

Dr. Judith Roberts, Department of Communication and Media Studies

Virgil Orr Undergraduate Junior Faculty Award Nomination 2020

It is an honor to be chosen to represent my college as the Virgil Orr Junior Faculty Award nominee. I appreciate the time my peers are spending to look over my packet and considering me for this honor.

I. Teaching Philosophy

Learning is a lifelong discipline. I, with a terminal degree, have not finished learning in this communication discipline, and I want my students to appreciate and experience joy in research, scholarship, and service. The majority of my upper-level classes accentuate this through real-world service learning, such as my COMM 440: Social Media class. I taught this class twice this past year, and my students created practicable and creative social media campaigns for Ruston Farmers Market, the Lincoln Parish School Board's French immersion program, Railway Coffee, and Tech's own BARC Commons program. This is a class where my students stretch the limits of what they have learned over the past four years and see their ideas actually put into practice with real nonprofits and companies. It is a service to the community, yes, but it is a confidence booster to these students who will soon implement their academic knowledge in their future careers. Tech is committed to creative activity, public service, and a high quality of teaching. These are qualities I want to bring to the classroom. I seek assistance from peers across the country who have taught similar classes as mine, and my colleagues can attest to my excitement at planning and teaching every quarter. Every quarter I go into class looking to modify the curriculum; especially in my discipline, the technology uses and applications change rapidly, and I want to stay current in my teaching.

We talk about the Tech family and the tenets of Tech, and those are elements I believe in, not just for the workplace but personally, as well. I want to support my colleagues, to encourage innovation in our department, and to support our students as they matriculate through the program. I want the community to see what our university and our students and faculty can do to improve the lives of those around us. We have so much talent on campus, and it truly is a joy to be a part of something great.

Additionally, I am highly active in the university and community in general. I have represented the College of Liberal Arts as a senator in the University Senate for the past four years and was appointed by Dr. Les Guice to serve on the Athletics Council. I also serve as social media strategist for Temple Baptist Church's plant, The Springs. That social media strategy has been highly successful in the church plant's ministry. For example, our first video shared to The Springs' Facebook page had more than 10,000 organic (non-paid) views in 24 hours – with fewer than 100 followers at that time. Through my work with The Springs and my course in social media, my research, which has been published in books and in which I have given local and international presentations, has delved into social media strategy and practices as well as looking over the social media accounts of politicians and well-known evangelicals.

Lastly, I would be remiss if I did not mention the coronavirus. That hit us as a global community hard, and it tremendously impacted our Tech family. I have missed my students and colleagues over the last month. As beneficial as technology is – and hasn’t it been wonderful during this time! – it is hard to recreate the interaction that occurs through face-to-face contact. However, I have sought to inspire my students more, by taking my own initiative and setting up Zoom and telephone conversations with them and encouraging them through this time. Like we all have done, I have allayed fears, offered recourse for problems, and walked virtually hand-in-hand with them as they work with clients and on their research projects. None of us wanted Tech to go all online, but it was necessary for our safety. To that end, I am so proud as to how our students, faculty, and staff have handled this pandemic. We are truly #techstrong, and I am so proud to be part of this institution.

II. Selected presentations

- International Organization of Social Sciences and Behavior Research conference, 2020
 - Presented “Renewing and Rebranding: How Social Media Helped Breathe New Life in a Dead Church” online (due to coronavirus outbreak) at the IOSSBR conference
- University of Louisiana System’s For Our Future Conference, 2020
 - Presented “Social Media Innovation: How communication can define strategies and reach goals” to the ULS’s third annual For Our Future Conference.
- BARC Commons Workshop, 2020
 - Was requested to present “Develop Your Social Media Strategy: Research, Reanalyze, Rinse, and Repeat” for a communication workshop with BARC Commons. Will reschedule due to coronavirus outbreak.
- University of Louisiana System Academic Summit, 2018
 - Presented “Encouraging social media strategies for cyber education” in New Orleans
- Popular Culture and American Culture Association Conference, 2015
 - Presented “I’m not a fan of this method: The likes and dislikes of using social media in a small town election”
- Southwest PCA/ACA, 2015
 - Presented “From propaganda to agenda setting: How The Daily Prophet articles echo wartime sentiments and framing and priming techniques” in Albuquerque, New Mexico
- Texas Social Media Conference, 2015
 - Presented “Full circle technology: Links between the past and present media”
- PCA/ACA South, 2015
 - Presented “Interpretant Viewpoints and J.K. Rowling’s Potter Memorial: Transforming a Non-Existing Object in a Fictional World into a Semiotic Object in Wilmington, N.C.”

III. Selected publications

- “The #MeToo Movement Encourages Women Evangelicals to Fight for Equality” Book Chapter in Misogyny and Media in the Age of Trump, published in 2019

- “The Lord Has Sounded the TRUMPets?”: What Do You Say To Young Christians?” Book Chapter in Constructing Narratives in Response to Trump’s Election, published in 2018
- “Commodifying Celebrity: Social media, sensationalism, and how the media plays a role in creating celebrities,” Book chapter in Building Bridges in Celebrity Studies, printed by Waterhill Publishing in March 2016
- Review of “The Magical World of Orson Wells,” published by Technoculture: An Online Journal of Technology in Society in 2016

IV. Evaluations

Quarter	Class	Rating
Winter 2019-20	COMM 311: Copy Editing	4
Winter 2019-20	COMM 440: Social Media	4
Fall 2019	COMM 100: Intro to Mass Media	4
Fall 2019	COMM 202: Media Literacy	3.5
Fall 2019	COMM 400: Media Law & Ethics	4
Fall 2019	COMM 499: Internship	4
Spring 2019	COMM 202: Media Literacy	3.6
Spring 2019	COMM 378: Business & Professional Communication	4
Spring 2019	COMM 420: Civic Journalism	4
Winter 2018-19	COMM 400: Media Law & Ethics	4
Winter 2018-19	COMM 440: Social Media	4
Winter 2018-19	COMM 499: Internship	4
Fall 2018	COMM 100: Intro to Mass Media	4
Fall 2018	COMM 202: Media Literacy	3.9
Fall 2018	COMM 311: Copy Editing	4

V. Service

Louisiana Tech

- Member of Athletics Council, 2014-present
 - * Serving on Academic Subcommittee, 2017-present
- Member of University Senate, 2016-present
- Produced the 2018 Louisiana Tech Lagniappe in three-month timeline
- Served as Chair of the Department of Communication and Media Studies’ Scholarship Committee, awarding two scholarships in the department, 2018
- Served on Louisiana Tech University Truman Scholarship Nominating Committee, 2018-present
- Served as Chair for the School of Communication’s Recruitment and Retention Committee, 2018-2019

- Served on Search Committee to find Publications Specialist in the Department of Communication and Media Studies, 2018
- Served as exit interviewer for graduate students in audiology and speech-language pathology, 2018-present
- Served on Search Committee to find Assistant Professor in the Department of Communication and Media Studies, 2016
- Served on self-study/curriculum communication and media studies sub-committee, 2015-present
- Served on undergraduate program sub-committee, 2015-present
- Served on Continuing Education Committee, 2015-present
- Served on Research Committee, 2015-present
- Guest Lecturer, 2018, Dr. Kerri Phillips' class, "Social Media Marketing Tips"
- Advisor for 17 communication majors.

Selected Service Activities, Professional

- Media Literacy in Higher Education Environments Editorial Advisory Board
- Served on Editorial Advisory Board for the textbook, "Media Literacy in Higher Education Environments," 2017
- The Howard Journal of Communications
- Served as reviewer for the article "Victim Blaming in Twitter Users' Framing of Eric Garner and Michael Brown," 2017
- E! News Online, 2017, served as expert for social media in the article, "Azealia Banks, Rihanna and Celebrity Twitter Feuds: Who Wins, Who Loses and the Surprising Reason We Still Even Care"
- Serve as social media strategist for Temple Baptist Church's community church plant, The Springs
- Invited speaker at Lincoln Parish's Chamber of Commerce's Lincoln Leadership Class and presented, "Raising the Dead: Using Social Media for Local Revitalization" March 2020