

TOMMY GEORGE BOORAS

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EDUCATION

- Master of Arts in Journalism, University of Arkansas, Fayetteville, Arkansas, 1993.
- Bachelor of Arts in Journalism (Radio/TV/Film), University of Oklahoma, Norman, Oklahoma, 1979.

TEACHING EXPERIENCE

Lecturer of Communication, University of Kentucky, Lexington, Kentucky, August 2019-present.

- Teach classes in Mass Media/Mass Culture, Small Group Communication and Persuasive Speaking.

Instructor of Communication, University of Kentucky, Lexington, Kentucky, January-May 2019.

- Taught classes in Persuasive Speaking and Interpersonal Communication.

Instructor of Communications, Tennessee State University, Nashville, Tennessee, 2011-2018.

- Taught 15 hours of classes per semester, including: Public Speaking (3-4 sections), Basic Media Performance, Intro to Mass Communication, Television Reporting, Advanced Media Performance, Mass Communications Seminar: Media Careers, Electronic News Writing, Sports Broadcasting and Sports Journalism Lab.
- Created, developed and taught a Sports Broadcasting class in 2013.
- Trained, counseled and advised student sports reporters, writers and broadcasters within the department and for the TSU Sports Network, a student-based sports production practicum (2011-2018).

Assistant Professor of Broadcasting, Western Kentucky University, Bowling Green, Kentucky, 2006-2011.

- Taught Basic TV Production and four TV studio labs; Copywriting for Radio and Television; and Broadcast Sports Workshop.
- Created, developed and taught an Honors class (“Sports, Media and Society”), 2009-2011.
- Created, developed and taught a Sports Broadcasting class in 2009.
- Faculty advisor (2009-2011) to “Extra Point,” a live, weekly, 30-minute sports magazine TV show, which originated from the Sports Broadcasting class I created in 2009.
- Trained, counseled and advised student sports broadcasters.

- Appointed to Scholarship, Faculty Travel and Student Grant committees and served on several faculty search committees.
- Advised 40 broadcasting majors.

Visiting Assistant Professor of Journalism, University of Mississippi, Oxford, Mississippi, 2004-2006.

- Taught Television Reporting and Broadcast News Reporting and Writing (two sections of each class every semester).
- Coordinated with Student Media Center to provide student-produced stories from the Television Reporting class for daily television newscasts.
- Organized student satellite group of American Women in Radio and Television (AWRT)/Music City (Nashville) chapter in 2005 and served as faculty advisor.
- Coordinated with campus radio station and Women's Athletic Department and launched first-ever live radio broadcasts of softball games in spring 2005.

Assistant Professor of Radio/Television, Sam Houston State University, Huntsville, Texas, 2001-2004.

- Taught Basic Video Production with studio lab, Media Performance, Beginning Writing for Media, and Multi-Camera (remote) Directing and Field Production.
- Supervised and provided sports and community programming for department-operated KSHU-TV through the Multi-Camera class, which videotaped live events for playback on a local cable channel.
- Acted as a liaison with the Sports Information Department to provide student workers with freelance jobs for television networks during network sports broadcasts.
- Created, developed and taught a sports broadcasting class in 2004.

Assistant Professor of Mass Communication, McNeese State University, Lake Charles, Louisiana, 1999-2001.

- Taught Broadcast News Reporting and Writing, Media Writing, Television News Production, and two sections of Beginning Camera and Videotape Operation.
- Revitalized and supervised a 30-minute television newsmagazine program, "Inside McNeese," which aired on a local cable channel.
- Advised 40 students who majored in Broadcasting and Media.
- Faculty advisor to student group (Communications & Media Society) in 1999-2000.

Instructor of Broadcasting, Nicholls State University, Thibodaux, Louisiana, January 1998-May 1999.

- Taught Broadcast News Reporting and Writing and Broadcast News Production.
- Supervised a live newscast, "Nicholls Television Weekly," which aired on a local cable channel. Directed operations and student employee/faculty liaison as KNSU-FM Station Manager. Served on Student Media Committee.
- Revitalized, organized and monitored student internship program with area media outlets.
- Advised 50 Broadcast majors.

Lecturer, Department of Journalism, University of Arkansas, Fayetteville, Arkansas, 1993-1994. Graduate Assistant Journalism Instructor, 1991-1993.

- Taught Television Reporting I with lab, Television Reporting II with lab, Radio Reporting and Writing with lab, and Journalistic Style and Usage.
- Taught three sections of News (Print) Reporting and Writing each academic year as a graduate assistant journalism instructor.

ACADEMIC ACHIEVEMENTS, AWARDS, MEMBERSHIPS AND HONORS

Marquis Who's Who.

- Recipient, 2019 Lifetime Achievement Award.

Kentucky High School Speech League Regional Speech Tournament.

- Volunteer judge for senior high school broadcasting participants, February 2019.

South Central Broadcasting Society.

- Judged student audio and video categories for the SCBS Competition, September 2017.

TV Boot Camp with The Poynter Institute's Al Tompkins.

- Attended a day-long workshop at Lipscomb University, September 2015.

Dow Jones News Fund/2015 HBCU Digital Workshop.

- Selected to participate in this week-long multimedia training session at Western Kentucky University, July-August 2015.

Broadcast Education Association, 2008-present.

- Elevated to Chair, Sports Division, 2017-2018: re-elected Chair, 2018-2019.
- Elected as Vice Chair, Sports Division, 2016-2017.
- Co-Chair, Sports Division Student Competition (2014) and Chair (2010-2013), BEA Festival of the Arts, an international collegiate broadcast media contest.
- Sports Division Recording Secretary, 2013 and 2014.
- Festival Volunteer Judge/Sports Coordinator, Sports Division, 2009 Festival of the Arts.
- Co-chair, Student Audio Competition, 2008 Festival of the Arts.
- Presenter at Festival awards ceremony during BEA convention, 2008-2013.

Judge, Sports Video Group, 2014, 2011.

- Judged College Sports Media Awards, Collegiate Student Division.

Fellow, 2003 Educator in the Newsroom.

- Awarded a fellowship from the Knight Foundation and the Radio-Television News Directors Foundation, 2003.
- Interned in the newsroom of WKYT-TV, Lexington, Kentucky, July-August 2003.

Faculty Senator, McNeese State University Faculty Senate, 1999-2001.

- Represented the Department of Mass Communication as an elected representative.
- Served on Faculty Affairs (1999-2000) and Teaching/Teacher Resources (2000-2001) committees.

Student Affairs Recognition Award, Nicholls State University.

- Honored by the Nicholls State University Division of Student Affairs for serving as chairman and judge for radio speaking contest during District Literary Rally, 1999.

University of Arkansas Educational Talent Search/Retired Senior Volunteer Program.

- Awarded a Certificate of Appreciation for judging middle school and high school essays, 1994.

ARTICLE CITATIONS

Likes, Terry. (2013, September). **“We Will Rock You: Music Branding in Sports.”** Essay and documentary on the influence of music at sporting events. Electronic News, Sage Publications, Volume 7 Issue 3, 160-164.

Likes, Terry. (2012, September). **“On Air or on Life Support: The Demise of Local TV Sports.”** Essay and documentary on whether local television sports can survive. Electronic News, Sage Publications, Volume 5 Issue 3.

Likes, Terry. (2012, September). **“On Air or on Life Support: The Demise of Local TV Sports.”** Essay and documentary on whether local television sports can survive. Electronic News, Sage Publications, Volume 6 Issue 3, 171-174

ARTICLES PUBLISHED

“Who Should Mold the Minds of Tomorrow’s Journalists?” Next Generation TV, a media website (www.tvspy.com/nexttv.home.cfm), September 2003.

“Photojournalism: Beyond the Basic B-roll.” www.b-roll.net, a television videography website, February 2003.

BOOK CONTRIBUTIONS

“The Art of the Call.” Play-by-play manual included as an online instructor resource for Total Sportscasting by Marc Zumoff and Max Negin, Taylor & Francis, Boston, 2014.

“The Key is Preparation!” Spotlight section published in textbook, Television and Radio Announcing, 11th edition by Stuart Hyde, Allyn and Bacon, Boston, 2009.

BOOKS REVIEWED

Proposed broadcast announcing textbook, Routledge Press. Reviewed a manuscript of several chapters. October 2018.

Proposed sports multimedia journalism textbook, Oxford Press. Reviewed a proposal, table of contents, several chapter summaries, and four completed chapters. April 2016, October-November 2015.

Sports Announcing (chapter within Television and Radio Announcing, 11th edition. Allyn and Bacon, Boston, 2009.

Sports Media: A Practical Approach. Focal Press, Burlington, Massachusetts, 2004.

Television and Radio Announcing, 10th edition. Houghton Mifflin Company, Boston, 2004.

CREATIVE ACTIVITY

Associated Press, Nashville, Tennessee, 2012.

- Judged student radio sports entries for 2012 AP Great Plains Broadcast Contest.

Drug Enforcement Administration (Nashville District Office), Nashville, Tennessee, 2006.

- Wrote a radio spot (“Just Say No to a Drug-Free Lifestyle”) promoting Red Ribbon Week that aired on several Nashville radio stations.

Miss Walker County Scholarship Pageant, Huntsville, Texas, 2001.

- Wrote publicity releases and assisted in public relations events.

“The Kalevala, Finnish Nationalism, and Poets Two,” 2001.

- Produced and edited a 28-minute documentary on Finnish writer Elias Lonroot in conjunction with McNeese State University Speech Communication faculty.

Southwest Louisiana Chamber of Commerce Leadership Program, Lake Charles, Louisiana, 2001 and 2000.

- Coordinated McNeese State University Mass Communication students with area public relations professionals with on-camera training sessions in various media situations.

Ads Parish Yellow Pages, Lake Charles, Louisiana, 2000.

- Wrote four radio commercials for this telephone book company.

Assumption Parish (Louisiana) Travel Video, 1999.

- Wrote, produced, videotaped, and narrated a 45-minute tourist-aimed travel video.

Law Enforcement Public Information Workshop, Lafourche Parish Sheriff's Department, Thibodaux, Louisiana, 1999.

- Served as reporter with on-camera interview training for law enforcement officials who dealt with media.

Media Networking Group, Nashville, Tennessee, 1998-2000.

- Consultant for this company that matched students with media careers.

Louisiana Center for Women and Government, Thibodaux, Louisiana, 1998.

- Wrote, produced, and videotaped a ten-minute video for the Center's Hall of Fame Induction Banquet.

Department of University Relations, Nicholls State University, Thibodaux, Louisiana, 1998.

- Wrote a 30-second television promo that aired during national broadcast of NCAA post-season basketball games.

Cooperative Emergency Outreach, Fayetteville, Arkansas, 1994.

- Wrote, produced, videotaped, edited, and narrated a five-minute video for this non-profit organization.

EXPERT COMMENTARY/OPINION

“Tech Focus: Broadcast Education-Audio Makes Gains, But Slowly.”

- Quoted in an article by Dan Daley for SVG SportSound Monthly, March 8, 2018.
https://www.sportsvideo.org/2018/03/08/tech-focus-broadcast-education-audio-makes-gains-but-slowly/?utm_source=SVG+Newsletter&utm_campaign=5c43798fd5-my_google_analytics_key&utm_medium=email&utm_term=0_5ccb082d23-5c43798fd5-77177085

“2018 PyeongChang Winter Olympics Facts-Ask the Experts-Winter Olympics Wonders.”

- Quoted in an article by John Kiernan at <https://wallethub.com/blog/olympics-facts/1819/#tommy-booras>, February 2018.

“Spiraling Out of Control: When Sports Becomes the Lead Story.”

- Interviewed as part of an audio documentary that aired on the Tennessee Radio Network, August 2016.

“Pay for Play: Unionization and Paying for College Athletes.”

- Interviewed as part of an audio documentary that aired on the Tennessee Radio Network, January 2015.

“We Will Rock You: The Branding of Sports Music.”

- Interviewed as part of an audio documentary that aired on the Tennessee Radio Network, January 20, 2013.

“On Air or On Life Support: The Demise of Local TV Sports.”

- Interviewed as part of an audio documentary that aired on the Tennessee Radio Network, July 8, 2012.

PANEL PRESENTATIONS

“Gaming On the Radio: VSiN, One Year Later”

- Broadcast Education Association convention, Las Vegas, Nevada, 2018.

“Students on Ice: Touring the Nashville Predators In-House Production Facility”

- Broadcast Education Association convention, Las Vegas, Nevada, 2016.

“Save Our Studios!”

- Broadcast Education Association convention, Las Vegas, Nevada, 2013.

“Social Media, Academia and the New Broadcasting Order: It’s Time to Get On Board!”

- Broadcast Education Association convention, Las Vegas, Nevada, 2012.

“3D and College Broadcasting: Where Are You?”

- Broadcast Education Association convention, Las Vegas, Nevada, 2011.

“Tweeting on the Sidelines”

- Broadcast Education Association convention, Las Vegas, Nevada, 2010.

“Different Sports, Different Solutions”

- Broadcast Education Association convention, Las Vegas, Nevada, 2009.

“Career Benefits for Student Newspapers Doing Video News Stories”

- Southern States Communication Association convention, Savannah, Georgia, 2008.

Panel moderator, “The Conundrum of Free Speech Protection for Citizen Journalists Compared to Traditional Journalists.”

- Southern States Communication Association convention, Louisville, Kentucky, 2007.

“Changing Technologies and the Teaching of Converged News.”

- Southern States Communication Association convention, Louisville, Kentucky, 2007.

“Ideologies, Approaches, and Challenges in Teaching TV News.”

- Southern States Communication Association convention, Birmingham, Alabama, 2003.

PAPERS PRESENTED

“Teaching New Media Techniques in Traditional Media Production Classes.”

- Broadcast Education Association convention, Las Vegas, Nevada, 2009.

“Dealing with Convergence.”

- Mississippi Communication Association conference, 2006

“Making the Grade: How Well Are Colleges and Universities Preparing Broadcast Students?”

- Mississippi Communication Association conference, 2005.

PROFESSIONAL HONORS AND AWARDS

Drug Enforcement Administration (Nashville District Office), Nashville, Tennessee.

- Honored for writing a radio spot promoting Red Ribbon Week (“Just Say No to a Drug-Free Lifestyle”), November 2006.

National Register Who’s Who in Executives and Professionals.

- Biographical entry, 2005-2006.

Arkansas Society of Professional Journalists.

- First Place, Radio Sports Reporting, 1994.

National Press Photographers Association Regional Conference, Pittsburg State University, Pittsburg, Kansas, 1994.

- Guest lecturer, “Sports Journalism in the 1990s.”

Marquis Who’s Who in Entertainment.

- Biographical entry, 1993-1994.

Arkansas AP Broadcasters Association.

- First Place, Radio Sports Story, 1992, 1991.

Houston Press Club, Houston, Texas.

- First Place, Spot Sports Story, 1987.
- Second Place, Spot Sports Story, 1986, 1985.

Shreveport Journal, Shreveport, Louisiana.

- Voted “Most Popular TV Sports Reporter” in a poll of newspaper readers, 1984.

UPI Broadcasters of Louisiana.

- First Place, TV Sports Feature, 1984.
- Second Place, TV Sports Feature, 1983.
- Outstanding Achievement, TV Sports Feature, 1982.

Louisiana AP Broadcasters Association.

- Second Place, TV Sports Feature, 1983-1984.

PROFESSIONAL MEDIA EXPERIENCE

Bayou Business Review, Houma, Louisiana. Freelance reporter, 1998-1999.

- Wrote local interest and business-related stories for a bi-weekly supplement to The Courier, a daily newspaper based in Houma, Louisiana.

KRIV-TV, Houston, Texas. Sports Producer, 1995-1997.

- Selected stories, wrote and assisted in post-production of two weekly 30-minute live and taped programs and daily sportscasts.
- Supervised, scheduled & assigned a staff of seven reporters, videographers and editors.
- Conducted field interviews with sports personalities as assigned.
- Coordinated satellite bookings and video feeds with networks and local stations.
- Maintained relationships with broadcast networks and local television stations.
- Assisted with the sports director and station management in long-term story planning.

Sammons Cable, Denton, Texas. News Director/Reporter/Producer, 1995.

- Generated stories for airing on daily newscast during CNN Headline News Local Edition.
- Videotaped and reported stories and anchored newscasts on Fridays.
- Supervised and trained citizen volunteers and interns from the University of North Texas.

KUAF-FM, Fayetteville, Arkansas. Sports/News Reporter, 1991-1994.

- Produced, wrote and narrated feature-length sports and news stories for a weekly newsmagazine program, "Ozarks at Large."
- Fill-in morning announcer and news anchor during "NPR Morning Edition" broadcasts.

Moore Video Productions, Shreveport, Louisiana. Operations Director, 1990-1991.

- Wrote, produced, and on-air talent for commercials, audio and video productions, and Louisiana Tech University football and basketball weekly coaches' shows.
- Served as play-by-play announcer on cable television broadcasts and selected radio broadcasts of Shreveport Captains minor league (Double-A) baseball games.

KRIV-TV, Houston, Texas. Sports Videographer and Reporter, 1985-1990.

- Videotaped, edited and reported sports stories for nightly sportscasts.
- Supervised and trained Sports Department interns.

KTBS-TV, Shreveport, Louisiana. Sports Videographer and Reporter, 1980-1985.

- Also served as on-air reporter during various live remote broadcasts in addition to videography and reporting duties in the Sports Department.

KTAL-TV, Shreveport, Louisiana. News and Sports Videographer/ Reporter/Producer, 1979-1980.

- Videotaped, edited, and reported news and sports stories for airing during nightly newscasts and sportscasts.
- Co-produced 5 p.m. newscast with Texarkana (Texas) anchor; selected network stories from NBC newsfeed and writing anchor lead-ins for airing during newscasts.