel A. Hilton (Eds.) for Emerald Publishing, Great Debates in Higher Education series. ISBN/ 9781800436657. Publication Date May 26, 2021.

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. ISBN/1475835027. Publication Date Nov 5, 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. ISBN/1475835027. Publication Date Nov 5, 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. ISBN/1475835027. Publication Date Nov 5, 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

"Strategies for Inclusive Leadership: A How-To Guide." Presentation at MediaFest22 – Associated Collegiate Press/College Media Association/Society of Professional Journalists Fall National Media Convention Oct. 27-30, 2022, at Washington, DC.

"Future of College Media." Panel discussion at MediaFest22 – Associated Collegiate Press/College Media Association/Society of Professional Journalists Fall National Media Convention Oct. 27-30, 2022, at Washington, DC.

"The Criminal Justice Beat as a Career." Moderated discussion at MediaFest22 – Associated Collegiate Press/College Media Association/Society of Professional Journalists Fall National Media Convention Oct. 27-30, 2022, at Washington, DC.

“Macroaggressions, Microaggressions and Media Bias.” Pre-conference workshop with paid registration. College Media Association Spring National College Media Convention March 8-12, 2022, at New York, New York.

“Microaggressions in Our Content and in Our Workspaces.” Pre-conference workshop with paid registration. College Media Association (Virtual) Spring National College Media Convention, March 2021.

“Media Management Survival Tactics.” Presentation at Missouri College Media Association Convention (virtual). April 2021.

“Managing All-Digital Organizations.” Town hall panel discussion co-sponsored by Associated Collegiate Press, College Media Association, and College Media Business and Advertising Managers July 19-22, 2021.

“Microaggressions in Our Content and in Our Workspaces.” Pre-conference workshop with paid registration. Associated Collegiate Press/College Media Association (Virtual) Spring National College Media Convention. March 2021.

“Safe Spaces: Microaggressions in our Workspaces and Content.” Pre-conference workshop with paid registration. Associated Collegiate Press/College Media Association Fall National College Media Convention (virtual). October 2021.

“Stop! In the Name of Diversity.” Pre-conference workshop with paid registration. Associated Collegiate Press/College Media Association National College Media Convention, (virtual). October 2020

“Digital first. Digital Now.” Town hall panel discussion co-sponsored by Associated Collegiate Press and College Media Association. July 8, 2020.

“All-Digital Student Media Virtual Bootcamp.” Team-led 4-day workshop co-sponsored by Associated Collegiate Press, College Media Association, and College Media Business and Advertising Managers July 20-23, 2020.

“All-Digital town hall.” Panel discussion co-sponsored by Associated Collegiate Press, College Media Association and Poynter Institute on May 14, 2020.

“Safe Spaces: Microaggressions in our Workspaces and Content.” Pre-conference workshop with paid registration. College Media Association Spring National College Media Convention, New York, New York. March 2020.

“How to Build Culturally Responsive Newsrooms.” Presentation at College Media Association Spring National College Media Convention, New York, New York, March 2019.

“Why Can’t We Call It Racism?” Panel discussion at College Media Association Spring National College Media Convention, New York, New York, March 2019.

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

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

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

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

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

“No Right Clicking Allowed.” Presentation at 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.” Presentation at 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.” Panel discussion at Association for Education in Journalism in Mass Communication (AEJMC) convention. St. Louis, MO, August 2011.

INVITED PRESENTATIONS

Workspace Integrity: Diversity, Equity and Inclusion Training. SEMO Press Association annual convention on July 15, 2021.

Workspace Integrity: Diversity, Equity and Inclusion Training. 155th Missouri Press Association Annual Convention on Sept. 24, 2021.

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 AND AWARDS

College Media Association Distinguished Adviser. Award presented to CMA member(s) who has/have had five years or more experience in college student media advising and has distinguished service in a particular area and is an adviser at the time of the nomination. 2022.

Association for Education in Journalism and Mass Communication (AEJMC) Institute for Diverse Leadership Fellow. Competitive process to select 10 fellows selected for this institute, which is co-sponsored by AEJMC and the Association of Schools of Journalism and Mass Communication. Its purpose is to increase racial, gender and ethnic diversity in administrative and other senior-level positions in journalism and communication education. Fellows participate in institute activities while continuing to work at their home campuses; five group meetings featuring seminars and workshops are held during the fellowship year. 2020.

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.

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

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

3rd place, best column writing. Award presented by Suburban Newspapers of America. Recipient, 2000.

PROFESSIONAL ASSOCIATIONS

Member, Power Shift Project Trainers Council

Board Member, National Scholastic Press Association/Associated Collegiate Press

Member, Associated Collegiate Press

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

- Minorities and Communication division
- Institute for Diverse Leadership fellow
- Kopenhaver fellow

Member, Association for Schools of Journalism and Mass Communication

Member, College Media Association

- 2020 – Appointed to complete unexpired term of President-Elect
- 2019 – Elected Vice President of Member Support for 2019-2021
- 2018 to present – Serve on diversity committee charged with improving programming related to diversity as well as identifying issues of diversity/inclusion within the organization
- 2016 to 2018 – Served on membership committee charged with improving participation and convention attendance by schools within Missouri

Member, Missouri College Media Association

- 2022 – Adviser to state organization
- 2020 – Adviser to state organization
- 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, Missouri Press Association Diversity Committee

Member, National Association of Black Journalists

- Faculty adviser to Southeast Missouri State University student chapter

Board of Directors, Southeast Missouri Press Association

- Membership since 2001
- 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
- Joined board in 2015

PROFESSIONAL CONSULTATIONS

Reviewer, University of Arkansas at Pine Bluff. Conducted external review of the academic program within the Department of Multimedia Communication program in preparation of the program seeking ACEJMC accreditation.

Reviewer, Center for Student Engagement at the University of Nevada-Reno. Served on a team of four reviewers to conduct a hybrid in-person/remote multifunctional professional team external review that evaluated the effectiveness of CSE's various components. My specific role was to evaluate the operations, viability and sustainability of assorted student media on campus, including the Nevada Sagebush, Insight Magazine, Brushfire Literary Arts Journal, and Wolf Pack radio.. February 2022.

Reviewer, Center for Multicultural Engagement and Inclusion (CMEI) at the Metropolitan State University of Denver. Served on a team of five reviewers to conduct a remote multifunctional professional team external review that evaluated the effectiveness of CMEI's various components, especially in regards to CMEI's charge of anti-racism. My specific role was to evaluate how CMEI's mission impacted operations at Met Media, the student media component. June 2021.

ACADEMIC SERVICE

Committee Membership - University

- Chairs Forum – 2020-present
- Equity and Inclusion Committee, 2019
- Academic Advising Council, 2018-present
- Faculty Senate, 2018-present
- Faculty Senate representative, Strategic Enrollment Management Committee, 2018-2020
- Advisory Group to Academic Advising Council Advisor Development and Recognition Sub-committee, 2016
- Faculty Co-Chair, Black Faculty and Staff Alliance, 2016-present
- Dr. Martin L. King Jr. Celebration Planning Committee, 2015-2021
- Blended Subcommittee for Online Learning in 2020, 2015

Committee Membership – College

- Holland College of Arts and Media College Council, 2020-present
- Holland College of Arts and Media Diversity Committee, 2018-present
- College of Liberal Arts Council, 2015-2017

Committee Membership – Department

- Department of Mass Assessment Committee, 2020-present
- Department of Mass Media Promotion and Tenure Committee, 2016-2020
- Department of Mass Media Advising Committee, 2016
- 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
- Department of Mass Media Scholarship Committee, 2001-present

Service to Other Departments

- Department of Criminal Justice, Social Work, and Sociology Promotion and Tenure Committee, 2020-2022
- Academic Support Centers Success at Southeast Institute, 2020

- University Digital Marketing Strategist Search Committee, 2019.
- University Digital Managing Editor Search Committee, 2019.
- 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, 2016-2018
- 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. Conducted departmental tours and met with prospective students and parents on and off campus, 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

- Facilitator, Community Conversations guided focus group hosted by United Way of Southeast Missouri, 2022.
- Chair, P.O.R.C.H. Initiative community revitalization organization, 2021-present.
- Member, City of Cape Girardeau/Cape Girardeau Schools Ad Hoc Aquatics Committee, 2019.
- Member, City of Cape Girardeau Transportation Improvement Programs Transportation Trust Fund 6 Committee, 2019.
- Vice chair, P.O.R.C.H. Initiative community revitalization organization, 2018-present.
- 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.

COMMUNITY SERVICE RECOGNITION & AWARDS

- **The President’s Lifetime Achievement Award** for community service, 2021.
- **B Magazine Difference Maker** award, 2021.
- **Zonta Club of Cape Girardeau Woman of Achievement** award, 2021.
- **Soul Bowl Classic Outstanding Bootheel Community Leader**. Award presented for service to southeast Missouri communities by the Lincoln University Cooperative Extension Program, 2012.
- **Harry S. Schuler Volunteer Award**. Presented by the Cape Girardeau Boys & Girls Club. Recipient, 2004.
- **Women of Impact Award**. Presented by the Otahki Girl Scouts Council to members of the service community. (inaugural class), 1999.

SKILLS

Certifications:

Microcredential in Creating an Inclusive and Supportive Learning Environment, Association of College and University Educators and American Council on Education, 2022

Assessing Learning for College Credit, Council for Adult and Experiential Learning Faculty Assessor certification, 2020

Workspace Integrity Train the Trainer certification (F2F and virtual), 2020

Safe Zone certification, 2020

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)