

JOHNNY L. STEVENS II

CURRICULUM VITAE

Faculty Instructor
Department of Communication
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EDUCATION

Regent University, Ph.D., 2026 (expected), Communication

American University, MA, 2016, Strategic Communication.

Syracuse University, BS, 2004, Television, Radio and Film.

ACADEMIC EXPERIENCE

Faculty Instructor (Full-time), Department of Communication, University of South Alabama: Interim faculty advisor for Jag Media, Jag TV student television and WJGR The Prowl 97.1 FM college radio (2023); teaches JOU 252 Media Literacy in a Digital Age, DFT 341 Intermediate TV Studio Production, JOU 370 (W) Intermediate Reporting, JOU 387 (W) Magazine and Feature Writing, CA 390 Special Topics, DFT 440 Advanced Video Field Production and CA 445 Ethics and Social Responsibility in Communication, 2022 – present.

Lecturer and Integrated Multimedia Center Operations Manager (hybrid: staff/faculty position), Department of Communication Arts, Spring Hill College: Primary SHC Student Media instructor and advisor; instructs CMM 299.01 Tech Tools: Basic TV Production, CMM 321 Introduction to Multimedia Storytelling and CMM 473 Student Media Management; co-instructor for CMM 373 Student Media Content; and primary alternate for CMM 252 Introduction to Media Production Lab and CMM 254/ART 254 Introduction to Photography, (CMM 299.01, CMM 373 and CMM 473 make up the core coursework for all student television, newspaper and online news site content and oversight), 2015 – 2019.

Integrated Multimedia Center Operations Manager (teaching staff position), Department of Communication Arts, Spring Hill College: Instructed and supervised 18-member student production staff and three work-study employees as part of student-produced broadcast news initiative (CMM 299) providing news content for campus cable programming and the college's YouTube and Livestream accounts to an audience of 17,000+ faculty, students, parents and alumni; managed college's media center and TV production facilities, including 64 MacOS multimedia workstations, TV studio/control room and a \$350,000 equipment cage account; provided operational training for 210+ students on video and photography cameras, accessories, audio equipment, lights and all associated software (Adobe Photoshop, Premiere, InDesign, Audition, Final Cut X and Avid); sole photographic and video support for college; produced marketing and communications projects, planned and recorded key campus events (TEDx, Give Day, Commencement), developed media relations materials, assisted with college magazine and newsletter publications, and conducted media training for senior leadership; primary alternate instructor for CMM 252 Introduction to Media Production Lab and CMM 254/ART 254 Introduction to Photography, 2014 – 2015.

Communications Manager and Master Instructor, Broadcast Operations and Maintenance Department, Defense Information School, Department of Defense: Managed 606-hour course curriculum, supervised nine video instructors, and instructed 1100+ Defense Department public relations and broadcasting students in all aspects of media production for communications and public relations programs in a deadline driven environment; administered \$254,000 equipment cage account, two broadcast television studios, on-site video production, and post-production operations; developed personnel work schedules, prepared budget analysis, initiated funding requests, tracked expenses, wrote staff evaluations, prioritized tasks, scheduled assignments, oversaw training, and communicated status to stakeholders and

senior leadership; assisted in developing, writing, and teaching 62 communications lesson plans covering newswriting, visual storytelling, high-quality digital video production, radio broadcasting, public relations, crisis management, and media relations in accordance with SACS accreditation parameters, 2011 – 2013.

Radio Instructor, Broadcast Operations and Maintenance Department, Defense Information School, Department of Defense: Taught 606-hour course curriculum, supervised two radio instructors, and instructed 480 Defense Department public relations and media students in all aspects of audio production and radio broadcasting for worldwide communications operations in a deadline driven environment, 2010 – 2011.

COURSES TAUGHT

Teaches the following courses:

University of South Alabama

CA 390 - Special Interest (1-3) An advanced variable-topic course treating communication concepts and topics relevant to the discipline. May be repeated twice for up to six hours credit.

CA 445 - Ethics and Social Responsibility in Communication (3) Study of social responsibility and ethics in communication. Acquaints student with ethical standards and expectations society has for communicators. Capstone Course. Requires Junior or Senior standing.

DFT 241 – Introduction to TV Studio Production (3) This course will give students practical grounding in the concepts and technology associated with the production of studio-based news and information programs.

DFT 340 - Video Field Production (3) Theory and practice of television production. Concentrates on exploring and understanding the concepts and technology involved in advanced video production for a variety of applications including commercial, corporate, and community outlets. Culminating experience for digital cinema & television students.

DFT 341 - Intermediate TV Studio Production (3) This course will give students practical grounding in the concepts and technology associated with the production of studio-based news and information programs. Pre-requisite: DFT 241 or CA 241.

DFT 440 - Advanced Video Field Production (3) Theory and practice of television production. Concentrates on exploring and understanding the concepts and technology involved in advanced video production for a variety of applications including commercial, corporate, and community outlets. Culminating experience for digital cinema & television students. Pre-requisite: DFT 340 or CA 340.

JOU 252 - Media Literacy in a Digital Age (3) Study of active and critical evaluation of online information sources including news sites and social media platforms. Students develop usable skills to authenticate and fact-check written and visual communication, recognize misinformation and bias, avoid plagiarism and protect data amid rapid technological change. Students practice responsible information consumption and ethical cyber citizenship in personal, academic and professional settings.

JOU 370 (W) - Intermediate Reporting (3) Study of intermediate skills needed for reporting, evaluating, and writing news stories, with particular attention given to the reporting of public affairs issues. Junior and senior-level, writing intensive course. Vanguard student newspaper practicum. Pre-requisite: CA 220 or CA 280.

JOU 387 (W) - Magazine and Feature Writing (3) A writing and reporting course focusing on advanced skills, including alternative structures for news stories. Designed to give students a broad overview of the magazine industry and its current trends with emphasis on newspaper and magazine feature writing.

Spring Hill College

CMM 299.01 - Tech Tools: Basic TV Production (1) A skills-based class through which students create content suitable for portfolio inclusion, using digital equipment in SHC's TV studio. Content will be created for a defined audience and will be purposeful - designed to inform, to persuade or to entertain. CMM 299 courses are offered on varied topics for variable credit (*Adobe Premiere and Final Cut X video editing software).

CMM 321 - Multimedia Storytelling (3) A course in video storytelling for television and the Web, emphasizing writing, production, and presentation across various media platforms (*Adobe Creative Suite). Prerequisite: CMM 251 and 252.

CMM 473 - Student Media Management (3) A senior-level, hands-on course involving the conceptualization, editing, design and production of already-created written, oral, and visual content into the final publications and broadcasts of: the campus newspaper (*The SpringHillian*), its companion website (newswire.shc.edu), the campus television station (Badger Television), and the school's internet audio streaming site (toh.shc.edu). Students will serve in management-level roles overseeing the College's four student-media products. Management roles include: Television Producer, Video Editor, Webmaster, SpringHillian Student Editor, Automation Manager, Art Director, and Advertising/Promotions Manager (*Adobe In-Design, Adobe Photoshop, Adobe Premiere, Facebook, Instagram, Google Drive, Newswire web posting and Dropbox).

Defense Information School

Managed and instructed the 606-hour, SACSCOC accredited, Defense Department technical training curriculum for 300+ public relations and broadcast journalism students annually; trained all 62 skill and competency areas, including newswriting, visual storytelling, camera operation, high-quality digital video production, radio broadcasting, public relations, crisis management, and media relations (*Adobe Creative Suite and Avid video editing software).

Co-Instructor or primary alternate for the following courses:

Spring Hill College

CMM 251. Introduction to Media Writing (3) (W) A survey of writing formats, techniques and styles (journalism, advertising and public relations) for a number of media: newspapers, magazines, broadcasting and the Internet. Prerequisite: ENG123. Cross-listed as WRI 251 [CMM minors or non-majors, except as required by EDU, should take this class as WRI].

CMM 252 - Introduction to Media Production Lab (1) Students receive hands-on instruction in the basic digital storytelling techniques for 21st century communicators. This course is taken concurrently with CMM 251 Introduction to Media Writing (Adobe Creative Suite).

CMM 254/ART 254. Introduction to Photography (3) This course examines the nature and importance of the photographic medium today in the areas of artistic expression and documentary or social commentary. This will be accomplished primarily in photo assignments covering a variety of basic techniques using digital cameras and Adobe Photoshop.

CMM 373 - Student Media Content (3) An experiential course involving the production of written, oral, and visual content for the weekly campus newspaper, its companion website, the campus television station and the school's internet audio streaming site. Students will communicate news concerning the campus community over a variety of formats, participate in the promotion of student media products, service advertising clients of the student media, and operate as a converged media enterprise (*meets in conjunction with CMM 473 - Adobe In-Design, Photoshop, and Premiere software).

COURSE DESIGN AND CREATION

Researched, planned, developed and created the following courses:

Spring Hill College

CMM 299.01 - Tech Tools: Basic TV Production (1): Redesigned this skills-based class to focus on student creation of content suitable for portfolio inclusion and student use of digital equipment in SHC's TV studio. Developed training guidelines and objectives for video editing software training using Adobe Premiere and Final Cut X video editing software and television studio training progression rubric to build on previous lessons using increasing roles and responsibilities.

CMM 321 - Multimedia Storytelling (3): Researched, developed, drafted and redesigned an antiquated multimedia journalism course to cover a wider array of multimedia communication trends and topics appealing to a larger student population. The subsequent course redesign resulted in 400% increase in enrollment and multiple special requests for a cap increase to accommodate the increasing class size.

CMM 373 - Student Media Content (3) and CMM 473 - Student Media Management (3): Co-led faculty panel during research and development efforts to fully explore the converged media model within a rigorous and structured academic curriculum. Created the CMM 373 and 473 courses to more equally balance course requirements and student workload in each course within the student media core coursework. Developed and authored specialized training materials to effectively teach the conceptualization, editing, design and production of written, oral, and visual content into the final publications and broadcasts of: the campus newspaper (*The SpringHillian*), its companion website (newswire.shc.edu), the campus television station (Badger Television), and the school's internet audio streaming site (toh.shc.edu).

CMM 252 - Introduction to Media Production Lab (1): As part of the faculty review panel, assisted primary instructor in continuous development and improvement to meet SACS accreditation requirements and reflect current industry trends for student instruction in basic digital storytelling techniques for 21st century communicators.

Defense Information School

Defense Information School curriculum updates: As part of subject matter expert panel, revised and rewrote 62 lesson plans to reflect military specialty changes, training adjustments and advanced training techniques including newswriting, visual storytelling, camera operation, high-quality digital video production, radio broadcasting, public relations, crisis management, media relations and video editing using Adobe Creative Suite and Avid video editing software.

TEACHING AWARDS

"Faculty Advisor of the Year" Award, annual state-level communications awards, Alabama Media Professionals, 2018.

Rev. Gregory F. Lucey, S.J. "Cura Personalis" Award, awarded to the Spring Hill College faculty or staff member who has made extraordinary contributions to the lives of students by going above and beyond their campus roles, annual college awards, Spring Hill College, 2017.

"Faculty Advisor of the Year" Award, annual state-level communications awards, Alabama Media Professionals, 2014.

3rd Place – Faculty Advisor category, annual national communications awards, National Federation of Press Women (NFPW), 2014.

ADMINISTRATIVE SERVICE

Board Member (University of South Alabama representative), John M. Will Journalism Scholarship Committee, The John M. Will Memorial Foundation, 2022-present.

Faculty Advisor (interim), Jag Media, Jag TV student television and WJGR The Prowl 97.1 FM college radio programs, Department of Communication, University of South Alabama, 2023-present.

Undergraduate Curriculum Committee, Department of Communication, University of South Alabama, 2022-present.

Diversity, Equity and Inclusion Committee, Department of Communication, University of South Alabama, 2022-present.

Scholarships and Awards Committee, Department of Communication, University of South Alabama, 2022-present.

Graduations Receptions Committee, Department of Communication, University of South Alabama, 2022-present.

Student Media Faculty Oversight Committee, Department of Communication, University of South Alabama, 2022-present.

Educational Technology Working Group, University of South Alabama, 2022-2023.

Safer Stetson Campus Task Force (COVID-19 Pandemic), Stetson University, 2020-2022.

Planning Committee, Stetson Commencement, 2020-2022.

Student Awards Committee, Department of Communication Arts, Spring Hill College, 2014-2019.

Acting Director of Video and Photography Services, College Marketing and Communications Panel, Spring Hill College, 2014-2019.

SACSCOC Accreditation Review/Preparation Committee, Department of Communication Arts and Communications and Marketing Department, Spring Hill College, 2015-2016

Senior Seminar Faculty Review Panel/Faculty Advisor, Department of Communication Arts, Spring Hill College, 2016-2019.

Faculty Advisor and Executive Editor, Spring Hill College Student Media (Badger Television, *The SpringHillian* student newspaper and Newswire online news website), Department of Communication Arts, Spring Hill College, 2016-2019.

Founding Member and Live Event Video Director, TEDx Planning Committee, Spring Hill College, 2016-2019.

"Homecoming on the Hill" Alumni Weekend Planning Committee, Spring Hill College, 2016-2019.

"Campus Conversations" Social Justice Series Planning Committee, Spring Hill College, 2016-2019.

Commencement Planning Committee, Spring Hill College, 2014-2019.

Academic Misconduct Investigator, Defense Information School, 2010-2012.

Graduation Planning Committee, Department of Broadcast Operations, Defense Information School, 2010-2012.

SACSCOC Accreditation Review Preparation Team, Department of Broadcast Operations, Defense Information School, 2010-2012.

PROFESSIONAL EXPERIENCE

Manager, Audio Visual Technologies, University of South Alabama, Mobile, AL: Department lead for university audiovisual systems and advanced classroom technologies planning and installations supporting \$2.5 million federal funding initiative; provided strategic and operational oversight for team of nine full-time staff and contractors, 2022.

Communications Coordinator, Marketing Communications, Stetson University, DeLand, FL: Developed and coordinated communication strategies and managed internal and external crisis communication and website content operations; provided proactive and reactive coordination and response to Stetson University and Stetson Athletics community stakeholders. Collaborated with university and athletics department personnel to plan, develop and implement robust digital programs and campaigns, including email, online advertising, digital content, organizational statements, senior leader speeches, news articles, talking points, webinars, and special events; managed university websites, including Healthy Hatters, COVID-19 Dashboard, COVID-19 Policies, COVID-19 Testing, Office of the President, Messages from President Roellke and others as part of Stetson web presence; planned, wrote and orchestrated content creation, promotions, campus group takeovers, scheduling, automation, ad buys and reporting for Facebook, YouTube, Instagram, Twitter, LinkedIn and Snapchat as assistant social media manager for the university, 2020-2022.

Communication Manager and Career Field Training Manager, 1st Combat Camera Squadron, Air Force Public Affairs, U.S. Air Force, Charleston AFB, SC: Certified training program official and subject matter expert; developed and implemented regional communications strategies and public affairs programs; administrated operational training plans for five work sections and managed organization's nine Congressionally-mandated programs for U.S. Code compliance and Air Force-level inspection, including Human Trafficking Prevention and Sexual Assault Prevention and Response, 2007-2009.

Combat Correspondent, 1st Combat Camera Squadron, Air Force Public Affairs, U.S. Air Force, Charleston AFB, SC: Provided high-quality digital video and broadcast television coverage of international conflicts, humanitarian missions, and special public affairs activities for senior military strategist briefings and media engagement efforts; edited and transmitted critical digital video imagery via satellite or secure network routing to aid the President, Joint Staff, and other senior DoD leaders in strategic planning and crisis response; led military teams during communications, public affairs and video production missions in deadline-driven environments worldwide; coordinated and produced digital media deliverables and other key public affairs materials supporting joint regional State Department/U.S. Marine Corps civic engagement and stability initiatives throughout sub-Saharan Africa and affecting over 1.7 million tribal community members, 2005-2007.

Non-Commissioned Officer-in-Charge and Producer/Director, Air University Television, 42nd Air Base Wing Public Affairs, U.S. Air Force, Maxwell AFB, AL: Produced and directed high-quality digital video productions, promotional products, instructional videos, and distance-learning products supporting the U.S. Air Force's premier academic institution, Air University, and its eight SACS-accredited colleges and two service academies; led production section, managed 17 communications and support personnel, organized work schedule, prepared funding requests, tracked expenses, purchased equipment, wrote annual staff evaluations and award packages, prioritized tasks, and communicated project status updates to stakeholders and senior leadership, 2001-2005.

Television News Anchor, Reporter and Station Manager, 36th Communications Squadron, Andersen Air Force Base, Guam, Pacific Theater: , led AFRTS/Pacific Command television news programming and video production covering news and special events for Guam, Hawaii, Japan and other military bases throughout the Pacific theater, 1999-2000.

Aerial Combat Videographer (Combat Cameraman), 1st Combat Camera Squadron. U.S. Air Force, Charleston AFB, SC: Captured video imagery of international conflicts, humanitarian operations, and public affairs activities worldwide for DoD-level informational briefings; edited and transmitted critical digital video via satellite to aid Joint Staff and senior leaders in operational planning and crisis response, including U.S. Presidential visit to Italy and Bosnia, U.S. Secretary of Defense press conferences in Kuwait, and NATO missions throughout Bosnia; video products seen on Air Force national recruiting commercials, CNN, CBS, Fox News, History Channel, Wings and local news affiliates nationwide, 1993-1999.

PROFESSIONAL AWARDS

2017 Public Relations Council of Alabama Medallion Award, 2016 Telly Award, 2016 Southern Public Relations Federation Awards Award of Excellence, 2016 Videographer Awards Award of Distinction, 2016 AVA Digital Awards Platinum Award, 2016 AVA Digital Awards Gold Award, 2015 Southern Public Relations Federation Lantern Award, two 2015 Southern Public Relations Federation Awards of Excellence, 2015 Videographer Awards Award of Distinction, 2015 MARCOM Awards Gold Award – Educational Institution category, 2015 MARCOM Awards Gold Award – Image category,

2015 MARCOM Awards Gold Award – YouTube Campaign category, 2015 Public Relations Council of Alabama Medallion Award, 2015 Hermes Creative Awards Gold Award, Non-Commissioned Officer of the Quarter (U.S. Air Force/1st Combat Camera Squadron, March 2008), Performer of the Month (U.S. Air Force/Air University, January 2005), 2004 U.S. Air Force Communication Awards – 2nd place, documentaries category, 2004 Department of Defense Visual Information Awards – 3rd place, documentaries category, 2004 Combined Federal Campaign Impact Award, 2002 Department of Defense Communicator Awards Crystal Award of Excellence and 2002 Combined Federal Campaign Million Dollar Roundtable Award, 2001 Public Relations Council of Alabama Award of Excellence.

SERVICE/PROFESSIONAL AFFILIATIONS

Member, Association for Education in Journalism and Mass Communication (AEJMC), 2015-present.

Media and Social Media Coordinator, Digital Communications Committee, Programs Committee, and Diversity and Inclusion Committee, Public Relations Society of America (PRSA), Tampa Bay Chapter, 2019-2022.

Member and Annual Awards Program Judge, Public Relations Society of America (PRSA), 2014-present.

Member, Southern Public Relations Federation (SPRF), 2013-present.

Member and Annual Awards Program Judge, Florida Society of Professional Journalists (SPJ), 2019-2022.

Member and Annual Awards Program Judge, Florida Public Relations Association (FPRA), 2019-2022.

Member and Annual Awards Program Judge, Public Relations Council of Alabama (PRCA), 2013-2019.

Spring Hill College Representative and Annual Awards Program Judge, Council for Advancement and Support of Education (CASE), 2016-2019.

Spring Hill College Representative and Awards Program Judge, Southeast Journalism Conference (SEJC), 2015-2019.

Judge Coordinator and Judge, Council for Advancement and Support of Education (CASE), District III; 2017, 2018 and 2019 Circle of Excellence Awards, photography category, 2017-present.

Judge, Catholic Press Association, Catholic Press Awards, 2016-present.

Judge, Public Relations Society of America (PRSA) – West Virginia Chapter, Annual 2017 Crystal Awards Competition, 2017.