

Scott A. Shamp

New Media Institute
Grady College of Journalism & Mass Communication
Journalism Building
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Education

- Ph.D. Communication, Department of Communication, University of Utah, 1989.
Dissertation: Perception of Communication Partners in Computer Mediated Communication.
- M.A., Mass Communication, College of Journalism and Mass Communication, University of Georgia, 1983.
- A.B.J., Journalism, College of Journalism and Mass Communication, University of Georgia, 1981.

Academic Positions Held

- Professor
 - Department of Telecommunications
 - Henry W. Grady College of Journalism and Mass Communication
 - University of Georgia
 - September 2006 - present
- Director of UGA New Media Institute
 - University of Georgia
 - 2000 - present
- Director of Dowden Center for New Media Studies
 - College of Journalism
 - University of Georgia
 - 1997 - 2000
- Director for Information Technology
 - College of Journalism
 - University of Georgia
 - 1996 - 1999
- Associate Professor
 - Department of Telecommunications
 - Henry W. Grady College of Journalism and Mass Communication
 - University of Georgia
 - September 1992 - 2006
- Assistant Professor
 - Department of Telecommunications
 - Henry W. Grady College of Journalism and Mass Communication
 - University of Georgia
 - September 1987 - September 1992
- Graduate Teaching Fellow
 - Department of Communication
 - University of Utah
 - September 1984 - June 1987

Publications

Chapters Published in Books

- Shamp, S.A. (2005). "Streaming Media." In Encyclopedia of Television, 2nd Edition. Ed. H. Newcomb & F. Dearborn, Fitzroy Dearborn Publishing, 2209-2211.
- Shamp, S.A. (2004). "Wireless." In Dynamics of Mass Communication: Media in the Digital Age, 8th Edition. J. Dominick. McGraw Hill, 305.
- Nowak, G.J., Shamp, S.A., Hollander, B.A., & Cameron, G.T. (1999). "Interactive media: A means for more meaningful advertising." In Advertising and the World Wide Web, ed. D. Schumann & E. Thorson, Lawrence Erlbaum, 99-118.
- Cameron, G.T., B.A. Hollander, S.A. Shamp and G.J. Nowak, (1997). "Assessing the Potential of a Full-Featured Electronic Newspaper for the Young Adult Market," Media Management Review, Charles Warner, Ed., Lawrence Erlbaum 15-28.
- Netzhammer, E.C & S.A. Shamp, (1993). "Guilt by Association: Homosexuality and AIDS on Prime-Time Television." In Queer Words/ Queer Images, Jeffery Ringer & James Darsey (eds.). New York University Press: New York, 91 – 106.

Academic Articles (* refereed publication; ** invited publication)

- **Shamp, S.A. & B. White. (2004). "Wireless Clouds & Zones: A Survey of Municipal Wireless Initiatives." Mobile Media Consortium Research Report, December 2004, 7-14.
- **Shamp, S.A. & B. White. (2004). "European Clouds and Zones: A Survey of European Wireless Initiatives and a Comparison to Those in the US." Mobile Media Consortium Research Report, December 2004, 15-22.
- **Shamp, S.A. & B. White. (2004). "European Cell Phone Content and Applications." Mobile Media Consortium Research Report, December 2004, 23-28.
- **Shamp, S.A. & et. al. (2004). "Hidden in Plain View: Cell Phones in Students' Lives." Mobile Media Consortium Research Report, December 2004, 29-36.
- *Porter, L., Sallot, L., Cameron, G, & Shamp, S. (2001). "New technologies and public relations: Exploring practitioners' use of online resources to earn a seat at the management table." Journalism and Mass Communication Quarterly, 78(1), 172-190.
- *Grant, A.E. & S. A. Shamp. (1996). "Will TVs and PCs Converge?" New Telecom Quarterly, Vol 5(2). 31-39.
- *Cameron, G.T., P.A. Curtin, B.A. Hollander, G.J. Nowak and S.A. Shamp. (1996). "Electronic Newspapers: Toward a Research Agenda." Journal of Mediated Communication, 11(1), 3-53.
- **Cameron, G.T. and P.A. Curtin, S.A. Shamp, B.A. Hollander and G.J. Nowak. (1995). "The Electronic Newspaper: Toward a Research Agenda." A Monograph for the James M. Cox, Jr. Institute for Newspaper Management Studies.
- *Shamp, S.A. (1993). "Choosing the Medium for Interactive Multimedia: Videodisc vs. Videotape." Technology in Higher Education Journal, February, 1993, 81-86.
- *Shamp, S.A. (1992). "Prospects for Electronic Publication in Communication: A Survey of Potential Early Adopters." Communication Quarterly, Summer, 297-304.
- *Krugman, D.M. & S.A. Shamp. (1992). "Observations of Audience Behavior During Television Commercials." Proceedings of the American Academy of Advertising, 156-160.

- *Shamp, S.A. (1991). "Mechanomorphism: Perceptions of Computer Communication Partners." Computers in Human Behavior, Vol. 7, 147-161.
- *Krugman, D.M. & S.A. Shamp. (1991). "Video Movies at Home: Are They Viewed Like Film or Television?" Journalism Quarterly 68(1-2), 120-130.
- *Shamp, S.A. (1989). "A Functional Analysis of the Review Process and Electronic Journals." Feedback: The Journal of the Broadcast Education Association, Summer 1989, 3-12.

Press Articles.

- Shamp, S.A. (2006). "Putting the Why into WiFi." Georgia Municipal Magazine, Winter 2006.
- Shamp, S.A. (2004). "Mobile Media's Growing Pains." University Research Magazine, Spring 2004, 45-46.
- Shamp, S.A. (2002). "Rambling Wreck from UGA: Engineering at the University of Georgia." Techlinks: The Guide to Technology in Georgia, Volume 5(4), p. 20.
- Shamp, S.A. (2002). "Forget Vampires: Transylvania wrestles with real problems." Techlinks: The Guide to Technology in Georgia, Volume 5(3), p. 16.
- Shamp, S.A. (2002). "Putting a Face on the Digital Divide." Techlinks: The Guide to Technology in Georgia, Volume 5(2), p. 24.
- Shamp, S.A. (2002). "A Time to Prepare: No time like downtime to prepare for next time." Techlinks: The Guide to Technology in Georgia, Volume 5(1), p.22.
- Shamp, S.A. (2001). "Let Freedom Ring (Along with security and discipline)." Techlinks: The Guide to Technology in Georgia, Volume 4 (6), p. 20.
- Shamp, S.A. (2001). "Let's Build a 'Technowledgeable' Work Force: Computers and computer scientists are not the only answers." Techlinks: The Guide to Technology in Georgia, Volume 4 (5), p. 24.
- Shamp, S.A. (2001). "Let's Get Dressed for School: Education should offer more than freedom from street clothes." Techlinks: The Guide to Technology in Georgia, Volume 4 (4), p. 24.
- Shamp, S.A. (2001). "Drilling Holes in Silos: Containment is the enemy of innovation." Techlinks: The Guide to Technology in Georgia, Volume 4 (3), p. 28.
- Shamp, S.A. (2001). "Stick a fork in New Media ... and prepare for the coming feast." Techlinks: The Guide to Technology in Georgia, Volume 4 (2), p. 30.
- Shamp, S.A. (2001). "Start Me Up: Live from Athens: New hits by startup people." Techlinks: The Guide to Technology in Georgia, Volume 4 (1), p. 56.
- Shamp, S.A. (2000). "Content is king and all technology bows before it." Techlinks: The Guide to Technology in Georgia, Volume 3 (6), p. 16 - 18.
- Shamp, S.A. (1999). "The Internet: Best to look before leaping." Athens Daily News/Athens Banner Herald, Business, March 21.
- Shamp, S.A. (1999). "Businesses should use web to inform, connect, listen." Athens Daily News/Athens Banner Herald, Business, April 18.
- Shamp, S.A. (1999). "Email Etiquette." Athens Daily News/Athens Banner Herald, Business, May 16.

International Presentations

- Shamp, S.A. (2005). "Community Cooperation in Municipal Wireless Implementations." Wireless LAN Event, London, April, 2005.
- Shamp, S.A. (2004). "Mobile Media in Europe and US: A world of wireless difference." International Conference on Communication and Mass Media. Athens: Greece, May, 2004.
- Shamp, S.A. & D.B.Boardman. "Location-Based Services." WiFi Business Development Summit, London, October 2004.
- Shamp, S.A (2001). "The Role of Technology Incubators in Regional Development." Profit from Partnership: Making Innovation Happen, Queens University, Northern Ireland, May, 2001.

Domestic Conference Presentations

- Shamp, S.A. (2005). "Lessons from the WAGZone." W2i Digital Cities Conference, Philadelphia, May, 2005.
- Shamp, S.A. (2005). "Mobile Media Development." International Digital Media & Arts Association, Orlando, March, 2005.
- Shamp, S.A. "The Athens Experiment: WiFi in the Classic City." WiFi Planet Conference. Baltimore, June, 2004.
- Shamp, S.A (2004). "Mobile Technology Enabling Learning in a Liberal Arts Environment." HP Higher Education Summit. Cupertino, California. April, 2004.
- Shamp, S.A (2004). "Wireless Primer." The Fourth Annual Mayor's Technology Summit. Atlanta, GA, March, 2004.
- Shamp, S.A. (2004). "Mobile Media: Challenges and Opportunities." International Digital Media and Arts Association Conference, Orlando, March 2004.
- Shamp, S.A (2003). "New Age Programming: Evolving Content Strategies in the Technology Age." Future of Entertainment Conference Forum. Atlanta, Georgia. September, 2003.
- Shamp, S.A (2003). "Athens Wireless." Gwinnett Chamber of Commerce Technology Summit. Suwanee, Georgia. November, 2003.
- Shamp, S.A (2003). "Wireless Opportunities in Education." Teaching and Learning with Advanced Technologies Conference, Athens, GA, March, 2003.
- Shamp, S.A. (2002). "New Media Thangs: Institutional Growth of New Media." Visual Communication Association, Paradise Shores, WI, June 2002.
- Shamp, S.A (2002). "Music in Cyberspace: What should you be downloading from and uploading to the Internet." AthFest, Athens, GA, June 21, 2002.
- Shamp, S.A (2002). "Wireless Athens Georgia Zone (WAGz): A Case Study." PocketPC World, New York, April, 2002.
- Shamp, S.A (2001). "The WAGZone: Bringing Wireless to Athens." Georgia Economic Developers Association. Savannah, Georgia, September, 2001.
- Shamp, S.A (2001). "New Media Publishing." Magazine Association of Georgia, Atlanta, GA, February, 2001.
- Shamp, S.A. (1999). "SMIL: Streaming Media and Interactive Television." Visual Communication Association, Lake Tahoe, CA, June, 1999.
- Porter, L.V., L.M. Sallot, S.A. Shamp, & G. Cameron (1999). "New Technologies and Public Relations: Exploring Practitioners' Use of Online Research to Earn a Seat at the Management Table." Association for Education in Journalism and Mass Communication, New Orleans, LA, March 1999.

- Shamp, S.A. (1998). "Streaming Media: Visual Aesthetics for a New Medium." Visual Communication Association, Winter Park, CO, July, 1998.
- Shamp, S.A. & K. Berry. (1997). "The Divided Frame: New Online Visual Aesthetics." Visual Communication Association, Jackson, WY, July, 1997.
- Shamp, S.A. (1996). "Communication Issues in Cyberporn." Broadcast Education Association, Las Vegas, NV, April, 1996.
- Shamp, S. A. (1996). "When the Page Moves: Moving Images on the World Wide Web." Visual Communication Association, Salt Lake City, UT, July, 1996.
- Cameron, G.T., B.A. Hollander, G.J. Nowak and S.A. Shamp. (1996). "Remaining Relevant, New Technologies for Newspapers, Developing Readership, and the Future of Community Newspapers." Newspapers and Community-Building Symposium, National Newspaper Association 111th Annual Convention, Nashville, TN, September, 1996.
- Nowak, G.J., S.A. Shamp, B.A. Hollander and G.T. Cameron. (1996). "Interactive Media: A Means for More Meaningful Advertising?" Advertising and Consumer Psychology Conference, Bloomfield Hills, MI, May, 1996.
- Shamp, S.A. (1995). "Protopaper Pictures: Visual Images in the Electronic Newspaper." Visual Communication Association, Flagstaff, AZ, July, 1995.
- Shamp, S.A. (1995). "The Virtual Lockerroom: Images of Women on the Information Superhighway." Broadcast Education Association, Las Vegas, NV, April, 1995.
- Cameron, G.T., B.A. Hollander, G.J. Nowak and S.A. Shamp. (1995). "User Response to a Full-Featured Electronic Newspaper." International Communication Association, Information Systems Division, Albuquerque, NM, May, 1995.
- Shamp, S.A. (1994). "Video Via the Internet: USENET Images." Visual Communication Conference, Feather River, CA, July, 1994.
- Shamp, S.A. (1994). "Violation of Copyright: The Academic's Post-Modern Privilege." Association for Education in Journalism and Mass Communication, Atlanta, GA, August, 1994.
- Shamp, S.A. (1994). "Internet Publishing Systems: Multimedia Online." University System of Georgia Annual Computing Conference, Eatonton, GA, November, 1994.
- Shamp, S.A. (1992). "Scholarly Publishing in the Electronic Age: The Scholar's Perspective." Speech Communication Association, Chicago, IL, November, 1992.
- Shamp, S.A. (1992). "Building a Distributed Database of AIDS-related Television Programming." Speech Communication Association, Chicago, IL, November, 1992.
- Krugman, D.M. & S.A. Shamp. (1992). "Audience Behavior During Television Commercials." American Academy of Advertising, San Antonio, TX, March, 1992.
- Shamp, S.A. (1992). "Media Triage? Communication Research Which Responds to the Needs of HIV Positive People." Speech Communication Association, Chicago, IL, November, 1992.
- Shamp, S.A. (1991). "The VHS Platform for Computer Driven Multimedia Learning Systems." Broadcast Education Association, Las Vegas, NV, April, 1991.
- Shamp, S.A. (1991). "Videotape vs. Videodisc in Interactive Learning Systems," University System Annual Computing Conference, Eatonton, GA, November, 1991.
- Shamp, S.A. & J.D. Swenson. (1991). "HyperLearn Courseware: Multimedia Instruction for the New Student." University System Annual Conference, Eatonton, GA, November, 1991.
- Shamp, S.A. & W. Griswold. (1991). "Media Use and Attitudes Toward AIDS Policy Proposal." Speech Communication Association, Atlanta, GA, November, 1991.

- Shamp, S.A. & R. Orman. (1991). "Says Who?: The Use of AIDS Experts in Television Programming." Speech Communication Association, Atlanta, GA, November, 1991.
- Shamp, S.A. (1991). "The Computer Assisted Content Analysis System." Broadcast Education Association, Las Vegas, NV, April 1991.
- Shamp, S.A. (1991). "Computer Assisted Music Testing: An Automated Research System." Broadcast Education Association, Las Vegas, NV, April 1991.
- Griswold, W. & S.A. Shamp. (1990). "Media Sources of AIDS Information and Levels of AIDS Knowledge." Middle Atlantic Association of Public Opinion Research, Richmond, Virginia, March, 1990.
- Shamp, S.A. & E.C. Netzhammer. (1990). "Television Portrayals of People with AIDS in the Peabody Collection." Speech Communication Association, Chicago, IL, November, 1990.
- Shamp, S.A. & E.C. Netzhammer. (1989). "Prime-Time Presentations of AIDS: Case Studies." Speech Communication Association, San Francisco, CA, November, 1989.
- Shamp, S.A. (1989). "Electronic Journals and Advancement in the Field." International Communication Association, New York, NY, May, 1989.
- Shamp, S.A. (1989). "The Impact of Electronic Communication on Convention Communication." Broadcast Education Association, Las Vegas, NV, April, 1989.
- Fletcher, J. & S.A. Shamp. (1989). "A User-driven Approach to Computer Software Design." Visual Communication Conference, Salt Lake City, UT, June, 1989.
- Shamp, S.A. (1988). "The Information Gap: Cultural Definitions of Information." Popular Communication Association, Montreal, April, 1988.
- Shamp, S.A. (1987). "There is a Megalomaniac on the Phone -- It Must Be For You, HAL." Popular Communication Association, Atlanta, GA, April, 1988 .
- Shamp, S.A. (1986). The Dissolve as Screen Transition. Western Speech Communication, Sacramento, CA, February, 1986.
- Shamp, S.A. & E.C. Netzhammer. (1986). Mavericks, Morals, Machines: The Computer Culture in Film. Popular Culture Association, Atlanta, GA, April 1986.

Grants

- "Cloud-in-a-Box Product Development: VentureLab." (2004) Georgia Research Alliance, \$35,000.
- "Mobile Media Consortium." (2004). \$385,000. Industry Consortium: HP, Intel, McDonalds, Cingular, BelAir Networks, Air2Web, AppForge, Executrain, Xcellenet, Nokia, Georgia Research Alliance. [MOBILE MEDIA CONSORTIUM]
- "Digital Content Cluster: Wireless Research" (2002). \$200,000. Georgia Research Alliance.
- "A Live Performance Simulation System: Virtual Vaudeville." (2001). \$900,000. National Science Foundation, Co-Principal Investigator. [NEW MEDIA INSTITUTE]
- "Digital Content Cluster Research." (2001). \$480,000. Georgia Research Alliance. [NEW MEDIA INSTITUTE] [WIRELESS ATHENS GEORGIA ZONE PROJECT]
- "Athens New Media Synergy Center Startup." (2001). \$24,700. Georgia Research Alliance. [NEW MEDIA INSTITUTE]
- "UGA Rides the Celtic Tiger: New Media Collaborations in the Republic of Ireland and Northern Ireland." (2001). \$2500. International Development Education Awards, UGA Office of Public Service and Outreach
- "Digital Content Creation, Distribution, and Evaluation." (2000). \$250,000. Georgia Research Alliance. [NEW MEDIA INSTITUTE]

- "Webcast Studio Creation." (2000). \$52,000. Georgia Research Alliance.
- "BellSouth New Media Institute Grant." (2000). \$5,000. [NEW MEDIA INSTITUTE]
- "Creating a Climate of Inquiry Online." (1999). \$58,000. Office of the Provost and Senior Vice President of Academic Affairs. Creation of collaborative and scheduling software for the University of Georgia 2001 Self-Study. [DOWDEN CENTER]
- "Online Strategic Planning." (1999). \$9,500. Office of the Vice President for Strategic Planning. Creation of an internet Information and collaboration software for University of Georgia. [DOWDEN CENTER]
- "Remote Streaming Stations." (1998). \$8,000. Office of the Vice President of Academic Affairs. Creation of portable computer/video/audio systems for broadcasting on the Internet. [DOWDEN CENTER]
- "Multimedia Production Facility Renovation." (1997). \$15,000. Office of Vice President of Academic Affairs, UGA. [DOWDEN CENTER]
- "Multimedia Communication Laboratory." (1996). \$50,000. Office of Vice President of Academic Affairs, UGA. [DOWDEN CENTER]
- "Multimedia Teaching Facilities." (1996). \$91,000. Office of the Vice President of Academic Affairs, UGA. [GRADY COLLEGE]
- "College-Wide Multimedia Instruction." (1996). \$25,000. Office of the Vice President of Academic Affairs, UGA. [GRADY COLLEGE]
- "TourGA: Development of Web Sites for Georgia Tourism." (1995). \$4,800. Georgia Department of Industry Tourism and Trade. [DOWDEN CENTER]
- "Vexpo: Development of Web Site on Athens Culture." (1995). \$5,500. University of Georgia Humanities Center.
- "Telecommunication Instruction CD-ROM," 1994, \$1,500. Office of the Vice President for Academic Affairs, University of Georgia. To produce a CD-ROM containing teaching materials for telecommunication courses.
- "Internet Databases." 1994. \$2,000. Principal Investigator. Peabody Awards, Cox International Center, and Dowden Center for Telecommunication Research. To establish and operate Internet database systems.
- "Electronic Newspapers." 1993. \$80,000. Technology Manager. Cox Institute for Newspaper Management. Establish a prototype online electronic newspaper and investigate user perception of the system.
- "HyperLearning Laboratory and Software," 1991, \$19,000, Principal Investigator, Office of the Vice President of Academic Affairs, University of Georgia. To establish a laboratory for interactive computer/video learning technology.
- "Television Portrayals of Persons with AIDS and Viewer Empathy." 1991. \$3,000. Principal Investigator. Institute for Behavior Research, University of Georgia. To develop a schedule and plan for extramural funding for media-related AIDS research.
- "HyperMedia Learning Systems," 1989, \$2,000, Principal Investigator, Office of Instructional Development, University of Georgia. To develop computer-based interactive learning software to be used in teaching AIDS and the Media course.
- "Packaging an Epidemic: Television Coverage of AIDS." 1989. \$4,900. Principal Investigator. University of Georgia Research Foundation. To investigate television portrayals of AIDS and people with AIDS and their impact on viewers.
- "Computer Research Development Laboratory." 1988. \$8,000. Principal Investigator. University of Georgia. To establish a computer laboratory for the purpose of conducting mass media research.

"Consumer Acceptance of Caller Identification Services." 1988. \$1,200. Principal Investigator. Bell South Services. To determine the variables which influence consumer acceptance of proposed caller identification services.

Presentations and Workshops

- "Lessons from the WAGZone." (2005). City-County Communications and Marketing Association. Atlanta, GA, August, 2005.
- "Municipal WiFi Deployment." (2005). Computer Human Interface Forum of Oregon. Portland, OR, August 2005.
- "Wireless Content Development," (2005). Wireless Technology Forum. Atlanta, GA, July, 2005.
- "College Students Wireless Use: What are they doing on that cell phone?" (2004). Wireless Technology Forum. Atlanta, GA, November, 2004.
- "Wireless Applications." (2004). Atlanta Telecomm Professionals. Atlanta, GA, June, 2004.
- "WiFi and Security." (2004). Wireless Technology Forum. Atlanta, GA, May, 2004.
- "Mobile Technology Enabling Learning in a Liberal Arts Environment." (2004). HP Higher Education Summit. Cupertino, CA, April, 2004.
- "Product Development in the WiFi Space." (2004). Wireless Technology Forum, Atlanta, GA, April 2004.
- "Wireless Primer." (2004). The Fourth Annual Mayor's Technology Summit. Atlanta, GA, March, 2004.
- "The Mobile Media Consortium." (2003). National University Telecommunications Network. Athens, GA, December, 2003.
- "Wireless Opportunities in Education." (2003). Teaching and Learning with Advanced Technologies Conference. Athens, GA, March, 2003.
- "The Ubiquity of Broadband Applications with WiFi." (2003). Business and Technology Alliance. Atlanta, GA, May, 2003.
- "Technology Commercialization, Economic Development, and Tenure: A Cautious Alignment of Goals and Values." (2002). National Association of State Universities and Land-Grant Colleges. Chicago, IL, November, 2002.
- "The New Media Family: The Challenge of Change." (2001). Internet Excellence 2001. University of Alabama, Huntsville, AL, April, 2001.
- "9 to 9: Athens New Media." (2001). Daylong conference on new media in Athens. New Media Institute, Athens, GA, November, 2001.
- "The Back of the Book: Arts, Journalism, and the University." (2000). Year 2020: The Research University in a Global Society. UGA Center for Humanities and Arts. Athens, GA, January, 2000.
- "The Athens New Media Experience." (2000). Event exploring new media opportunities in Athens. Athens, GA, April, 2000.
- "The State of Distance Learning at UGA." (2000). UGA Strategic Planning Advisory Committee. Athens, GA, November, 2000.
- "The Challenge of Change." (2000). TBS Superstation Technology Summit, Turner Communications. Atlanta, GA, May, 2000.
- "Building the New Media Hub." (2000). TBS Superstation Technology Summit, Turner Communications. Atlanta, GA, May, 2000.

- "New Media's Challenge for the American Family." (2000). American Association of Family and Consumer Sciences. Gainesville, GA, April, 2000.
- "The New Media Family." (2000). National Association of Broadcasting Community Affairs. Boston, MA, August, 2000.
- "The New Media Newspaper: Using technology to create new communication experiences." (2000). Cox Institute for Newspaper Management. Athens, GA, May, 2000.
- "Creating Community: Technology and Broadcasting." (1999). National Association of Broadcasting Community Affairs. Minneapolis, MI, April, 1999.
- "Online Film: State of the Art." (2000). Kudzu Film Festival. Athens, GA, April, 2000.
- "Streaming Media in Instructional Settings." (1999). Workshop for Clayton College and State University Faculty. Jonesboro, GA, March, 1999.
- "Corporate New Media." (1999). Corporate Internet Conference, University of Georgia. Athens, GA, February, 1999.
- "Streaming Media In Distance Education." (1999). Governor's Conference on Distance Learning. Athens, GA, March, 1999.
- "Streaming Media: The Internet's True Multimedia." (1998). Georgia University System Computing Conference. Eatonton, GA, November, 1998.
- "Magazines Online." (1998). Presentation to the Georgia Magazine Editorial Board. Athens, GA, June, 1998.
- "Streaming Media Technologies in the Classroom." (1998). Presentation for the Georgia University Systems Governor's Teaching Fellows. Athens, GA, May, 1998.
- "High Technology in Public Relations." (1997). Grady College PR Day. Athens, GA, April, 1997.
- "Newspapers Online: Getting Your Product on the Web." (1997). 2 Day Workshop for the Southeastern Newspaper Publishers Association, University of Georgia.
- "Getting Hits: Attracting the Web Viewer." (1996). Fox Valley Advertising Club. Osh Kosh, WI, March, 1996.
- "Web Based Instruction." (1996). Southern Deans and Vice Presidents of Agriculture. Savannah, GA, March, 1996.
- "Teaching on the World Wide Web." (1996). UGA Technology Expo. University of Georgia, Athens, GA, October, 1996.
- "Internet Teaching." (1996). Interactive Systems on Campus, University of Georgia. Athens, GA, September, 1996.
- "Campus Media on the Internet." (1995). National Association of College Broadcasting. Athens, GA, October, 1995.
- "Teaching with Multimedia." (1995). Teleconference for the Office of Disability Services, University of Georgia. Athens, GA, October, 1995.
- "Teaching with the Web." (1995). Interactive Learning Systems on Campus, University of Georgia. Athens, GA, November, 1995.
- "The ProtoPaper Project." (1995). Journalism Alumni Association and Advisory Board. University of Georgia, Athens, GA, September, 1995.
- "Mosaic and the World Wide Web." (1995). Foundation for American Communications Executive Staff. Athens, GA, April, 1995.
- "Mosaic and Teaching: Making the Internet Work for You." (1995). Office of Instructional Development, University of Georgia. Athens, GA, February, 1995.
- "The Grady World Wide Web Server." (1995). University of Georgia Public Service Day. Athens, GA, April, 1995.

- “Tourism on the World Wide Web.” (1995). Georgia Industry Tourism and Trade. Helen, GA, March, 1995.
- “Athens and the Internet.” (1994). BellSouth Regional Account Managers. Atlanta, GA, February, 1994.
- “Teaching Via the World Wide Web.” (1994). Athens-Clarke County Board of Education Computer Committee. Athens, GA, July, 1994.
- “World Wide Web Databases.” (1994). Atlanta Paralympic Organizing Committee. Athens, GA, May, 1994.
- “The Athens Internet Project.” (1994). Athens96 Olympic Planning Committee. Athens, GA, November, 1994.
- “Athens Internet Multimedia Databases.” (1994). Athens Convention and Visitors Bureau. Athens, GA, October, 1994..
- “CD-ROM Technology.” (1994). President’s Task Force on Technology, University of Georgia. Athens, GA, November, 1994.
- “Hypermedia/Multimedia.” (1993). East Coast Chief Academic Officers Association. Athens, GA, March, 1993.
- “Hypermedia/Multimedia.” (1993). Executive Officers of the Government of Verona, Italy. Athens, GA, May, 1993.
- “New Multimedia Technology.” (1993). Community Newspapers Inc. Athens, GA, May, 1993.
- “So you want QuickTime?” (1992). Workshop for Interactive Learning Systems on Campus (ILSOC), University of Georgia. Athens, GA, September, 1992.
- “Multimedia in Mass Communication Instruction.” (1992). Workshop for the Department of Communication, State University College at Buffalo. Buffalo, NY, May, 1992.
- “HyperLearning.” (1991). Presentation for Office of Instruction Development, University of Georgia. Athens, GA, March, 1991.
- “Multimedia Learning Systems.” (1991). Bertelsmann Foundation Steering Committee for Athens Academy. Athens, Georgia, August, 1991.

Consulting and Service

Wireless Technology Forum, Advisory Board
Wireless Internet Institute, Awards Committee
Governor’s Technical Advisory Group for Multimedia, Steering Committee
International Digital Media and Arts Association, Executive Board
Journal of International Media and Arts, Editorial Board
Steering Group for Digital Media Future, Georgia Research Alliance
Georgia Research Alliance Scientific Advisory Board
Digital Content Cluster, Georgia Research Alliance, Director
Senator Paul Coverdell’s Internet Advisory Committee
United Parcel Service, Community Affairs External Consultant
First Union, External Consultant
Turner Broadcasting, External Consultant
Coca-Cola, External Consultant
What’s Up Interactive, External Consultant
VivaLogic, External Consultant
Snapper Mower Corporation, External Consultant

Software Development

The Cloud Patent (7/1/07) US#7,239,871 B2

Wireless communication of context sensitive content, systems methods and computer program product.

“The Cloud Trademark” (2007). (78/500,936)

Cloud-in-a-Box (2004)

Co-Principal Investigator on a software system that allows wireless zones to quickly develop location sensitive information resources.

Press Monitoring Intranet System (2001)

Software that allows press clippings to be entered into a database via the web for distribution via the web.

Active Server Page Wizard (2001)

System to facilitate the development and implementation of web databases using Active Server Page technology.

Online Database for College of Journalism (1998)

Online information databases to deliver information about the College of Journalism, its centers and programs.

Online Program Testing (1996)

An interactive Internet system used in testing graphic and audio program segments.

Computer Assisted Video Analysis System (CAVAS) (1994)

A computer/interactive-video research tool used in content analysis of videotaped materials.

The Computer Call-Out System (1993)

An automated computer research tool for testing of audio and video program segments.

Achievements in Instruction

Richard B. Russell Undergraduate Teaching Award, 1995

One of 3 UGA professors recognized for excellence in undergraduate teaching.

Lilly Teaching Fellow

One of seven junior faculty selected as a Lilly Teaching Fellow.

Outstanding University Teacher

Selected as the Outstanding University Teacher from the College of Journalism and Mass Communication in 1992 and 1993.

Curriculum Development

Developed the Mobile Media Scholars program (2004)

Year-long program of study for UGA New Media students performing research and developing prototypes for mobile media.

Developed Technology Summer Camp for UGA Office of Institutional Diversity (2003)

A series of workshops and classes for 40 underprivileged junior high school students.

Developed the New Media Interdisciplinary Certificate program (2000)

Program allowing students to develop technology skills and expertise.

Developed the Masters of Internet Technology program. (1999)

Served on the Executive Committee for the interdisciplinary program shared between the New Media Institute, Management Information Systems, and Computer Science.

Developed and taught new media courses

- TELE 4290 – Digital Media Production (1994)
- NMIX 2020 – Introduction to New Media (2000)
- NMIX 4110 – New Media Production (2000)
- NMIX 4111 – New Media Design (2002)
- NMIX 4200/6200 – New Media Technologies (2000)
- NMIX 4220/6220 – New Media Topics I (2000)
- NMIX 4221/6221 – New Media Topics II (2000)

- NMIX 4310 – Rich Media Production (2000)
- NMIX 4320 – New Media Evaluation and Usability (2002)
- NMIX 4490/6490 -- New Media Directed Study (2000)
- NMIX 4510/6510 -- New Media Capstone (2000)
- NMIX 5410 – Rich Media Studio (2000)

Developed and taught a special topics course, "AIDS and the Media" (Spring, 1991)

First course in the country to focus exclusively on the media's role in the AIDS crisis.

Chaired the University Curriculum Committee of the University Council (1992-1993)

Innovative Instruction

Developed and directed Mobile Media Scholars program (2003)

Developed and directed the Interdisciplinary Certificate in New Media Studies (2000)

National Education Software Award (1992)

Award by AuthorWare (a multimedia software company).

Helped establish Interactive Learning Systems on Campus (ILSOC) (1991)

UGA support group for interactive teaching approaches.

University Service

National Outreach Scholarship Conference Planning Committee (2004)

Provost's Task Force for Pre-Collegiate Experience (2003)

University Strategic Planning Committee (1999)

UGA Athletic Association (1998)

Chair, Executive Committee of University Council (1997)

Chair, University Curriculum Committee (1992)