

VITA

Reginald Owens

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Education

Ph.D. in Journalism, University of Texas at Austin, 1993, Department of Journalism.

Courses in departments of journalism, advertising, radio-TV-film, marketing, curriculum and instruction, and educational psychology.

Research interests

- The historical and political development of the African-American press.
- The communication environment of minority communities.

Dissertation

The African-American Press as Response to Oppression: Trends in Formation and Circulation

Dissertation Adviser: Dr. Stephen D. Reese

Master of Science in Advertising, University of Illinois - Urbana, 1972, Department of Advertising. Courses in advertising management, advertising creative strategy, journalism, graphic design and popular culture.

Bachelor of Science in Journalism (Minor: Art), Louisiana Tech University, Ruston, 1970,
Department of Journalism.

Academic positions

Louisiana Tech University (1997 - present)

Ruston, La.

Associate professor, F. Jay Taylor Endowed Chair of Journalism, Department of Journalism.

Teach undergraduate journalism and graduate liberal arts courses – writing, civic journalism, and media and culture.

Grambling State University (1988 - 1997)

Grambling, La.

Publication director, The Gramblinite. Supervised production of 6,000 circulation weekly newspaper distributed on campus and in the community. Advised student staff; implemented staff training; managed \$110,000 yearly operations budget; coordinated advertising accounts including sales, billing and account management; supervised maintenance of computer network, photography laboratory and cameras, and office equipment; and supervised full- and part-time staff of seven.

Associate professor. Department of Mass Communication. Taught undergraduate and graduate classes in journalism, public relations and advertising.

Texas Southern University (1975 - 1988), Houston, *Assistant professor of journalism*, Department of Communication.

Other academic positions

University of Texas (Summer 2002). *Visiting professor (Visiting lecturer, Fall 2001, School of Journalism)*.

University of Texas (1991). *Assistant instructor*, Department of Journalism.

Huston-Tillotson College (1991), Austin. *Instructor*, Department of Mass Communication.

Austin (Texas) Community College (1979 -1981). *Instructor*, Department of Marketing.

University of Texas (1979 - 1980). *Teaching assistant*, Department of Journalism.

Courses taught

Louisiana Tech University

- Advanced Reporting
- Advertising
- Civic Journalism*
- Public Relations
- Media and Culture*
- University Seminar

University of Texas

- Feature Writing
- Writing and Editing for the Mass Media

Grambling State University

- Mass Media Writing
- Basic Copy Editing
- Specialized Reporting
- Newspaper Practicum
- Advertising in the Media*
- News Writing and Editing
- Public Relations
- Introduction to Mass Communication
- Introduction to Advertising

Texas Southern University

- Advertising Creative Strategy I & II
- Advertising and Public Relations Management
- Advertising Media Planning
- Public Relations
- Public Relations Strategy
- Editorial Writing
- Introduction to Reporting
- News Editing
- Intermediate Reporting
- History and Ethics of Journalism
- News Media Relations and Publicity
- Research Methods
- Introduction to Mass Communications
- Theories of Advertising*
- Investigative and Interpretative* Reporting
- Publication Management*
- Advertising Campaigns*

Huston-Tillotson College

- Print Layout and Editing

Austin Community College

- Public Relations
- Principles of Marketing
- Advertising
- Retailing

* Graduate courses

Related media experience

Op-ed page contributor, The News-Star, Monroe, La. and The Times, Shreveport, La. (1989-present).

Freelance writer (2002), Texas Parks and Wildlife Magazine, Austin, Texas.

Contributing reporter (1996 - 1998), Register, Mobile, Ala.

Reporter (Summer 1995), Times Picayune, New Orleans.

Reporter (Summer 1992), The Tennessean, Nashville.

Guest editor (1990 - 1992), Nokoa The Observer, Austin, Texas.

Newsroom intern (Summer 1991), Austin American-Statesman, Austin, Texas.

Managing editor (1984 - 1988), The Informer and Texas Freeman, Houston.

Reporter (1981 - 1984), The Informer and Texas Freeman, Houston.

Reporter (Summer 1984), The Philadelphia Tribune, Philadelphia.

Advertising assistant (1974 - 1975). Southwestern Bell Telephone Company, Houston.

Associate editor and information assistant (1973 - 1974), Telephone Times, Southwestern Bell, Department of Public Relations, Houston.

Reporter (1972 - 1974), Houston Post.

Editorial assistant (1971 - 1972), The Illinois Veterinarian magazine, Urbana, Ill.

Awards and honors

2001 Merv Aubespin Award for Contributions to Mass Communication Education, national award presented by the Black College Communication Association.

2001 National Federation of Press Women Awards: Third Place, Speeches.

2001 Louisiana Press Women Awards: First Place, Speeches; Honorable Mention, Editorials.

2000 National Federation of Press Women Awards: Third Place, Speeches.

2000 *Louisiana Press Women Awards*: First Place, Speeches.

1999 *National Federation of Press Women Awards*: Honorable Mention, Speeches.

1999 *Louisiana Press Women Awards*: First Place Editorial; Second Place Editorial; First Place Speeches; and Second Place Features.

1998 *Louisiana Press Women Awards*: First Place, Research Individual Achievement; First Place, Four-color magazine; Third Place, Faculty Adviser; and Honorable Mention, Feature Story.

1997 *Journalism Educator of the Year*, presented by the Youth Journalism Congress at the annual convention of the Region XII Society of Professional Journalists at Tennessee State University, Nashville.

1996 *Journalism Educator of the Year*, presented by the Southeast Journalism Conference, Jackson, Miss.

1996 *Freedom Forum Professor Publishing Fellowship*.

1995 *Institute for Journalism Excellence Fellow*, American Society of Newspaper Editors (funded by the John S. and James L. Knight Foundation). At the Times Picayune in New Orleans.

1994 *Freedom Forum Faculty Fellow*. At The Tennessean in Nashville.

1990-1992 Reader's Digest *Scholarship*, University of Texas.

1991 *Scripps Fellow*, Minority Journalism Educators Fellowship Program, American Press Institute.

Texas Gulf Coast Press Association Awards. 1988: Second place for news writing and second place for editorial writing; 1987: First place for editorial writing and second place for news writing; 1986: First place for editorial writing, news writing and community service.

1985 *National Newspaper Publishers Association Award*. Second place for community service.

1985 *Houston Police Community Service Commendation*. For Texas Southern University journalism class project, presented along with students for work on initiating Houston Police Department annual March on Crime community awareness program.

1984 *T. Thomas Fortune Fellowship Award*. National Newspaper Publishers Association competitive fellowship awarded to encourage interaction between journalism faculty at predominantly African-American universities and newspapers. Funded by Miller Brewing Company.

1981 *Danforth Foundation Fellowship*, University of Texas.

1981 *W.K. Kellogg Foundation Scholar*, University of Texas.

1980 Induction, Phi Kappa Phi Honor Society, University of Texas.

Professional development

Short Course (2000), News Writing, sponsored by the Southern Newspaper Publishers Association Foundation, Durham, N.C., July.

Participant (2000), Freedom Forum Technology Conference for Journalism Educators, The Freedom Forum Pacific Coast Center, San Francisco, March 25 to 29.

Short Course (1999), Connecting with Our Communities conference on civic journalism sponsored by the Southern Newspapers Publishers Association Foundation, Savannah, Ga., Dec. 5 to 7, 1999.

Computer Software Short Courses 1993 to present: PowerPoint I and II, Blackboard I, II and II, and Access at Louisiana Tech Continuing Education; Macintosh troubleshooting and teaching the Macintosh at MacAcademy, New Orleans; Beginning and Intermediate QuarkXpress desktop publishing at Capstone Communications, Dallas; and Aldus Freehand and Adobe Illustrator computer illustration at Southern Newspaper Publishers Association Foundation workshop at University of North Carolina, Chapel Hill.

Faculty Presenter (1995), Dow Jones Newspaper Fund Copy Editing Seminar for Professors from Historically Black Colleges and Universities, Princeton, N. J., February.

Fellow (1995), one-week journalism workshop for fellows in the American Society of Newspaper Editors Institute for Journalism Excellence, American Press Institute, Reston, Va. June, 1995.

National Competitive Teaching Fellowships at Poynter Institute for Media Studies; News writing at Historically Black Colleges, 1991; and College Newspaper Advisers Seminar, 1989.

Professional presentations and papers

Faculty (2004), Topic: "Avoiding Racial Land Mines in the Media," as part of the Southern Newspaper Publishers Association Foundation Traveling Campus, Baton Rouge, June 22.

Faculty (2001 to present), "Diversity Issues in Journalism," American Society of Newspaper Editors Institute for High School Journalism Teachers, University of Texas at Austin.

Presenter (2002), panel titled "Legal issues for student journalists," National Association of Black Journalists regional meeting, Baton Rouge, La., March.

Presenter (2001), panel titled "Building New Connections." Outlined civic journalism class project for professional journalists at the National Association of Black Journalists annual meeting, Orlando, Fla., July.

Presenter (2001), paper titled "Community and communication: The role of journalism in civic engagement. Liberal Arts Research Symposium, Louisiana Tech University.

Presenter (2001), Civic Journalism Interest Group panel, Association for Education in Journalism and Mass Communication annual meeting, Washington, D.C., August.

Speaker (2000), "State of the Black College Press," Freedom Forum First Amendment Center, Nashville, Feb. 11.

Presenter (1999), Dow Jones Newspaper Fund Copy Editing Seminar for Professors from Historically Black Colleges and Universities, New Orleans, August 8.

Presenter (1999), panel on Race and Gender sponsored by the Viscom Division and the Standing Committee on Women, Association for Education in Journalism and Mass Communication convention, New Orleans, August 7.

Presenter (1999), "Inclusivity: A Crucial Business Strategy for the New Millennium" workshop, Howard University, Washington, D.C., April 1.

Guest lecturer and civic journalism project director (1996), Zambia Mass Communication Institute two-week course "In-depth and Enterprise Reporting: Civic Journalism in the urban setting." Directed civic journalism project with professional journalists in Lusaka, Zambia funded by the United States Agency for International Development, Dec. 2 to Dec. 13.

Presenter (1996), Southeast Journalism Conference panel: "Copy Editing," Jackson, Miss., Feb. 26.

Guest lecturer (1995), Zambia Mass Communication Institute two-week course "Basic Writing for Journalists," Lusaka, Zambia funded by the United States Agency for International Development, Oct. 9 to Oct. 20.

Presenter (1995), Chips Quinn Scholars Orientation, panel on "Pearls from the ivory tower," Freedom Forum, Arlington, Va., May 20.

Presenter (1995) American Collegiate Press-College Media Advisers National College Media Convention panel: "Recruiting and retaining a diverse staff," Nov. 3-6.

On-Air political analyst (1995), Louisiana gubernatorial primary elections, KNOE-TV Channel 8, Monroe, La., September.

Presenter (1994), Association for Education in Journalism and Mass Communication conference, panel sponsored by the Communication Theory and Methodology, and the Minorities and Communication divisions, Aug. 10, Atlanta.

Presenter (1993), Association for Education in Journalism and Mass Communication conference, Qualitative Studies Division paper: "The African American Press: Counter Ideology and the Revolutionary Process," Kansas City, Mo. Aug. 11-14.

Moderator (1993), Association for Education in Journalism and Mass Communication conference, Minorities and Communication Division and Commission on Status of Women panel, Kansas City, Mo., Aug. 11-14.

On-air political analyst (1992), Louisiana congressional elections, KNOE-TV Channel 8, Monroe, La., October.

Presenter (1992), International Communication Association conference paper: "Ideological Disputes in the African American Press and Social Structure," Miami, May 21-25.

Presenter (1992), Association for Education in Journalism and Mass Communication conference paper: "The African-American Press as Response to Oppression: An Analysis of Ownership, Circulation and Social Context," Montreal, Aug. 5-8.

Moderator (1992), Association for Education in Journalism and Mass Communication conference refereed paper panel sponsored by the Minorities and Communication Division, Montreal, Aug. 5-8.

Presenter (1992), Association for Education in Journalism and Mass Communication conference, Minorities and Communication Division and Association of Black College Journalism and Mass Communication Programs panel: "Teaching Writing: Innovative Approaches from Historically Black Colleges," Montreal, Aug. 5-8.

Presenter (1992), Association for Education in Journalism and Mass Communication conference, History Division, Visual Communication Division and Commission on the Status of Women teaching panel: "Celebrating Our Differences: Undoing Bias in Content and Teaching." Presentation topic: "Breaking the Glass Ceiling: New Definitions for Journalism Diversity in the 21st Century," Montreal, August 5-8.

Guest faculty (1992), Poynter Institute for Media Studies College Newspapers Advisers Workshop, St. Petersburg, Fla., June.

Moderator (1990), Southeast Journalism Conference panel: "Disaster Reporting," Nashville, February.

Moderator and presenter (1989) Mass Communication Conference, Grambling State University. Made opening presentation and guided discussion on the following topic: "Anatomy of a Riot: How Did the Shreveport Media Treat the Cedar Grove Civil Disorder?" March.

Television news talk show panelist (1985-1988), appeared on the following Houston television channels: KRIV (Channel 26), KHOU (Channel 11) and KTRK (Channel 13).

Presenter (1988), Intercultural Conference for paper with Omowale Luthuli: "The Impact of the Apartheid Protest Movement on U.S. Media Coverage of Southern Africa," Texas Southern University, Houston, March 28.

Presenter (1986), Speech Communication Association conference for paper: "Communicating the South African Issue: Protest Strategies in the American Black Community," Chicago, Nov. 13-16.

Presenter (1983), Communication and Culture Conference paper: "Communications Consequences of Oppression: Analysis of Ownership and Circulation Trends of Black Publications," Temple University, Philadelphia, March 24-26.

Presenter (1982), International Communication Association conference paper: "Traditional Media in the Revolutionary Process," Boston, May 1-5.

Publications/Projects

Book in progress (2002) *Black Press Survival: Trends in Formation and Circulation*. In negotiations with publisher Lawrence Erlbaum Associates.

Reporter (2002) "Slavery: The Untold Story" in Texas Parks and Wildlife Magazine, February.

Project director and instructor (2001), Civic Journalism Project, a class conducted in conjunction with reporters and editors from The News-Star newspaper of Monroe, La. to investigate issues in the education system of Monroe. Funded by an \$18,000 grant from the Pew Center for Civic Journalism, Spring Quarter.

Book Chapter (2001). "Gambling, the City" in Vignettes of the Past: Celebrating Grambling State University's Centennial, edited by Doris Dorcas Carter.

Project director and instructor (2000), "Media and Culture" Summer Teacher Institute in the Humanities, Louisiana Tech University, Department of Journalism. Funded by a \$30,000 grant from the Louisiana Endowment for the Humanities, Summer Quarter.

Narrator and script writer (1999), "The History and Legacy of Gambling." Documentary on the history of the Gambling community. Produced and aired by KNOE-TV, Monroe, La., February.

Principal investigator (1998 to 2000), National Survey of Historically Black College Newspapers. Project funded by the Dow Jones Newspaper Fund.

Project editor, (2002 and 1997), Grambling, Louisiana magazine published by the Grambling Chamber of Commerce. Also wrote main article on the history of the City of Grambling and related articles.

Book chapter (Sage, 1996). "Entering the 21st Century: Oppression and the African-American Press" in African-Americans and Mass Communications: Contemporary Issues, edited by Venice Berry and Carmen Manning-Miller.

Book review in *Journalism Quarterly*, Spring 1994: The Black Press in Mississippi, 1865 to 1885 by Julius E. Thompson.

Book reviews in *Journalism Quarterly*, Winter 1992: Black Journalists in Paradox by Clint Wilson and Origins of the Black Press: New York, 1827-1847 by Bernel Tripp.

"The T. Thomas Fortune Fellowship Experience: Building a Bridge of Cooperation between the Black Press and the Black University," 1985. Pamphlet published and distributed by Miller Brewing, Co. to African-American newspapers and universities.

Public service

Speaker (2004), Career Day, Athens and Pineview high schools in Claiborne Parish, April 6.

Member (2003), Advisory Committee on Curriculum Development for the Master of Science in Criminal Justice Journalism, School of Public Communication and College of Criminal Justice, Sam Houston State University, Huntsville, Texas.

Member (2001 to present), Curriculum Advisory Committee for the Freedom Forum Institute for Newsroom Diversity at the First Amendment Center, Vanderbilt University, Nashville, Tenn.

Keynote speaker (2001), dedication of the Joliet Arsenal Explosion Monument at the entrance to the Abraham Lincoln National Cemetery, Joliet, Ill., June 9.

Member (2001 to present), Booker T. Washington Magnet (High School) Components Advisory Board Committee, Shreveport, La.

Keynote speaker (2000), The Grambling (La.) High School All-Class Reunion, July 6.

Keynote speaker (2000), Kappa Alpha diversity workshop, Multi-cultural Affairs Committee, Louisiana Tech University, Oct. 16.

Keynote speaker (2000), Annual Banquet, Human Relations Club, Wade Correctional Center, Homer, La. June.

Judge (1999 to 2001), Dow Jones Newswires Competition.

Judge (1996-1999), A. Phillip Randolph Messenger Awards presented by the National Newspaper Publishers Association.

Historian (1996 to present), Alpha Phi Alpha Fraternity, Upsilon Kappa Lambda Graduate Chapter, Grambling.

Keynote speaker (1998), Society of Professional Journalists, Region 12 Convention, sponsored by Arkansas Professional Chapter, Little Rock, April.

Judge (1995), The Times All-American Academic Team. Winners from this competition compete to be named to the USA Today All-American Academic Team, Shreveport, April.

Editor (1995), Alpha News souvenir program and magazine, Annual Alpha Phi Alpha State Conference, Grambling and Ruston, La., Jan. 27-28.

Project coordinator (1991), Worked with GSU mass communication students to conduct research, write and layout 8-page Black History Month tabloid newspaper for Lincoln Parish Chapter of NAACP.

Professional and university service

Director, Dow Jones Newspaper Fund Board of Directors, 1995 to present.

Co-organizer, Black History Month symposia titled "Resistance and empowerment: Black politics in North Louisiana during the Civil Rights Era," February, 2004.

Director, National Summer Internship Program, Black College Wire, 2004

Member, Annual Martin Luther King Ecumenical Service Committee, 2003 to present

High School Journalism Program Director, Athens High School, 2002 to present.

Member, NCAA Interim Report Committee, Louisiana Tech University, Fall 2002 to Spring 2003.

Public Relations Intern Coordinator, Grambling Chamber of Commerce Juneteenth Heritage Festival, 2002.

Assistant Contest Coordinator, Southeast Journalism Conference, 1999-2000.

Chapter co-adviser, Lincoln Collegiate Chapter of the Society of Professional Journalists, Grambling State and Louisiana Tech universities, 1995 to present.

Member, advisory board, American Society of Newspapers Editors 1996 Institute for Journalism Excellence.

Member, Freedom Forum Historically Black Colleges and Universities Journalism Task Force, 1996.

Editor, Minorities and Communication Division newsletter, Association for Education in Journalism and Mass Communication, 1997; 1992-1994.

Memberships

Association for Education in Journalism and Mass Communication

Southeast Journalism Conference

National Association of Black Journalists

Society of Professional Journalists

Louisiana Press Association

Alpha Phi Alpha Fraternity, Inc.

National Association for the Advancement of Colored People