**Brenda K. Jaskulske**

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**EDUCATIONAL AND PROFESSIONAL HISTORY**

1. **Higher Education**

University of North Texas, Master of Arts, Radio, Television and Film minor in Computer Education and Cognitive Systems

Midwestern State University, Bachelor of Arts, Mass Communication minor in Speech Communication

1. **Professional and Academic Positions**

Principal Lecturer, present – 2015, Department of Media Arts, University of North Texas

Senior Lecturer, 2015 - 2010, Department of Radio, Television and Film, University of North Texas

Lecturer, September 2010 - 2009, Department of Radio, Television and Film, University of North Texas

Broadcast Specialist, 2009 - 2008, Department of Communication, University of Texas at Arlington

Visiting Assistant Professor, 2008 - 2005, Department of Communication, University of Texas at Arlington

Lecturer/Broadcast Coordinator, 2005- 2000, Program in Mass Communications, Texas Woman’s University

Program Coordinator, 2004 - 2002, Program in Mass Communications, Texas Woman’s University

Interim director, 2002 - 2001, Program in Mass Communications, Texas Woman’s University,

Visiting Assistant Professor, 2001 - 2000, Program in Mass Communications, Texas Woman’s University

Adjunct Professor, 2000 - 1994, Department of Radio, Television and Film, University of North Texas

Teaching Assistant/Teaching Fellow, 1994 - 1992, Department of Radio, Television and Film, University of North Texas

Owner, present -1999, Kindervid Productions Marketing, Advertising and Promotions, Denton, Texas

Producer/Commercial and Promotional Advertising/Chief EFP Photographer/Editor/Field Producer, 1992 - 1988, KSWO-TV (ABC Affiliate), Lawton, OK

On-Air Personality, KTLT-FM, Wichita Falls, TX 1991-1988

Program Director/On-Air Personality/Assistant Program Director/Music Director, 1988 - 1983, KNIN-FM, Wichita Falls, TX

On-Air Personality, 1983 - 1981, KKQV-FM, Wichita Falls, TX

1. **Voice Over Clients**

KNTU-FM

Hartmann Publishing, Audio Textbook Narrator, International Distribution

City of Denton, International Distribution

Countrywide Mortgage Company, National Distribution

Primedia Workplace Learning Inc., Pro Security Television Network, National Distribution

RSVP, Inc., National Distribution

Keebler Foods, National Distribution

Borden Milk, U.S. Southwest Region

North Texas State Fair, Dallas/Ft. Worth Region

Charter Communications, Local Distribution

1. **Honors and Awards**

Television Academy Faculty Seminar Scholarship Recipient and Participant, Academy of Television Arts and Sciences, 2020

Fellow, International Radio and Television Society, 2019

Mentor Micro Grant, University of North Texas, 2016-2017

Faculty Mentor, University of North Texas, 2016-2019

“Ignite!” Scholar, Broadcast Education Association, 2015

CLEAR Course Design Institute Scholar, University of North Texas, 2015

CLEAR Course Design Grant (two grants), University of North Texas, 2014-2016

Outstanding Mentor/Advisor of the Year, Texas Woman’s University College of Professional Education, 2004-2005

Favorite Professor, Texas Woman’s University, 2003-2004,

**TEACHING AT THE UNIVERSITY OF NORTH TEXAS**

1. MRTS 1310 Introduction to Broadcast, Cable and Internet Technology (online and face-to-face), MRTS 2210 Introduction to Media Arts Production, MRTS 3210 Audio Production, MRTS 3650 Advanced Audio Production, MRTS 4110 U.S. Radio History (online), MRTS 4413 Podcasting, MRTS 4420 Electronic Media Programming, RTVF 4650 Location Sound Recording and Post Production,

MRTS 5560 Graduate Audio Production.

##### TEACHING AT THE UNIVERSITY OF TEXAS AT ARLINGTON

1. Radio Production, Television Production, Broadcast Management,

Intro to Broadcasting, Public Relations Methods, Public Relations

Case Studies, Advertising Media Planning, Strategic Advertising

Communications, Public Relations Management,

Political Speech Communication.

**TEACHING AT TEXAS WOMAN’S UNIVERSITY**

1. Broadcast Production, Television Workshop, Broadcast Newswriting, Principles of Advertising, Advertising and PR Campaigns, Introduction to Public Relations, Corporate Communications, Advertising and PR Campaigns, Law and Ethics of the Press, Desktop Publishing Introduction to Mass Communications.

**TEACHING AT THE UNIVERSITY OF NORTH TEXAS**

1. Television Studio Procedures, Introduction to Film Style Production, Audio Procedures, Broadcast Copywriting.

**SCHOLARSHIP**

##### Publications or Creative Works

Producer/Host, “KnowMEdia” podcast in production 2019- present.

Producer/Host “Tales of COVID” podcast in pre-production, 2020.

Producer/Voice-Over, “The One Promo” KNTU-FM. 2019.

Guest, “Tonebenders” Podcast. R. (n.d.). TonebendersPodcast.com.

http://tonebenderspodcast.com/031-education-with-brenda-jaskulske-from-the-university-of-north-texas/

Voice-Over Performer, Headman, Fuzy, Rymer. Hartman’s Nursing Assistant Care: Long-Term Care. Hartman, 2014.

Voice-Over Performer, City of Denton. A Bird’s Eye View. YouTube, n.d. Web 01. 2014

Book Reviewer, Journal of Radio and Audio Media, 2014.

Contributor, Sauls, Samuel J. Stark, Craig. Audio Production Worktext: Concepts, Techniques and Equipment. Burlington: Focal Press, 2013.

Contributor, Sauls, Samuel J. Beginning Audio Production: An Introduction to Radio, Television and Film Sound Application . San Francisco: Wadsworth, 2006.

Book Reviewer, Journal of Radio and Audio Media. 2008.

Text Reviewer, Meeske, Milan. Copywriting for the Electronic Media. San Francisco: Wadsworth, 1999.

1. **Invited Lectures and Conference Presentations- National**

“Podcaster Quick Guide: Fine-Tuning Content, Expanding Reach and Crowdfunding that Delivers.” Moderator. Broadcast Education Association Conference (Spring 2020). Live Virtual Presentation.

“Teaching Podcasting: Igniting Student Creativity with Pedagogically

Sound Projects and Exercises.” Moderator/Panelist. Accepted, but not

presented due to COVID. Broadcast Education Association Conference

(Spring 2020).

“Podcasting: Low Cost Solutions to Get Your Podcast Produced and Heard.”

Moderator/Panelist. Broadcast Education Association Conference (Spring

2019). Las Vegas, Nevada.

“Podcasting: A Discussion of the Instructional Challenges and Successes.”

Panelist. Broadcast Education Association Conference (Spring 2019). Las

Vegas, Nevada

“Podcasting on a Shoestring.” Moderator/Panelist. *Broadcast Education Association Conference* (Spring 2018). Las Vegas, Nevada.

“Best Practices in Audio Production: Podcasting.” Panelist. *Broadcast*

*Education Association Conference* (Spring 2017). Las Vegas, Nevada.

“Podcasting on a Shoestring: Getting Maximum Impact at Minimum Cost.” Moderator/Panelist (BEA Super Session**)**. *Broadcast Education Association Conference* (Spring 2017). Las Vegas, Nevada.

“All About That Base: Teaching Students New Technology to Attract, Grow and Keep an Audience.” Moderator/Panelist. *Broadcast Education Association Conference* (Spring 2016). Las Vegas, Nevada.

“Three in One: Team Teaching Production .” BEA Ignite! Presenter. *Broadcast Education Association Conference* (Spring 2015). Las Vegas, Nevada.

Invited Speaker, Texas Education Association Region IX Service Center,

Wichita Falls, TX (Spring 2016) On-line.

“Radio- The First Modern Mobile Medium” Moderator and Panelist.

*Broadcast Education Association Conference* (Spring 2014). Las Vegas, Nevada.

“Making Radio Relevant to the IPod Generation.”

Panel Moderator and Panelist.

*Broadcast Education Association Conference* (Spring 2013). Las Vegas, Nevada.

“Hoping for the Best, Preparing for the Worst- Student Media and Crisis.”

Panel Moderator and Panelist.

*Broadcast Education Association Conference* (Spring 2012). Las Vegas, Nevada.

“Student Management and Programming at an Internet College Radio

Station.” Panelist.

*Broadcast Education Association Conference* (Spring 2009). Las Vegas, Nevada.

“It’s Not the Medium, It’s the Message- Internet College Radio as a Learning Tool.” Panelist.

*Broadcast Education Association Conference* (Spring 2008). Las Vegas, Nevada.

“Producing Producers: A Juggling Act.” Panelist.

*Broadcast Education Association Conference* (Spring 2006). Las Vegas, Nevada.

“A Comparative Overview of Election Night Student News Coverage.” Panelist. *Broadcast Education Association Conference* (Spring 2005). Las Vegas, Nevada.

“Writing Resumes and Cover Letters: A Primer for College Students Seeking Media Employment.” Moderator and Panelist.

*Broadcast Education Association Conference* (Spring 2005). Las Vegas, Nevada.

**SERVICE**

1. **Department**-

Chair, Production Committee, University of North Texas, Present - Fall 2020.

Lead Faculty Undergraduate Advisor, University of North Texas, Present – Fall 2020; 2016- 2009.

Member, Executive Committee, University of North Texas, Present – Fall 2020; 2016-2015.

Member, Undergraduate Curriculum Committee, University of North Texas, Present - 2017; 2016 – 2014; 2011- 2009.

Chair, Classroom Technology Committee, University of North Texas,

Spring 2020 - Fall 2019.

Member, Production Committee, University of North Texas, 2016- 2009.

Member, Awards and Events Committee, University of North Texas, 2019-2015.

Audio Area Coordinator, University of North Texas 2015-2009

Member, PAC Committee, University of North Texas, 2012- 2011

Chair, Undergraduate Curriculum Committee, University of North Texas,

2011- 2010

Member, Website Team, University of North Texas 2011- 2010

Member, Scheduling Committee, University of North Texas

2016 – 2009

Member, Events Committee, University of Texas at Arlington, 2009-2005.

Research Committee, University of Texas at Arlington, 2005.

Program Director, Mass Communications Program, Texas Woman’s University, 2005-2001.

Faculty Advisor, Texas Woman’s University, 2005-2000.

Member, Mass Communications and Redbud Scholarship Committees, Texas Woman’s University, 2005-2000.

**2. Professional Community**-

President, Texas Association of Broadcast Educators, Present – 2019; 2010-

2009.

Audio Competition Judge for Student and Faculty Work, Broadcast

Education Association, Present- 2019.

Audio Competition Judge for Student Work, College Broadcasters Inc.,

2019.

Vice-President, Texas Association of Broadcast Educators, 2019-2018;

2009-2008.

Member, Texas Association of Broadcast Educators, Present- 2007.

Constitution Committee, Texas Association of Broadcast Educators,

Present-2010.

**3. Denton Area Community**-

Director, Television Ministry, First United Methodist Church- Denton,

Present-2009.

Member, Denton Independent School District Advanced Technology Center

Telecommunications Board, Denton, Present – 2013.

Consultant, Guyer High School Audio Visual Technology,

Denton, Present-2015.

Invited Lecturer, Region IX Texas Education Association Education Service

Center (Serving Twelve Texas Counties Surrounding the Wichita Falls Area),

2019.

Consultant, Park High School Audio Visual Technology Racine (Wi) Unified

School District, 2019-2016.

Member, Guyer High School Football Boosters, Denton, 2014-2010.

Member, Scholarship Committee, Guyer High School Baseball Boosters,

Denton, 2014- 2011.

Secretary, Strickland Middle School Parent-Teacher Association 2007-2006

Pack Committee Chairman/Den Leader Cub Scout Pack 167, Boy Scouts of America 2007-2003.

PTA Volunteer, Ginnings Elementary Parent Teacher Association, 2007-1998.

Chair, Communications Committee, First United Methodist Church- Denton, 2003-2001.

Member, Administrative Board, First United Methodist Church- Denton,

2003-2001.

Member, Leadership Team, First United Methodist Church- Denton, 2003-2001.

Public Relations Consultant, Citizens for a Safe Denton County, Present-

2001.