

BRYCE J. MCNEIL, Ph.D.
ASSISTANT DIRECTOR FOR STUDENT MEDIA, GEORGIA STATE UNIVERSITY
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EDUCATION

GEORGIA STATE UNIVERSITY, DOCTOR OF PHILOSOPHY, COMMUNICATION, 2009

Dissertation: *Building Subcultural Community Online and Off: An Ethnographic Analysis of the CBLocals Music Scene*

UNIVERSITY OF MAINE, MASTER OF ARTS, COMMUNICATION, 2002

Thesis: *Foot on the Rope: Corporate Apologia and the Discourse of Vince McMahon*

CAPE BRETON UNIVERSITY, BACHELOR OF ARTS, COMMUNICATION 1999

- Received Marjorie Jost Scholarship in May 1999 for excellence in the discipline of Communication.

ADVISORY EXPERIENCE (STUDENT MEDIA)

GEORGIA STATE UNIVERSITY (ATLANTA, GEORGIA)

Student Affairs (Media) Advisor, Student Activities, August 2008-June 2014

Assistant Director for Student Media (Student*University Center), July 2014-present

Duties include: Advisor to GSTV (TV station), *The Signal* (newspaper) and *New South* (literary journal). Providing feedback and criticism to student journalists in their week-to-week work; helping student leaders develop policy manuals; exercising administrative oversight for these organizations such as budget management, membership development/training, adherence to university policies as well as relevant federal, state and local regulations.

Under my new role as Assistant Director, I advise WRAS-Atlanta, student-run radio station for Georgia State University. In total, as Assistant Director, I oversee four teams totaling over 150 students.

Over four years, *The Signal* has received 32 1st place finishes in Georgia College Press Association's (GCPA) "Better Newspapers" contest (Four-Year Division A category, including 1st Place in General Excellence for 2010, 2012, 2013) and 18 Top 10 placements in three years of the Southeast Journalism Conference (including "Best College Newspaper" for 2013). After no placements in Best in Show for ten years, the paper received back-to-back placements (1st, 4th) at the 2012 and 2013 national fall CMA conventions.

GSTV was reactivated after over a year of inactivity in 2008. It began live online streaming in 2010. Panther Report received 3rd place in national David L. Adams Apple Awards for Television Broadcast in 2011. The station received two nominations in the 2012 College Broadcasters Inc. Awards.

The *New South* organization launched a new undergraduate journal (*Underground*) in 2011. Selection from *New South* Volume 3, Issue 1 featured in 2011 *Best American Poetry* anthology.

SERVICE

PLANNING: Served as primary organizer for Modern Media Conference at Georgia State University
September 28-29, 2012, September 27-28, 2013
(Over 30 speakers at each event, over 200 students attended each conference)
Serving as the 2015 President of the Southeast Journalism Conference (February)

ADVISER/CRITIC: College Media Association conference (October 2010-13, March 2011-13)
Georgia College Press Association conference (February 2011-12)

REVIEWER: National Communication Association, Mass Communication division (2011-13)
Southern States Communication Association, Popular Communication division (2011-12)

COMMITTEES: Martin Luther King, Jr. Convocation Planning Committee (2010-present)

MEDIA/RADIO CONFERENCE PARTICIPATION

GEORGIA COLLEGE PRESS ASSOCIATION (GEORGIA PRESS INSTITUTE) Moderator: How to Plan a Mini-Training Conference For Your Staff (for advisors and professionals)	FEBRUARY 7, 2014
COLLEGE MEDIA ASSOCIATION Presentation: DIY: How to Do Your Own Conference and Why You Should (or Shouldn't)	OCTOBER 24, 2013
COLLEGE MEDIA ASSOCIATION Presentation: How to Be a Compelling Critic: Turn Your One-Star Review into Five-Stars	NOVEMBER 2, 2012 OCTOBER 27, 2013
ATLANTA MUSIC CONVENTION Panel Participant: <i>How the #*?! Did This Song Get On the Radio?</i>	AUGUST 29, 2009
NATIONAL FEDERATION OF COMMUNITY BROADCASTERS Introductory address to conference; Panel Chair: <i>Digitizing Your Library</i>	MARCH 27, 2008
MUSIC & ENTERTAINMENT INDUSTRY STUDENT ASSOCIATION, SOUTHEAST CHAPTER Panel Participant: <i>Radio</i>	NOVEMBER 18, 2007

STUDENT MEDIA MANAGEMENT

WRAS-ATLANTA (GEORGIA STATE UNIVERSITY, ATLANTA, GEORGIA)

Manager, July 2007-May 2008, Program Director, August 2006-June 2007

Selected and supervised student management staff of 100,000 watt student-run radio station; worked in conjunction with the Operations Manager to maintain and manage station budget; performed disciplinary duties; as Program Director, in charge of station schedule, logging operations and monitoring community affairs programming. During tenure, station's honors included: Best Overall Radio Station (Readers & Critics) *Creative Loafing*; Best College Radio Station, *Atlanta Magazine*, Nominee for Station of Year, *College Media Journal (CMJ) Magazine*.

CAPER RADIO, INC. (CAPE BRETON UNIVERSITY, SYDNEY, NOVA SCOTIA)

Manager, June 1999- May 2000, Music Director, November 1996-June 1999

- As manager, supervised the day-to-day operations of not-for-profit carrier-current station seeking a FM radio license; reorganized station's Board of Directors; supervised music festival organization; compiled successful applications for two National Campus/Community Radio Awards (Best Small Station, 1999, Community Service Award, 2000). As music director, organized playlists and submitted charts to record label representatives and to major college music publications.

AWARDS

- 2010 Top Paper, Popular Communication Division, Southern States Communication Association convention
- 2008-2009 Service Award, Georgia State University Communication Department
- 2007-2008 Jim Woodruff Fellowship in Media Innovation and Responsibility for work relating to dissertation on the CBLocals website and its effects on the Cape Breton music scene.

ONLINE PUBLICATIONS

"Redemption, Privilege and Identification: the Narrative of Michael Vick's Return to Atlanta"

<http://mediacommons.futureofthebook.org/imr/2011/11/29/redemption-privilege-and-identification-narrative-michael-vick-s-return-atlanta>

"Legitimizing the Feminine?: Regulation and the Politics of Cheerleading Injuries"

<http://mediacommons.futureofthebook.org/imr/2011/05/23/legitimizing-feminine-regulation-and-politics-cheerleading-injuries>

UNIVERSITY TEACHING EXPERIENCE

GEORGIA STATE UNIVERSITY (ATLANTA, GEORGIA)

Graduate Teaching Assistant, Communication - Fall 2003-Fall 2007

Taught offerings of SPCH 1000 (Introduction to Human Communication) (5); SPCH 1500 (Introduction to Public Speaking) (4), FILM 4170 (Classic Hollywood up to 1967) (3), FILM 2700 (Film History) (2), GSU 1010 (Freshman Learning Community) (2), FILM 1010 (Introduction to Film Aesthetics) (1). As part of graduate assistant duties, have provided postings for graduate department on calls and deadlines for academic paper submissions.

Guest lectures include: ANTH 4200/6200 (Urban Anthropology, on the subject of online spaces), FILM 4810/COMM 6390 (Media & Popular Culture, on the subjects of online ethnography and music scenes), SPCH 2050 (Media, Culture & Society, on the subject of file sharing), SPCH 2050 (Media, Culture & Society)/JOUR 1000 (Intro to Mass Communication)/JOUR 3070 (Theories of Mass Communication, on the subject of college radio). Additionally, guest lectured in CMS602/CMS997 (Comparative Media Studies, on the subject of Vince McMahon and corporate apoloia) at Massachusetts Institute of Technology.

CAPE BRETON UNIVERSITY (SYDNEY, NOVA SCOTIA)

Lecturer, Communication - Summer 2004, 2006, Summer 2002-Summer 2003

- Taught offerings of COMM 105 (Introduction to Public Communication) (6), COMM 103 (Introduction to Interpersonal Communication) (2), COMM 255 (Issues in Media Theory) (1), COMM 351 (Selected Topics: Music and Society) (1), COMM 203 (Nonverbal Communication) (1) and COMM 109 (Introduction to Business Communication) (1).
- 3 of 12 courses taught off-campus at Mi'kmaq residences (Eskasoni, Wagmatcook and Indian Brook, Nova Scotia) in conjunction with the CBU Mi'kmaq Centre.

UNIVERSITY OF MAINE (ORONO, MAINE)

Graduate Teaching Assistant, Communication, Fall 2000-Spring 2002

- Taught six offerings of COM 103 (Introduction to Public Speaking) and one offering of COM 103 (Introduction to Interpersonal Communication) over four semesters under supervision of Dr. Nathan Stormer and Dr. Claire Sullivan.

CONFERENCE PRESENTATIONS

POPULAR CULTURE/AMERICAN CULTURE SOUTH ASSOCIATION, OCTOBER 3, 2013

Title of Paper: *"You Can't Have Your Cake and Eat It Too": Dawn Meehan and the Rejection of Matriarchal Social Play in Survivor: Caramoan*

SOUTHERN STATES COMMUNICATION ASSOCIATION, APRIL 14, 2012

Title of Paper: *Two Cities, Two Countries, One Team, One Forum: Sports Relocation and the Transference of Online Space*

POPULAR CULTURE/AMERICAN CULTURE ASSOCIATION, APRIL 23, 2011

Title of Paper: *Am I Not a Good Guy?: Jay Leno, Everyman Persona, and Image Restoration on the Oprah Winfrey Show*

SOUTHWEST TEXAS POPULAR CULTURE/AMERICAN CULTURE ASSOCIATION, FEBRUARY 15, 2007

Title of Paper: *Marrying Decade Nostalgia with Nostalgia for the Present: The Transformation of VH1*

SOCIETY FOR CINEMA AND MEDIA STUDIES, MARCH 3, 2006

Title of Paper: *When the "Scene" Goes Online: "Prosuming" the CBLocals Text*

ASSOCIATION FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATION, AUGUST 13, 2005

Title of Paper: *File Sharing in Canada vs. The United States: A Laissez-Faire Alternative or a Different Path to the Same Place?*

NATIONAL COMMUNICATION ASSOCIATION, NOVEMBER 11, 2004

Title of Paper: *The File Sharing Debate: Re-affirming the Neoliberal Perspective*

I have made additional presentations at PCA/ACA (2006-09), SW PCA/ACA (2005) and SSCA (2009-11).

UNDERGRADUATE FACILITATION/INSTRUCTION

CAPE BRETON UNIVERSITY (SYDNEY, NOVA SCOTIA)

Peer Facilitator, Communication, Fall 1997- Spring 2000

- Responsible for facilitating small group sessions and evaluating students' progress and effort in principles of interpersonal communication and public speaking; evaluated student journals on cognitive, affective and behavioral implications of work.

ADDITIONAL SKILLS AND TRAINING

- * Proficient with Microsoft Word, Excel, Corel WordPerfect, InDesign, and Internet applications and library research
- * Proficient with Audacity and Adobe audio editing software
- * Attended various seminars at Cape Breton University, University of Maine and Georgia State University concerning issues of research, academic advancement and handling contentious students.
- * Over 15 years of DJ experience in college radio (WRAS-Atlanta, WMEB, Caper Radio, Inc.)
- * In addition to on-air duties at WRAS-Atlanta: produced several interview features with bands; worked with Nextgen/Prophet software to stream regular rotation content; organized playlists for regular specialty programming and freeform specials.