

## **Brian C. Brantley, Ph.D.**

One University Way ▪ San Antonio, TX 78224  
brian.brantley@tamusa.edu ▪ 210-784-2214

### **Curriculum Vitae**

#### **Education**

##### **Doctor of Philosophy – Mass Communication**

August 2005

University of Alabama, Tuscaloosa, Alabama

**Dissertation:** Professional baseball in black and white: A content analysis of newspaper coverage of the 2003 season.

##### **Master of Arts - Mass Communication**

May 2000

University of Houston, Houston, Texas

**Thesis:** Conformity of major daily newspapers with AAPOR poll reporting standards during the 1996 presidential campaign.

##### **Bachelor of Arts - Radio-Television, Magna Cum Laude**

May 1996

University of Houston, Houston, Texas

#### **Teaching Experience**

Associate Professor of Communication

2014-present

Assistant Professor of Communication

2009-2014

Texas A&M University-San Antonio, San Antonio, Texas

COMJ 3304 – Feature and Special Articles

COMJ 4322 – Public Relations

COMM 1307 – Introduction to Mass Communication

COMM 1315 – Fundamentals of Public Speaking

COMM 3308 – Scriptwriting

COMM 3310 – Social Media for Journalists

COMM 3321 – Principles of Advertising (formerly COMJ 3321)

COMM 3341 – Research Methods

COMM 3350 – Theories of Communication

COMM 3351 – Media Effects

COMM 3360 – Intercultural Communication

COMM 4303 – History of Journalism (formerly COMJ 4301)

COMM 4306 – Special Topics (8 different course preparations)

COMM 4315 – Media Ethics

COMM 4317 – Media Law

COMM 4391 – Independent Study

COMM 4393 – Senior Communications Seminar (2 different course preparations)

Assistant Professor

2005-2009

The University of Texas of the Permian Basin, Odessa, Texas

COMM 1315 – Introduction to Public Speaking

COMM 2301 – Modern Media and Society

COMM 2311 – Writing for the Media

COMM 2361 – Media in the United States

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COMM 3360 – Theories of Communication  
COMM 3375 – Political Communication  
COMM 3389 – Media Effects  
COMM 3389 – Media Ethics  
COMM 3389 – Sports, Media and Society  
COMM 4315 – Communication Law  
COMM 4361 – Communication Research Methods  
COMM 4390 – Seminar in Propaganda  
COMM 4392 – Internship

Instructor 2004-2005  
Mississippi State University, Starkville, Mississippi  
CO 1003 – Fundamentals of Public Speaking

Teaching Assistant 2002-2005  
University of Alabama, Tuscaloosa, Alabama  
COM 123 – Fundamentals of Public Speaking  
MC 101 – Introduction to Mass Communication  
MC 102 – Introduction to Media Writing

Research Assistant 2001  
University of Alabama, Tuscaloosa, Alabama

Teaching Assistant 1999-2000  
University of Houston, Houston, Texas  
COMM 1331 – Fundamentals of Public Speaking  
COMM 3356 – Business and Professional Communication

## **RESEARCH/SCHOLARSHIP/CREATIVE WORKS**

### **Research in Progress**

The language of the game: A content analysis of race in fantasy football reporting. Currently preparing for data collection with the goal of submitting to a peer-reviewed conference or journal this year.

### **Upcoming Projects**

Research – Going forward, my research agenda will follow from whatever I find in my current fantasy sports research project.

Teaching/Creative – In Fall 2026, I will be offering a Special Topics class called Election Night Broadcast. This class will build toward and react to, as the name implies, a live broadcast of the 2026 midterm election returns similar in scope and tone to the live broadcast of the 2024 presidential election returns.

### **Peer-Reviewed Publications**

BP initial image repair strategies after the Deepwater Horizon spill, by William F. Harlow, Brian C. Brantley, and Rachel M. Harlow. *Public Relations Review*, 37(1), March 2011 issue.

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Sex appeals that appeal: Negative sexual self-schema as a moderator of the priming effects of sexual ads on accessibility, by John Davies, He Zhu, and Brian Brantley. *Journal of Current Issues and Research in Advertising*, 29 (2), Fall 2007 issue.

### **Creative Work**

Election Night 2024. A live, 3.5-hour, student-run YouTube broadcast that was initiated and supervised by me. Available for viewing at

<https://www.youtube.com/live/6QkiLP8JnlU?si=zu5uWw46AvU3tk7E>

### **Conference Papers (Refereed)**

You've got a friend in me: Nostalgia and Reactions to Media Persona Transgression, by Mu Hu, Dan Liu, Hailong Sun, Ling Tao, Juan Jiang, and Brian Brantley. Submitted to 76th Annual International Communication Association Conference.

Old neighbor, new neighbor: Will mood after exposure to COVID-19 news be improved by one-on-one meeting and vicarious interaction with a likeable television character? by Mu Hu & Brian Brantley. Rejected for 2024 International Communication Association annual conference; currently being re-evaluated.

Will parasocial interaction and vicarious interaction with a likable television character improve mood? Submitted to and rejected for International Association for Media and Communication Research 2024 annual conference.

Natural athletes and born leaders: An analysis of racial bias in the 2012 NFL Draft, by Brian Brantley and Lauren Reichart Smith. Presented at 2013 International Association for Communication and Sport Summit.

Invisible minorities: Representation of Latino baseball players by American sportswriters. Presented at 2008 National Communication Association Annual Conference, Mass Communication Division.

The role of mere exposure and contextual narrative cues on affective dispositions towards mediated characters, by John Davies, Barry Smith, and Brian Brantley. Presented at 2008 International Communication Association Annual Conference, Mass Communication Division.

Professional baseball in black and white: A content analysis of newspaper coverage of the 2003 season, by Brian Brantley. Presented at 2008 Southern States Communication Association Annual Conference, Mass Communication Division.

Love at first sight? Mere exposure's role in affective disposition formation, by John Davies, Barry Smith, and Brian Brantley. Accepted at 2006 National Communication Association Annual Conference, Mass Communication Division.

Violent movies and their effects on attitude accessibility and extremity, by Brian Brantley, John Davies, and Barry Smith. Accepted at 2006 Association for Education in Journalism and Mass Communication Southeast Colloquium, Open Division.

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Sex appeals that appeal: The moderating role of women's sexual self-schema in the accessibility of sexual constructs in memory, by John Davies, He Zhu, and Brian Brantley. Accepted at 2002 AEJMC, Visual Communication Division.

Entertaining commercials in sports telecast: A content analysis of commercials in XFL football, by Moonhee Yang and Brian Brantley. Accepted at 2002 AEJMC, Entertainment Studies Interest Group.

Effects of individual/team playing and constructive/destructive goal on players' scores on the game and on social desirability, individualism, and coping style scales, by Dorina Miron, Brian Brantley, John Chisholm, Lucian Dinu, and Barry Smith. Accepted at "Playing with the Future: Development and Directions In Computer Gaming" (Manchester, England, April 2002).

Sex, priming, and advertising: The accessibility of sexual constructs in memory, by Brian Brantley, John Davies, Peiqin Zhou, and He Zhu. Accepted at 2002 AEJMC Southeast Colloquium, Open Division.

### **Panel Presentations (Refereed)**

Conversations about AI in communication classrooms and college media. Chair: Barry Smith. Panelists: Brian Brantley, William Harlow, Barry Smith, Lauren Smith, Melissa Smith. Accepted for presentation at 2026 Southern States Communication Association Annual Conference.

Games of power: The weaponization of sport for political gain. Chair: Lauren Smith. Panelists: Brian Brantley, Barry Smith, Kenny Smith, Lauren Smith, Melissa Smith. Accepted for presentation at 2026 Southern States Communication Association Annual Conference.

Communities, conversations, crises: A roundtable discussion of issues in the 2026 U.S. midterm elections. Panelists: Brian Brantley, William Harlow, Barry Smith, Kenny Smith, Lauren Smith, Melissa Smith, Patrick Wheaton. Accepted for presentation at 2026 Southern States Communication Association Annual Conference.

Anchored in comfort: Mediated fandom in turbulent times. Chair: Brian Brantley. Panelists: Brian Brantley, Barry Smith, Kenny Smith, Lauren Smith. Presented at 2025 Southern States Communication Association Annual Conference.

Anchors and weights: A roundtable discussion of the results of the 2024 U.S. presidential election. Chair: Barry Smith. Panelists: Brian Brantley, William Harlow, Barry Smith, Kenny Smith, Lauren Smith, Melissa Smith, Patrick Wheaton. Presented at 2025 Southern States Communication Association Annual Conference.

Anchors aweigh! Exploring the stormy seas of political communication in America. Chair: William Harlow. Panelists: Brian Brantley, William Harlow, Barry Smith, Melissa Smith. Presented at 2025 Southern States Communication Association Annual Conference.

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Media moorings for college students. Chair: Barry Smith. Panelists: Brian Brantley, Rachel Harlow, William Harlow, Barry Smith, Kenny Smith, Lauren Smith. Presented at 2025 Southern States Communication Association Annual Conference.

Creating a sense of belonging in a mediated environment. Chair: Barry Smith. Panelists: Brian C. Brantley, Rachel Martin Harlow, William Harlow, Umisha KC, and Barry Smith. Presented at 2024 Southern States Communication Association Annual Conference.

Inclusion, exclusion, dissolution: A roundtable discussion of the 2024 U.S. elections. Chair: Barry Smith. Panelists: Brian C. Brantley, Jeremy Cox, William Harlow, Barry Smith, Melissa Smith, Patrick Wheaton. Presented at 2024 Southern States Communication Association Annual Conference.

Communicating hopes and fears: Uncertain times in U.S. politics. Chair: Barry Smith. Panelists: Brian C. Brantley, William Harlow, Barry Smith, Melissa Smith. Presented at 2023 Southern States Communication Association Annual Conference.

Communicating our uncertain future: Representational progress and backlash in mass media entertainment. Chair: Barry Smith. Panelists: Brian C. Brantley, Umisha KC, Barry Smith, Melissa Smith. Presented at 2023 Southern States Communication Association Annual Conference.

Competing visions: A roundtable discussion of the 2022 U.S. midterm election results. Chair: Barry Smith. Panelists: Brian C. Brantley, William Harlow, Umisha KC, Larry Powell, Barry Smith,

Melissa Smith, Patrick Wheaton. Presented at 2023 Southern States Communication Association Annual Conference.

Resilience, resistance, reelection? A roundtable discussion of issues in the 2022 midterm election. Chair: Barry Smith. Panelists: Brian C. Brantley, William F. Harlow, Larry Powell, Barry Smith, Kenny Smith, Lauren Smith, Melissa Smith, Patrick Wheaton. Presented at 2022 Southern States Communication Association Annual Conference.

Apocalypse now? A roundtable discussion of the 2020 Presidential election. Panelists: Brian C. Brantley, Marcus J. Coleman, William F. Harlow, Larry Powell, Melissa M. Smith, Barry P. Smith, Patrick Wheaton. Presented at 2021 Southern States Communication Association Annual Conference.

Disruption, decision, and democracy: A roundtable discussion of the 2020 U.S. Presidential primaries. Chair: Barry P. Smith. Panelists: Brian C. Brantley, Marcus J. Coleman, William F. Harlow, Larry Powell, Melissa M. Smith, Barry P. Smith, Patrick Wheaton. Accepted for presentation at 2020 Southern States Communication Association Annual Conference (canceled due to pandemic).

Disruption in the public sphere: Anger, advocacy, and appeasement. Chair: Brian C. Brantley. Panelists: Brian C. Brantley, William F. Harlow, Chandler Harriss, Barry P. Smith, Melissa M. Smith. Accepted for presentation at 2020 Southern States Communication Association Annual Conference (canceled due to pandemic).

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The disruptive roles of mass communication on social and educational learning. Chair: Barry P. Smith. Panelists: Brian C. Brantley, William F. Harlow, Chandler Harriss, Marty Hatton, Barry P. Smith. Accepted for presentation at 2020 Southern States Communication Association Annual Conference (canceled due to pandemic).

Conflict and aftermath: A roundtable analysis of the 2018 U.S. midterm elections. Chair: Melissa M. Smith. Panelists: Brian C. Brantley, Marcus J. Coleman, William F. Harlow, Larry Powell, Kenny D. Smith, Lauren Reichart Smith, Melissa M. Smith, Barry P. Smith, Patrick Wheaton. Presented at 2019 Southern States Communication Association Annual Conference.

Conflict and crisis on the silver screen: Escapism or hyper-reality? Chair: Barry P. Smith. Panelists: Brian C. Brantley, Van Roberts, Barry P. Smith, Kenny D. Smith. Respondent: Matthew Stilwell. Presented at 2019 Southern States Communication Association Annual Conference.

Amusing ourselves to death? A roundtable discussion of the 2018 U.S. midterm elections. Chair: William F. Harlow. Panelists: Brian C. Brantley, Marcus J. Coleman, William F. Harlow, Larry Powell, Kenny D. Smith, Lauren Reichart Smith, Melissa M. Smith, Barry P. Smith, Patrick Wheaton. Presented at 2018 Southern States Communication Association Annual Conference.

Fake news, different views, readers choose: The importance of media literacy. Chair: Barry P. Smith. Panelists: Brian C. Brantley, Kenny D. Smith, Lauren Reichart Smith, Melissa M. Smith, Barry P. Smith. Presented at 2018 Southern States Communication Association Annual Conference.

Innovation, renovation, and endurance: The lasting appeal of major mediated fandoms. Chair: Brian C. Brantley. Panelists: Brian C. Brantley, Van T. Roberts, Barry P. Smith, Kenny D. Smith, Lauren Reichart Smith. Presented at 2017 Southern States Communication Association Annual Conference.

Innovation vs. dissolution: A roundtable discussion of the 2016 Presidential election. Chair: Marcus J. Coleman. Panelists: Brian C. Brantley, Marcus J. Coleman, William F. Harlow, Larry Powell, Barry P. Smith, Kenny D. Smith, Lauren Reichart Smith, Melissa M. Smith, Patrick G. Wheaton. Presented at 2017 Southern States Communication Association Annual Conference.

Speaking out by kneeling down: Professional athletes and political protest. Chair: Lauren Reichart Smith. Panelists: Brian C. Brantley, Lauren Reichart Smith, Matthew Stilwell. Presented at 2017 Southern States Communication Association Annual Conference.

Communication, conscience, and consensus: A roundtable discussion of the 2016 U.S. presidential primaries. Chair: Melissa M. Smith. Panelists: Brian C. Brantley, William F. Harlow, Larry Powell, Barry P. Smith, Melissa M. Smith, Patrick Wheaton. Presented at 2016 Southern States Communication Association Annual Conference.

Conscientious objectification: Representations of women in film, TV, and video. Chair: Barry P. Smith. Panelists: Brian C. Brantley, Van T. Roberts, Barry P. Smith. Presented at 2016 Southern States Communication Association Annual Conference.

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The art and craft of building a majority: A roundtable discussion of the results of the 2014 U.S. midterm elections. Chair: Barry P. Smith. Panelists: Brian C. Brantley, Melissa M. Smith, Patrick Wheaton. Presented at 2015 Southern States Communication Association Annual Conference.

The art of crafting a vision of the future via television fiction. Chair: Barry P. Smith. Panelists: Brian C. Brantley, Martin L. Hatton, Lauren Reichart Smith, Kenny D. Smith. Presented at 2015 Southern States Communication Association Annual Conference.

The future of campus journalism. Chair: Brian C. Brantley. Panelists: Brian C. Brantley, Kenny Smith, Melissa M. Smith. Presented at 2014 Southern States Communication Association Annual Conference.

The ethics and political implications of the Edward Snowden document leaks. Chair: Lauren Reichart Smith. Panelists: Brian C. Brantley, William Harlow, Van Roberts, Kenny Smith, Barry Smith. Presented at 2014 Southern States Communication Association Annual Conference.

Envisioning the future: A roundtable on themes of the 2014 midterm elections. Chair: Lauren Reichart Smith. Participants: Brian Brantley, William Harlow, Larry Powell, Barry Smith, Kenny Smith, Lauren Reichart Smith, Melissa M. Smith, Patrick Wheaton. Presented at 2014 Southern States Communication Association Annual Conference.

Tips, tricks and techniques: Teaching media writing to today's students. Chair: Melissa M. Smith. Panelists: Brian C. Brantley, Dedria Givens-Carroll, Barry P. Smith, Kenny D. Smith, Melissa M. Smith. Presented at 2013 Southern States Communication Association Annual Conference.

Roundtable discussion of the 2012 presidential election. Chair: Barry P. Smith. Panelists: Brian C. Brantley, William F. Harlow, Larry Powell, Barry P. Smith, Kenny D. Smith, Lauren Reichart Smith, Melissa M. Smith. Presented at 2013 Southern States Communication Association Annual Conference.

Roundtable discussion of the 2012 U.S. presidential primary season. Chair: Barry P. Smith. Panelists: Brian C. Brantley, William F. Harlow, Larry Powell, Barry P. Smith, Kenny D. Smith, Lauren Reichart Smith, Melissa M. Smith. Presented at 2012 Southern States Communication Association Annual Conference.

Political traditions, trends & technology: Analysis of the 2010 midterm elections. Chair: Barry P. Smith. Panelists: Brian C. Brantley, William F. Harlow, Larry Powell, Barry P. Smith, Melissa M. Smith. Presented at 2011 Southern States Communication Association Annual Conference.

Teaching undergrads the conceptual foundations of media research. Chair: Barry P. Smith. Respondent: Elizabeth Christian. Panelists: Brian C. Brantley, Martin L. Hatton, Barry P. Smith, Melissa M. Smith. Presented at 2010 Southern States Communication Association Annual Conference.

Social capital across media contexts. Chair: Tony DeMars. Panelists: Brian C. Brantley, Martin L. Hatton, Van Roberts, Barry P. Smith, Melissa M. Smith. Presented at 2009 Southern States Communication Association Annual Conference.

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Applications of entertainment theory across mass media. Moderator: Pete Smith. Panelists: Brian C. Brantley, R. Glenn Cummins, Barry P. Smith, Melissa M. Smith. Presented at 2006 Southern States Communication Association Annual Conference.

### **Service to University**

- |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|
| Member, University Curriculum Committee                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | August 2025-present          |
| Member, Institutional Review Board                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | December 2022-present        |
| <ul style="list-style-type: none"><li>- Attended 7 monthly meetings</li><li>- Reviewed 11 proposals for university-sponsored research involving human subjects</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                  |                              |
| Vice-Chair, Institutional Review Board                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | August-December 2025         |
| <ul style="list-style-type: none"><li>- Met every Monday with IRB Chair, Srivinas Mummidi, IRB Vice-Chair Jesus Jimenez-Andrade, and Executive Director of Research Compliance Rani Muthukrishnan from August-December in an ongoing effort to plan monthly IRB meeting and resolve any other outstanding issues</li><li>- Duties also included supporting IRB Chair, conducting IRB meetings when necessary, representing IRB to various academic departments, protocol review, oversight &amp; compliance, education &amp; mentorship, and administrative duties as necessary</li></ul> |                              |
| Member, IRB Noncompliance Committee                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | February 2024                |
| <ul style="list-style-type: none"><li>- Reviewed case of potential noncompliance by former faculty member</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                              |
| Member, Pioneers Group                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | August 2023-December 2024    |
| <ul style="list-style-type: none"><li>- Participated in multiple listening &amp; discussion sessions with President Ochoa</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                              |
| Member, Core Curriculum Committee                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | October 2021-August 2023     |
| <ul style="list-style-type: none"><li>- Reviewed potential rubrics for assessment of core courses</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                              |
| Member, Deans and Chairs Evaluation Committee                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | March 2021-November 2022     |
| <ul style="list-style-type: none"><li>- Helped construct instrument for periodic evaluation (by faculty) of deans and chairs</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                              |
| Member, Hiring Committee                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | November 2021-January 2022   |
| <ul style="list-style-type: none"><li>- Reviewed applications and interviewed candidates for position of Vice President for University Relations and Advancement</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                |                              |
| Member (at-large), University Resource Commission                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | August 2018-June 2021        |
| <ul style="list-style-type: none"><li>- Discussed various matters related to the budget process and overall growth of the University</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                            |                              |
| Faculty Adviser, Cinema Club                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | April 2019-December 2020     |
| Member, University Curriculum Committee                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | November 2018-May 2020       |
| <ul style="list-style-type: none"><li>- Reviewing new course proposals and new program proposals</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                              |
| Member, Speech Gen Ed Assessment Committee                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | August 2019-September 2019   |
| <ul style="list-style-type: none"><li>- Assessed SPCH 1315 course artifacts for General Education Core</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                              |
| Member, University Curriculum Committee                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | November 2016-April 2017     |
| <ul style="list-style-type: none"><li>- Reviewed new course proposals and new program proposals</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                              |
| Member, Strategic Goal #2 Task Force                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                              |
| <ul style="list-style-type: none"><li>- Worked to develop usable strategies to help achieve Strategic Goal #2 in TAMU-SA's Academic Plan</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                        |                              |
| Member, National Model of Student Academic Success Working Group                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | September 2015-December 2016 |
| <ul style="list-style-type: none"><li>- Reviewed TAMU-SA's progress toward eventual comprehensive expansion</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                              |
| Member, Distinguished Faculty Award Committee                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | December 2015-May 2016       |

- Reviewing and evaluating packets from faculty applying for the Distinguished Faculty Award
  - Recommended faculty to receive awards in the areas of Service, Scholarship, and Teaching
- Member, University Core Curriculum Committee April 2014-August 2016
- Developed core curriculum to accompany TAMU-SA's downward expansion proposal
  - Approved changes to core curriculum after acceptance of downward expansion proposal
- Member, Block Schedule Committee April 2016
- Represented Arts & Humanities Department in an effort to help schedule humanities core courses as part of TAMU-SA's block scheduling plan for Fall 2016
- A&M-SA College Preview Day February 2016
- Met and spoke to potential A&M-SA first-year students
  - Offered advice and attempted to recruit them to Communication program
- Member, Faculty Senate Executive Committee May 2012-May 2015
- Met outside of regular Faculty Senate meetings
  - Served in roles of Vice-President, President, and Immediate Past President
- Member, Institutional Review Board March 2010-September 2014
- Reviewed proposed research activities at TAMU-SA that involve human subjects
  - Acted to protect the rights of human subjects from any potential harm that may result from research activities at TAMU-SA
  - Recommended specific training activities for those who would engage in research activities at TAMU-SA
- Faculty Co-Advisor, Guild of Geeks May 2013-August 2014
- Advised relatively new student group trying to determine its purpose and scope
  - Helped group's student leadership in planning a large-scale recurring event ("Geek-Con") that will aid both in establishing group's on-campus presence as well as contribute to off-campus University recruiting efforts
- President, Faculty Senate May 2013-May 2014
- Planned and presided over Faculty Senate meetings
  - Sent Faculty Senate recommendations to TAMU-SA administration
  - Communicated with and met with Provost and University President as needed
  - Led rewrite and ratification of Faculty Senate Constitution
- Member, President's Leadership Council May 2013-May 2014
- Attended biweekly meetings
- Member, Information Technology Advisory Committee October 2012-May 2014
- Represented faculty needs related to information technology
- Member, Council on Assessment, Planning, and Budgeting February 2014
- Read and evaluated resource requests from various University administrative units
  - Evaluations were used to form recommendations, which were subsequently forwarded on to the University's Executive Team
- Member, Evaluations of Department Chairs and School Heads Committee April 2013-August 2013
- Developed and recommended to Provost a system by which TAMU-SA's academic administrators will be evaluated annually by faculty and staff members whom they supervise
- Member, Parking Appeals Committee August 2010-August 2013
- Heard and adjudicated appeals from members of the University community who receive parking tickets

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- Vice-President, Faculty Senate May 2012-May 2013
- Assisted President of Faculty Senate in her duties as needed
  - Acted in place of President of Faculty Senate as needed
  - Wrote letter of Faculty Senate support for increased budget for University Library; letter was sent to Provost as part of official Senate recommendation
- Chair, SACS General Education Committee August 2011-December 2011
- Supervised preparation of report on University standards for accepting transfer coursework that satisfies TAMU-SA's General Education requirements
  - Submitted report to assist in TAMU-SA's accreditation efforts
- Member, Black History Month Committee January 2010-February 2010
- Assisted in the development and coordination of student activities to commemorate Black History Month
- Member, Goal-Development Team for Imperative 2 of the TAMU-SA Strategic Plan Spring 2010
- Participated in development of goals to facilitate Imperative 2
- Member, Career Services Advisor Search Committee Spring 2010
- Recommended hiring of Career Services Advisors Bennett Grey and Kathleen Frank

### **Service to College/Department**

- Member, A&S Curriculum Committee August 2025-present
- Review all major curricular changes proposed by departments in CoAS
- Member, SoCom Faculty Evaluation Committee February 2024-present
- Group Advising for COMM Students October 2025
- Assisted academic advisors and COMM students with explanations and course recommendations for Spring 2026
- Member, SoCom Professional Track Promotion Committee September 2025
- Recommended promotion for Teresa Talerico
- Fall 2025 JagX Mixer August 2025
- Represented SoCom, discussed the program with new students
- Member, Post-Tenure Review Committee February 2024-February 2025
- Assisted in conducting regularly-scheduled PTRs for Jenn Correa and Daniel Delgado
- Member, A&S Tenure and Promotion Committee September 2023-August 2024
- Among other duties, chaired committee that recommended tenure for Dr. Mu Hu
- Member, Communication Search Committee (Lecturer) November 2024
- Recommended hiring of Kandice Diaz
- Fall 2024 Future Jaguar Day October 2025
- Represented SoCom, discussed the Comm program with prospective students
- Member, SoCom Professional Track Promotion Committee September 2023
- Recommended promotion for Donna Pazdera
- Member, CHP Faculty Evaluation Committee January 2020-August 2023
- Member, Communication Search Committee (Lecturer) May-June 2023
- Recommended hiring of Kelly Fouts
- Member, A&S Reorganization Task Force October 2022-March 2023
- Charged with suggesting options for a potential reorganization of the various departments in the College of Arts & Sciences
- Member, CHP Non Tenure-Track Promotion Committee September 2022
- Member, CHP Tenure and Promotion Committee September 2022
- Member, Pre-Tenure Review Committee September 2015-August 2021

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|-----------------------------------------------------------------------------------------------------------|----------------------------|
| Member, Post-Tenure Review Committee                                                                      | September 2014-August 2021 |
| Member, Promotion Committee                                                                               | September 2014-August 2021 |
| Member, A&S Tenure and Promotion Committee                                                                | September 2014-August 2021 |
| Member, A&S Curriculum Committee                                                                          | September 2020-August 2021 |
| Member, Communication Search Committee                                                                    | April 2021                 |
| - Recommended hiring of Diego Aparicio                                                                    |                            |
| Member, Speech Communication Search Committee (Adjunct)                                                   | Spring 2021                |
| - Helped review applications and interview candidates for instructors for Introduction to Public Speaking |                            |
| Chair, A&S Curriculum Committee                                                                           | September 2019-May 2020    |
| Member, A&H Faculty Evaluation Committee                                                                  | January 2017-December 2019 |
| Chair, Arts & Sciences Curriculum Committee                                                               | October-November 2018      |
| Member, A&H FEC Form Revision Committee                                                                   | September-December 2018    |
| Member, Communication Search Committee                                                                    | October 2017-April 2018    |
| - Recommended hiring of Assistant Professor Mu Hu                                                         |                            |
| Member, Communication Search Committee (Lecturer)                                                         | October 2016-April 2017    |
| - Recommended hiring of Donna Pazdera                                                                     |                            |
| Member, Speech Communication Search Committee (Adjunct)                                                   | Summer 2017                |
| - Helped review applications and interview candidates for instructors for Introduction to Public Speaking |                            |
| Member, Political Science Search Committee (2 positions)                                                  | October 2016-February 2017 |
| - Recommended hiring of Assistant Professor Thomas Beaumont                                               |                            |
| - Recommended hiring of Assistant Professor Alicia Reyes-Barrientez                                       |                            |
| Chair, Arts & Sciences Curriculum Committee                                                               | October-November 2016      |
| Member, Arts & Sciences Curriculum Committee                                                              | September 2015-August 2016 |
| Chair, Communication Search Committee (Broadcast Journalism)                                              | November 2015-March 2016   |
| - Recommended hiring of Assistant Professor Barbara Audet                                                 |                            |
| Member, Communication Search Committee (Speech Lecturer)                                                  |                            |
| - Recommended hiring of Megan Pope                                                                        |                            |
| Member, English Search Committee (Literature)                                                             | November 2015-March 2016   |
| - Recommended hiring of Assistant Professor James Finley                                                  |                            |
| - Recommended hiring of Assistant Professor Adrianna Santos                                               |                            |
| Member, English Search Committee (Composition)                                                            | November 2015-March 2016   |
| - Recommended hiring of Assistant Professor Scott Gage                                                    |                            |
| Member, English Search Committee                                                                          | February 2013-May 2013     |
| - Recommended hiring of Assistant Professor Jackson Ayres                                                 |                            |
| Member, English Search Committee                                                                          | February 2012-May 2012     |
| - Recommended hiring of Assistant Professor Katherine Gillen                                              |                            |
| Member, History Search Committee                                                                          | April 2012                 |
| - Recommended hiring of Associate Professor Edward Westermann                                             |                            |
| Member, Political Science Search Committee                                                                | Spring 2010                |
| - Recommended hiring of Assistant Professor Christina Suthammanont                                        |                            |
| Member, Arts & Sciences Student of the Year Committee                                                     | Spring 2010                |
| - Read student submissions and voted for departmental Student of the Year                                 |                            |
| Member, Arts & Sciences Assessment Committee                                                              | September 2009-May 2011    |
| - Assisted in development of assessment standards for Arts & Sciences faculty                             |                            |

## **Brian C. Brantley, Ph.D.**

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Member, Business, Arts, & Sciences Curriculum Committee September 2009-May 2010

- Considered and approved new coursework to be added to the Business, Arts, & Sciences course listings

### **Service to Communication Program**

Unofficial Adviser, Jaguar Student Media

- Responsible for providing, on an as-needed basis, advice in the areas of media law or media ethics to any student journalists, student organizations, or Communication faculty members who request it

Co-Adviser, Jaguar College Radio November 2024-present

- Primarily responsible for the creative side of the advising process

Member, Strategic Planning Committee September 2018-present

- Meeting regularly to help decide on large-scale changes for the Communication program

Student Advising 2009-present

- Write letters of recommendation for students applying to graduate school, applying for scholarships, applying for jobs, and any other appropriate purposes
- Work with A&M-SA Academic Advisors to assist Communication majors in course choices and curriculum path
- One of my former advisees, Jorlanditha Tiffany Austin (a Spring 2018 graduate), earned her M.A. from Texas State University and her Ph.D. from Rutgers University, successfully defending her dissertation in July 2025; she is now an Assistant Professor of Communication Studies at Morehouse College

Assessment Development – Lead 2011-present

- Develop and (when necessary) modify programmatic assessment standards
- Coordinate assessment activities related to Communication IEPs
- Assemble assessment materials to generate Communication IERs

Curriculum Development 2009-present

- Propose, edit, and submit paperwork for new Communication courses

Member, Research Methods/Senior Comm Seminar Committee April 2024

- Worked with Mu Hu to transform Senior Comm Seminar from one class into a two-course sequence

Member, Communication Program Review Committee October 2021-August 2022

- Helped generate data and assemble documents in preparation for program review

Promotion and Tenure Development September 2020-December 2021

- Helping to develop a document outlining Promotion and Tenure standards for the Communication Program

Class Schedule Lead Developer 2017-2018

- Coordinate with COMM faculty to generate class schedules
- Evaluate submitted schedules for errors or conflicts after they are returned

Class Schedule Development 2009-2017

- Assist in suggesting courses, days, and times to be taught each semester

Faculty Advisor, Society of Professional Journalists  
(TAMU-SA Chapter)

2012-2016

- Wrote TAMU-SA chapter's SPJ Constitution
- Consult with students as needed on ethical and other matters
- Provide guidance on student journalism's social media activities

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|                                                                                                                                                                                                                          |                            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|
| Member, Student Media Board                                                                                                                                                                                              | August 2011-May 2012       |
| <ul style="list-style-type: none"><li>- Made course connections between COMM 4315, COMM 4317, and COMM 4391</li><li>- Advised student journalists on ethical issues including photo rights and other scenarios</li></ul> |                            |
| Faculty Advisor, Communications Club/Jaguar Media                                                                                                                                                                        | October 2009-November 2012 |
| Program Coordinator, Communications                                                                                                                                                                                      | September 2010-August 2011 |

### **Service to Community**

|                                                                                                                                                                                                                                                |                       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| Social Media Ministry, Shrine of St. Padre Pio Catholic Church                                                                                                                                                                                 | November 2024-present |
| <ul style="list-style-type: none"><li>- Member of core focus group; primary responsibility is to help generate teaching materials</li><li>- Ministry's goal is teaching young people in the parish positive ways to use social media</li></ul> |                       |
| Event Coordinator, Texas Science Olympiad – Regional                                                                                                                                                                                           | 2012-2021             |
| <ul style="list-style-type: none"><li>- Helicopter Competition</li><li>- Bottle Rocket Competition</li><li>- Elastic Launched Glider Competition</li></ul>                                                                                     |                       |
| Lead Judge, San Antonio Regional History Day (Senior Website Division)                                                                                                                                                                         | 2015-2020             |
| Judge, San Antonio Regional History Day (Website Division)                                                                                                                                                                                     | 2010-2014             |
| College Day, Dellview Elementary School, San Antonio, Texas                                                                                                                                                                                    | May 2011              |
| Judge, Permian Speech and Debate Tournament, Odessa, Texas                                                                                                                                                                                     | 2006-2009             |

### **Service to Profession**

|                                                                                                                                                                                                                                                                                                                                                                  |              |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| Chair, Mass Communication session (“Anchored in comfort: Mediated fandom in turbulent times”),<br>2025 SSCA annual conference                                                                                                                                                                                                                                    |              |
| Submissions Reviewer, Mass Communication Division, SSCA                                                                                                                                                                                                                                                                                                          | 2008-present |
| <ul style="list-style-type: none"><li>- Review both faculty and student submissions for SSCA Annual Conferences</li></ul>                                                                                                                                                                                                                                        |              |
| Submissions Reviewer, Political Communication Division, SSCA                                                                                                                                                                                                                                                                                                     | 2008-present |
| <ul style="list-style-type: none"><li>- Review both faculty and student submissions for SSCA Annual Conferences</li></ul>                                                                                                                                                                                                                                        |              |
| Chair, Mass Communication Division, SSCA                                                                                                                                                                                                                                                                                                                         | 2022-2023    |
| <ul style="list-style-type: none"><li>- Represented MCD at association-level meetings</li><li>- Emergency replacement for the division chair, who did not maintain contact with either the members or the association</li></ul>                                                                                                                                  |              |
| Submissions Reviewer, AEJMC Sports Interest Group                                                                                                                                                                                                                                                                                                                | 2018-2019    |
| <ul style="list-style-type: none"><li>- Reviewed both faculty and student submissions for AEJMC Annual Conferences</li></ul>                                                                                                                                                                                                                                     |              |
| Immediate Past Chair, Mass Communication Division, SSCA                                                                                                                                                                                                                                                                                                          | 2018-2019    |
| Chair, Mass Communication Division, SSCA                                                                                                                                                                                                                                                                                                                         | 2017-2018    |
| <ul style="list-style-type: none"><li>- Represented members of division to various SSCA-wide committees</li><li>- Presided over annual division business meeting</li><li>- Conducted divisional elections</li></ul>                                                                                                                                              |              |
| Vice-Chair, Mass Communication Division, SSCA                                                                                                                                                                                                                                                                                                                    | 2016-2017    |
| <ul style="list-style-type: none"><li>- Developed 2016-17 Call For Papers for Mass Communication Division</li><li>- Received and assigned to reviewers all Mass Communication Division submissions for 2017 SSCA Annual Conference</li><li>- Planned all Mass Communication Division paper sessions and panel sessions for 2017 SSCA Annual Conference</li></ul> |              |
| Submissions Reviewer, Undergraduate Honors Conference, SSCA                                                                                                                                                                                                                                                                                                      | 2015-2016    |
| Secretary, Mass Communication Division, SSCA                                                                                                                                                                                                                                                                                                                     | 2015-2016    |
| Secretary, Political Communication Division, SSCA                                                                                                                                                                                                                                                                                                                | 2015-2016    |

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- Immediate Past Chair, Mass Communication Division, SSCA 2013-2014
- Represent members of division to various SSCA-wide committees
- Chair, Mass Communication session (“Anchored in comfort: Mediated fandom in turbulent times”), 2025 SSCA Annual Conference
- Chair, Mass Communication session (“‘Not Ready to Make Nice’: Global Storytelling – Media Campaigning: Beyond Headlines”), 2018 SSCA Annual Conference
- Chair/Respondent, Undergraduate Honors Conference (“A Critical Look at Social Media, Gaming, and Culture”), 2016 SSCA Annual Conference
- Chair, Mass Communication session (“*Mad Men*, Romance, Conscience, and Characters”), 2016 SSCA Annual Conference
- Chair, Mass Communication session (“The Art of Framing and Agenda Setting in the Modern Sports Environment”), 2015 SSCA Annual Conference
- Chair, Political Communication session (“Money, Messages, and Movements”), 2014 SSCA Annual Conference
- Respondent, Top Papers in Mass Communication session, 2013 SSCA Annual Conference
- Chair, Political Communication session (“Communication and Elections”), 2013 SSCA Annual Conference
- Chair, Mass Communication Division, SSCA 2012-2013
- Represented members of division to various SSCA-wide committees
  - Presided over annual division business meeting
  - Conducted divisional elections
- Chair, Top Papers in Mass Communication session, 2012 SSCA Annual Conference
- Vice-Chair, Mass Communication Division, SSCA 2011-2012
- Developed 2011-12 Call For Papers for Mass Communication Division
  - Received and assigned to reviewers all Mass Communication Division submissions for 2012 SSCA Annual Conference
  - Planned all Mass Communication Division paper sessions and panel sessions for 2012 SSCA Annual Conference
- Respondent, Top Papers in Mass Communication session, 2011 SSCA Annual Conference
- Secretary, Mass Communication Division, SSCA 2010-2011
- Chair, Student Papers in Mass Communication session, 2009 SSCA Annual Conference
- Discussant, Open Division, 2006 AEJMC Southeast Colloquium
- Reviewer, Entertainment Studies Interest Group, 2003 AEJMC

### **Professional Development**

- Grammarly & AI August 2025
- Breakout session after Fall 2025 Faculty Breakfast
  - As a result of this session, I was convinced to participate in the A&M System’s pilot adoption of Grammarly for Education to support student success and enhance students’ AI literacy
- Blackboard Ultra Training August 2025
- Jaguar Writing Spaces January-December 2024
- Course Scheduling for Student Success August 2024
- Breakout session after Fall 2024 Faculty Breakfast
- Generative AI in the Classroom August 2024
- Breakout session after Fall 2024 Faculty Breakfast
- Teaching with Artificial Intelligence (online course offered to system faculty) December 2023

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- DC/ECHS Faculty Development August-October 2023
- Attended meetings designed to prepare faculty for effectively teaching high school students enrolled in college classes
- Southern States Communication Association annual conferences 2009-2019, 2021-present
- Meet and participate in discussions with academics from across the region
  - Keep up-to-date on the state of the art in mass communication research
  - No conference in 2020, due to COVID
- COMM Strategic Planning Meeting January 2023
- Discussed areas of concern facing the program in the spring 2023 semester
- TAMU-SA Summer Training Sessions August 2016
- College of Arts & Sciences Professional Development Meeting May 2015
- Discussed strategies to improve scholarly activity
  - Participated in discussions related to different issues facing Arts & Sciences
- College of Arts & Sciences Professional Development Meeting May 2014
- Discussed strategies to improve scholarly activity
  - Participated in discussions related to different issues facing Arts & Sciences
- Board of Regents meetings in College Station, Texas August 2013
- As new Faculty Senate President, met with leaders from Faculty Senates across TAMU system in order to formalize the group as a regularly-meeting organization
  - Attended meeting of the Board of Regents Committee on Academic and Student Affairs
  - Met with Chancellor John Sharp to discuss issues facing the various TAMU system campuses
- College of Arts & Sciences Professional Development Meeting May 2013
- Participated in case study activities to develop strategies to help resolve issues that may potentially face TAMU-SA faculty
  - Participated in discussions related to different facets of TAMU-SA's future downward expansion
  - Discussed ways to manage energy and time across academic, professional, and personal lives more effectively
- International Symposium on Online Journalism, Austin, Texas April 2013
- Participated in discussions of issues facing the fields of both online journalism and journalism education
- Luncheon with Alamo Colleges Faculty, TAMU-SA April 2013
- Met with AC faculty to present information about Communications program
- District Counselor's Meeting, TAMU-SA April 2013
- Discussed Communication program with local guidance counselors
- Texas Council of Faculty Senates annual meeting, Austin, Texas March 2013
- Introduced TAMU-SA to larger community of state universities
  - Participated in discussion of issues including the status of contingent faculty on our campuses and in our Faculty Senates
- Blackboard Learning 9 Training, TAMU-SA October 2009

### **Professional Memberships**

Southern States Communication Association