

**Kelly LeeAn Muns**  
**Huntsville, Texas**  
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**Education:** Sam Houston State University  
Huntsville, Texas  
Masters of Arts Digital Media Proposed December 2020

Abilene Christian University  
Abilene Texas  
Bachelor of Arts in Journalism August 1996  
Minor: English

Sam Houston State University  
Huntsville Texas  
Studied Radio, Television and Film May 1991- May 1995

**Awards:**  
United Press International: National **First** Place Award Reporting  
United Press International: National **First** Place Award Reporting  
Texas Association of School Boards-Recognized 2000-2007  
Nominated for Outstanding Advisor for SHSU Sammy Award 2013, 2014  
Nominated for SHSU Excellence in Teaching Award 2018

**Teaching Experience-Undergraduate:**  
Online Journalism  
News Reporting & Editing  
Broadcast Writing

**Faculty/Student Involvement:**  
Advisor-Cable Channel 7  
Advisor-90.5 KSHU  
Advisor-National Association of Hispanic Journalists  
Advisor-SHSU Men's Lacrosse  
Advisor-SHSU Women's Lacrosse  
Advisor-Music Nation

**Experience:**

**Broadcast Operations Director**  
Sam Houston State University  
September 2009-Current

- Supervises and oversees the broadcast assistants, coordinators, and station operations for both KSHU-TV 7, KSHU-FM and KSHU-FM HD2
- Responsible for license renewals, music contract renewals and

- agreements with other cable/satellite providers
- Guides promotion of radio and television programming to the campus, city, and county communities
- Guides activities to generate community support for the stations.
- Serves as a liaison between Huntsville city officials and departmental faculty/staff regarding KSHU-TV 7
- Supervises remote broadcasts for stations
- Supervises and guides the student assistants who manage the radio and television stations
- Prepares the FCC logbook for KSHU
- Notifies Broadcast Engineer of equipment needs and failures.
- Performs other related duties as assigned

#### **Executive Producer**

##### **“Western Sports Round-Up”**

Sirius Radio-RFD-TV, Rural Radio

- Wrote hour long scripts for show about western sports
- Contacted and scheduled interviewees for show
- Directed and produced hour long radio and television program
- Worked with marketing department to develop a nationwide campaign to highlight our show
- Developed graphics for television aspect for show
- Helped form the show from conception to current operations
- Worked with talent on their on air presentation

#### **Public Information Officer**

Huntsville Independent School District

December 2007-2010

- Directed and managed the district’s public information activities.
- Served as the information liaison between school system and the community
- Prepared press releases and published articles and photos in local media and other publications
- Helped school personnel publicize and promote any performances, exhibitions, displays, or special programs sponsored by the schools

- Designed, prepared, and edited district publications including newsletters, recruitment brochures, programs for special events, campus handbooks and other publications
- Served as district representative on community committees as required
- Ensured that public information activities contribute to the attainment of district goals and objectives
- Maintained district press clipping files
- Kept informed of developing communication trends and techniques
- Demonstrated awareness of district-community needs and initiate activities to meet those needs
- Organized and facilitated district special events
- Implemented the policies established by federal and state law, State Board of Education rules, and local board policy in the public information arena
- Administered the public information budget and ensured that programs are cost effective and that funds are managed prudently
- Compiled budgets and cost estimates based on documented program needs
- Developed improvement plans to ensure exemplary operations of the public information function

**City Liaison/News Consultant**

Sam Houston State University

January 2007-Present

- Assist in production of student newscasts help with students' mannerisms; show them how to correctly use equipment; make sure they are producing the news show correctly
- Give advice to students on how to improve their overall look on air (appearance and vocal) and give tips on how to correct problems in delivery, critique students' news packages and news stories for newscasts
- Make sure that all council meetings are recorded and aired at the appropriate times
- Make sure that a log is prepared for the City Council to prove that meetings are aired
- Help update the bulletin board system for the Mass Communication department
- Work individually with students on to improve their news production abilities
- Work with City Council members to make sure that all issues with the university come to a positive conclusion
- Help provide news team with ideas on what stories to cover for the newscast

- Troubleshoot all problems on-location, in relation to recording School Board and City Council meetings
- Assist seniors in their search for employment
- Help students create resume tapes for tv and radio for their job searches
- Take students around town and introduce them to community leaders, in order to help them develop contacts within the community to use while gathering news
- Work as lead producer with the Community Production Assistants (PAs) to produce documentaries and other programming that highlight the many landmarks and events that the City of Huntsville has to offer
- Maintain contact with city leaders on a weekly basis to let them know how the Mass Communications Department is fulfilling its obligation to the contract
- Schedule the PAs to cover community events and produce content that would benefit the City
- Work closely with City officials in order to “smooth out” any miscommunication that may arise between officials and members of the MCM Department, in order to develop positive relations between the two entities

### **Interim Broadcast Operations Director**

Sam Houston State University

January 2007-June 2007

- Supervises and oversees the broadcast assistants, coordinators, and station operations for both KSHU-TV 7 and KSHU-FM
- Responsible for outreach and internal management of departmental electronic media
- Responsible for license renewals, music contract renewals and agreements with other cable/satellite providers
- Guides promotion of radio and television programming to the campus, city, and county communities
- Helps guide fundraising for the station operations through underwriting solicitation and other means
- Guides activities to generate community support for the stations
- Serves as a liaison between Huntsville city officials and departmental faculty/staff regarding KSHU-TV 7
- Oversees scheduling and usage of departmental media production facilities, following checkout system approved by university auditor
- Supervises remote broadcasts for stations

- Recruits and trains production assistants, broadcast assistants, and broadcast coordinators
- Supervises and guides the student assistants who manage the radio and television stations
- Coordinates workshops and training sessions for productions assistants in classroom settings
- Supervises and schedules equipment workshops for faculty and students at the beginning of each fall and spring semester
- Notifies Broadcast Engineer of equipment needs and failures.
- Performs other related duties as assigned

### **Adjunct Professor/Consultant**

Sam Houston State University

August 2006-January 2007

- Instructed students how to construct journalistic websites
- Instructed students on graphic design content of sites
- Talked to numerous classes about the realities of Journalism profession
- Taught MComm class on Web Design

### **News Director**

KSAM/KHVL Radio

January 2000-December 2007

- Gathered daily news information throughout the city, county and state that deals with day to day life in Huntsville and the surrounding areas
- Produce, wrote, edited and announced stories on a daily basis for 15 newscasts
- Generated contacts throughout the city and the state for use in stories in the future
- Attended all city, state, county and school related meetings to stay abreast of all activities
- Produced, wrote and presented a weekly news program that deals with state and local issues
- Established and maintained contacts with federal, state and local governmental entities
- Developed knowledge of all federal and local agencies and the tasks they perform
- Established goals and objectives for the week
- Prepared and presented speeches to area community organizations

**Web Designer/ Marketing**

King's Candies

January 2006-July 2006

- Designed and created current website
- Created a new marketing campaign
- Wrote and produced new radio and newspaper advertisements
- Created numerous press releases, banners and flyers

**News Director**

HKH Communications (Freelance)

June 2005-April 2006

- Produced, wrote and anchored daily newscasts
- Generated Contacts throughout Southern Georgia on a local, state and national level
- Developed a knowledge of State and local laws and regulations

**Morning/Weekend Anchor/Producer**

KRBC-TV Abilene, Texas

August 1994 -January 2000

- Wrote, edited and timed a two hour newscast
- Directed a crew of 20 people in putting together a daily newscast
- Presented the nightly news
- Responsible for generating leads on news stories, then going out and completing a story to run on the nightly news
- Developed familiarity with state, local and federal laws, polices and public administration
- Generate National contacts throughout the news media
- Supervised and managed employees in news department
- Direct and assign news stories to be covered each day; set time line for completion
- Evaluated administrative policies
- Gained skills in coordinating with other media, governmental and private sectors
- Anchored the Nightly and Morning Newscasts
- Won two UPI awards for reporting
- Covered several controversial stories during this time including the

- “Texas Seven” and a cult in West Texas that is on the Top Ten Cult Watch List

### **Morning Show Weather Anchor**

KRBC-TV Abilene Texas

January 1997- November 1997

- Designed daily weather maps for the segments
- Forecast daily weather for nightly news
- Presented on air

### **Weekend Weather Anchor**

KRBC-TV Abilene Texas

September 1996-January 1997

- Designed daily weather maps for the segments
- Forecast daily weather
- Presented on air

### **Associate Producer**

KRBC-TV Abilene Texas

April 1996-September 1996

- Wrote and edited pieces for nightly newscasts
- Assisted Producer during newscast

### **Production**

KRBC-TV Abilene Texas

April 1996- September 1996

- Operated cameras for newscasts
- Field produced and shot footage for newscasts
- Managed the audio for nightly newscasts
- Produced graphics for newscasts and feeds

**References:** Excellent References Available On Request

**Other Achievements:**

I was selected as one of two reporters from across the nation to interview a cult leader that is on the Top Ten Cult Watch list for the United States; story was aired nationally and nominated for a Lone Star Regional Emmy. I currently sit on the Emergency Management Board of Walker County. I help direct and communicate the needs of the community during disasters to other emergency personnel on a local and state level.

**Activities:**

Emergency Management Board of Walker County, United Way, Lion's Club, Keep Huntsville Beautiful, Republican Party of Walker County, MDA Association, American Cancer Society, Huntsville's Promise, Walker County CrimeStoppers Board, Walker County Chamber of Commerce, YMCA Board, Autism Speaks, Huntsville Education Foundation Member