

Curriculum Vitae

Casey Yetter

Graduate Teaching Assistant
Sam Houston State University
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Education

Sam Houston State University (SHSU), Huntsville, TX

Jan. 2016 – Present

Masters of Art – Digital Media

Expected graduation date: December 2018

Stephen F. Austin State University (SFA), Nacogdoches, TX

Aug. 2012 – May 2015

Bachelor of Art – Mass Communication *Emphasis in Radio/TV Broadcasting*

Minor– Criminal Justice

Texas A&M Corpus Christi, Corpus Christi, TX

Aug. 2011 – May 2012

Major - Communications

No Degree Obtained – Transferred

While attending Texas A&M Corpus Christi I took mostly basic core classes as well as Intro to Communication and Intro to Mass Media. During this time I discovered I was more interested in Mass Communication rather than Communication which led me to transfer to a school that had a program for Mass Communication.

Professional Society Membership

Broadcast Educators Association

March 2017 – Present

Academic Awards and Honors

Dean's List (2013, 2015)

KSAU 90.1 Best Newscaster (2015)

Finalist – Spot Audio Production (2014)

Stephen F Austin State University, Nacogdoches, TX

Stephen F Austin State University, Nacogdoches, TX

South Central Broadcasting Regional Competition

Teaching Experience

Primary Instructor

Sam Houston State University

Jan. 2018 – Present

I teach six sections of Media Literacy 1130 to a combined 120 students both online and in person. This course requires students to critically examine and analyze media found in the world around them. Through in-class discussions, interactive media demonstrations and other experiences, this course helps students make sense of and control their media environments, as well as develop a critical approach to

understanding and creating media.

Sam Houston State University

Aug. 2017 – Dec. 2018

I taught two sections of Writing for Mass Media 1332. This course serves as the foundation for the sequence of writing courses required of mass communication majors, whether they are pursuing journalism, film, broadcast production or public relations and advertising.

Graduate Assistant

Sam Houston State University

Aug. 2016 – May 2017

I assisted Debbie Hatton in two sections of Audio Production in each semester. I taught units on editing, law, ethics, interviewing, announcing and performance. I also trained undergraduates in the radio station on equipment operation and writing radio copy.

Production Experience

KSAU 90.1

Stephen F Austin State University

Jan. 2014 – May 2015

As part of my undergraduate class requirements I produced promos, sweepers, and interview packages for KSAU 90.1. I also worked as a DJ during my Senior Practicum which included operating the board, music selection, taking listener calls and producing packages around actualities from community members. I also prepared and read a news segment on air twice a week throughout the semester.

SFA-TV2

Stephen F Austin State University

June 2014 – May 2015

During the summer of 2014 I produced several news packages for SFA-TV2. This included everything from writing, interviewing, filming and editing. I produced and wrote my first full show for *SFANow* about a nonprofit campus organization. During senior practicum I produced shows for *Jack Talk* on SFA-TV2. Each group was responsible for 6 shows throughout the semester consisting of three interviews with community members. We did segments on a variety of topics. During the course of the six shows I did everything from operating the master control board and audio board to operating cameras and mic equipment. I also hosted a few of the interview segments. I also worked under a news anchor from our local TV Station to produce *Summer Surfing with SFA*. For this show I produced and performed a segment on upcoming movies for the summer.

SFASYou.com

Stephen F Austin State University

Aug. 2014 – Dec. 2014

I was a contributing writer on SFASYou.com as part of undergraduate class requirements. I also photographed and filmed a variety of events for the site.

Technical Skills

Adobe Photoshop
Adobe Premiere Pro
Adobe InDesign
Adobe Audition
Final Cut Pro

Camera Operating
Master Control Board Operating
Teleprompter Operating
Stage Light Design
Audacity

Directing
Producing
Audio Board Operating
Social Media
Microsoft Office

Research

Analysis of Uber Use and the Technology Acceptance Model

As part of class requirements, I worked with two peers to complete a research paper with the hopes of presenting it at AEJMC in 2018. This research looked at the use of ridesharing apps like Uber and Lyft and the Technology Acceptance Model. I wrote and administered the survey as well as contributed to writing and analyzing data.

Gatekeeping the Year After: How Community Newspapers in Swing Counties Covered Politics in 2017 (In progress)

I am assisting Dr. Marcus Funk with this paper about how community journalism has changed since the 2016 presidential election.

My research interests include binge watching, streaming, social media, television ratings, advertising, and pop culture.