

Name: Christopher Francis White  
Title: Associate Professor  
Department: Mass Communication  
College: CHSS

### **Degrees Earned**

Ph.D. University of Texas at Austin, Radio-Television-Film, 1987  
M.A. University of Texas at Austin, Radio-Television-Film, 1983  
B.A. Lake Forest College, English, 1972

### **Professional Licensure and Certifications**

### **Peer-Review Publications and Artistic Performances/Exhibitions**

#### **Articles**

“Assessing the Electronic Soapbox: Audiences for Access Television in Austin, Texas.” Southwestern Mass Communication Journal. Vol. (1-2), Spring 1993 pp. 55-69.

"Utilizing Television to Bring Nutritional Information to the Elderly: A Needs Assessment." Journal of Nutrition for the Elderly. Vol. 4(2), Winter 1984. Co-Authored with Dr. Stanley J. Baran.

"A Rules-Based Study of Television's Role in the Construction of Social Reality." Journal of Broadcasting. Vol. 26, Fall 1982. Co-Authored with Dr. Michelle Wolf and Dr. Timothy Myer.

#### **Books**

#### **Chapters**

#### **Proceedings**

“Pedagogy of Podcasting: Mobilizing the Tools of Contemporary Culture for a New Generation of Learners.” In P. Isaias, P. Kommers & I. Sanchez (Eds.) Proceedings of IADIS International Conference: Mobile Learning 2006, (pp. 89-93). Dublin, Ireland. Co-Authored with Dr. Jeannine Hirtle.

“Critical Pedagogy and New Media Literacy: A Case Study.” In P. Kommers & G. Richards (Eds.), Proceedings of World Conference on Educational Multimedia, Hypermedia and Telecommunications 2005, (pp. 1859-1864). Chesapeake, VA: AACE. Co-Authored with Dr. Jeannine Hirtle

“Building a Bridge to Common Ground: Strategic Planning for Transformational Education. Syllabus Conference Annual. San Jose, CA: Syllabus Press. Fall 1998. Co-authored with Dr. Jeannine Hirtle

### **Artistic Performances**

### **Artistic Exhibitions**

### **Research Monographs and Technical Reports**

### **Funded External Grants**

### **Peer-Review Presentations/Posters**

“Our Own Skins for Wallpaper: Celebrity-Signifiers in *The Tonight Show* Monologues 1984-1992.” Best Paper: Popular Communication Division, International Communication Conference, San Francisco, May, 2007

“Mobile Technology in the Curriculum: The Millennials and The Challenge for Educators.” Second Place Paper: Courses, Curricula & Administration Division, at National Association of Broadcasters Convention, Las Vegas, 2007

“Technology in the Classroom, Cheating and Free Range Students.” Panel presentation at Broadcast Educators Association, Las Vegas, 2006.

“Lights, Camera, Bully! Depictions of Bullying Behavior in Broadcast Programming.” Panel presentation at International Communication Association, New Orleans, May, 2005.

“Stuck In The Middle: A Hybrid Pedagogical Strategy for Introducing Technology Into the Curriculum.” Best Paper: Courses, Curricula & Administration Division, at National Association of Broadcasters Convention, Las Vegas, April, 2004.

“Hucksters of the Symbol in 19<sup>th</sup> Century American Theatre and The Great Audience.” Popular Culture Association, Theatre Division, San Antonio, March, 2004.

“Computer Mediated Curriculum and the Creation of a New Learning Community.” Southwest Social Science Association, New Orleans, LA, March, 2002.

“Experimenting with Computer-Mediated Curriculum: A Case Study.” Texas Association of Broadcast Educators Conference, Austin, Texas, March, 2000.

- “The Baby and the Bathwater: Technology, Education and Democracy.” Union for Democratic Communications Conference, San Francisco State University, July, 1998.
- “Building a Bridge to Common Ground: Strategic Planning for Transformational Education.” Syllabus Conference San Jose, California, July, 1998. Also, presented to Syllabus Conference at Southern Methodist University, April, 1998.
- “Technology Committee’s Report to the President,” with Gordon Plishker, Jeannine Hirtle and Chris Wilson, April 1999.
- “Shaking It Up: Cross-pollinating Curriculums in Speech, Photography, Journalism and Radio-Television.” Texas Association of Communication Administrators' Conference in El Paso, October 1997.
- “A Captive Audience: The Prison as Narrative Site in Film and Television.” National Association of Broadcasters Convention, Las Vegas, April, 1997.
- "Do What? Ethics, Newsgathering and New Technologies." Texas Association of Broadcast Educators, Dallas, Texas, February, 1996.
- “Institutional Effectiveness Evaluation of the RTV Program.” Office of Institutional Effectiveness at SHSU, February, 1995.
- “No News Like the New News? First Time Voters in the 1992 Presidential Election.” Southwest Education Council for Journalism and Mass Communication Symposium, Flagstaff, AZ, October, 1994.
- “Audience Study: Listeners to KSHU and Viewers of Cable Channel 7.” Conducted for Sam Houston State University, May, 1994.
- “Ongoing Uses and Unexpected Gratification: Community Leaders Examine Constituencies for Local TV.” Speech Communication Association Conference, Miami, November 1993.
- "Community Access TV in Pocatello, Idaho: A Viewership Study." Conducted for Community Access Channel 12, Pocatello, Idaho, March, 1992.
- "Playbill Promotion at The Olympic Theater New York City circa 1840: The Mass Audience Rears Its Ugly Head." Speech Communication Association Convention, Chicago, October, 1990.
- "Viewership of Community Access Television in Huntsville, Texas." Conducted for Sam Houston State University in April, 1990.
- “Buying, Taping, Renting and Viewing: VCR Use In a University Population.” Texas Association of Broadcast Educators Conference, Austin, Texas, 1990.
- "Community Access TV: The First Amendment in the Electronic Age." Seventh International Conference on Culture and Communication, Philadelphia, 1989.
- "The Late Night Universe: A Critical Analysis of Celebrity Signifiers in *The Tonight Show* Monologue, 1985-1988." ICA Conference, San Francisco, 1989.

"Assessing Audiences for Specialized Media." Annual Conference of the National Association for Local Cable Programmers, Tampa, Florida, 1988 & Dallas, Texas, 1989.

"Community Access Television in Austin, Texas: A Viewership Survey." Conducted for the City of Austin, Texas in May 1987 and presented at ICA Conference in May, 1988.

"Cable Access Citizen Producers in Austin, Texas: A Survey of Goals, Community Contributions and Demographics." Conducted for Austin Community Television and the City of Austin in November, 1988.

"An Assessment of Community Access Television in Austin, Texas: Interviews with Community Leaders." Presented at International Communication Association's Conference, Miami, May, 1988.

"An Ethnomethodological Study of Television's Role in the Construction of Social Reality." Presented to the Mass Communication Division of the International Communication Association, Annual Conference, Boston, Massachusetts in 1982. Co-authored with Dr. Michelle Wolf and Dr. Timothy Myer.

### **Work or Professional Experiences**

Executive Producer & Writer of two 30-second Public Service Announcements (video) for Texas Association of Educators of Young Children. Spring, 1997.

### **Honors and Awards**

Teaching Achievement in Mass Communication Award 2006, 2007

Second Place Paper Winner in Courses, Curricula & Administration Division at BEA Convention, Las Vegas, April 2007 (\$100 Honorarium)

First Place Paper Winner in Courses, Curricula & Administration Division at BEA Convention, Las Vegas, April 2004 (\$200 Honorarium)

Certificate of Achievement for Outstanding Scholarly Contribution at Symposium for Mass Communication Paper Competition, 1992

Excellence in Teaching Award from Delta Kappa Chapter of Alpha Chi Omega, 1992

Jones Fellowship at the University of Texas at Austin, 1983 to 1984, \$5,000

Friar Centennial Teaching Fellowship, Nominee, 1986

Four \$300 Graduate Student Professional Development Awards (Shell Grants), from 1985-1987

### **Other Competencies**

