I. ACADEMIC | PROFESSIONAL BACKGROUND

Educational Background

2006 Master of Arts (MA) with a major in Mass Communications

School of Journalism and Mass Communication

Texas State University, San Marcos, TX.

1984 Bachelor of Arts in English with a major in Mass Communication

School of Liberal Arts

Auburn University Montgomery, Montgomery, AL

Additional Education

2010 Manship School of Mass Communication

Louisiana State University, Baton Rouge, LA.

Ph.D. coursework in media and public affairs (45 sem. hrs.)

Academic Experience

2011 - 2014 Assistant Professor, Department of Communication Studies | Journalism, Canisius College

2010 - 2011 Assistant Professor, Department of Mass Communications | Broadcast, St. Cloud State University

2007 - 2010 Graduate Assistant, Manship School of Mass Communication, Louisiana State University

2000 - 2007 Lecturer, Department of Art and Design | Communication Design Program, Texas State University

Academic Recognition

2009 Ken Uffman/Credit Bureau of Baton Rouge Fellowship. Manship School of Communication, Louisiana State University, Baton Rouge, LA.

2006 Outstanding Graduate Student of the Year. School of Journalism and Mass Communications, Texas State University, San Marcos, TX.

Professional Experience

1993 - Present Freelance New Media | Graphic Designer

2004 - 2007 Technical Director | Advisor, “Cheatham Street Warehouse: It’s about the music,”

Documentary film, Austin, TX

1997 - 2001 New Media | Graphic Designer | Motion Capture Sales, Alchemy Interactive, Inc., Wimberley, TX

1993 - 1996 Graphic Designer | Owner, Wylie Coyotee’s, Fentress, TX

1992 - 1993 National Sales | SkyLink America, Dallas, TX

1991 - 1992 Stock Broker | Whale Securities, Dallas, TX

1990 - 1991 Marketing Director | Asst. Designer, Impuls International, Inc., Dallas, TX

1989 - 1990 Marketing Associate – Eastern U.S. | Asst. Designer, Lifestyle International, Inc., Randolph, MA

1988 - 1989 Photographer, Fay Foto, Boston, MA

1987 - 1988 Assistant Manager | Eastern Mountain Sports (EMS), Boston, MA

1986 - 1987 Department Manager – Women’s Shoes | Filene’s, Hyannis, MA

1985 - 1986 Sales Associate – Women’s Shoes | Macy’s, Rockaway, NJ

1984 - 1985 ENG Videographer, “For the Record,” Alabama Public Television Network, Montgomery, AL

1983 - 1984 Production Technician | Videographer, Alabama Public Television Network, Montgomery, AL

Professional Recognition

1999 Education (Eddie) Award Winner, ComputED’s 4th Annual Education Software Review for the Holt Physics Interactive Tutor

1998 Gold Medal, NewMedia Invision Award in Education for the Holt Physics Interactive Tutor

II. TEACHING | INSTRUCTIONAL DEVELOPMENT

Undergraduate Courses Taught

Texas State University, Department of Art and Design, Communication Design

ArtC 1302 Communication Design Foundation II

ArtC 3307 Multimedia I: Web Design

ArtC 4308 Multimedia II: Advance Web Design

ArtC 4314E Special Topics: Motion Graphics

ArtC 4314D Special Topics: Digital Video

ArtC 4313 Special Problems

Texas State University, School of Journalism and Mass Communication

MC 3355 Mass Media and Society

Louisiana State University, Manship School of Mass Communication

MC 2015 Visual Communication

MC 4500 Advanced Journalism

St. Cloud State University, Department of Mass Communications

COMM 277 Introduction to Television Production

COMM 373 Broadcast Documentaries Theory and Criticism

COMM 404/504 Mass Communications Convergence

COMM 480/580 New Media Theory and Practices for Advertising

Canisius College, Department of Communication Studies

COM 203 Writing for the Public Media  
COM 205 Mass Communication and Society  
COM 361 Intro to Television Production  
JRN 200 Multimedia Storytelling I  
JRN 201 Multimedia Storytelling II  
JRN 311 Journalism II  
JRN 358 Sports Broadcast Production  
JRN 380 Special Topics: Social Media and the Journalist  
JRN 380 Special Topics: Photojournalism  
JRN 450 Entrepreneurial Journalism  
JRN 490 Journalism Senior Project

Grants

2003 Student Computing Resources Award, Texas State University, Funded Motion Graphic and Digital Video Lab

III. SCHOLARLY | CREATIVE

Conference Presentations

Shanks, D. Edwin W. Edwards, the media, and the election for the Louisiana 6th. Accepted for presentation to the 2014 Northeastern Political Science Association Convention, Boston, MA (November 2014).

Shanks, D. Voter Perception of Online Sources of Campaign Information: 2006, 2008 and 2012 Elections. Presented to the 2013 Annual Conference of the Northeastern Political Science Association, Philadelphia, Pa. (November 2013).

Shanks, D. & Kaiser, R. Smeary Theory: Can colleges and universities teaching journalism avoid becoming technical schools? Panel presented at the College Media Association’s Spring National College Media Convention, New York, N.Y. (March 2013)

Shanks, D. Campaign Strategists and New Media: Motivations and Use of Online Tools. Presented to the 2012 Northeastern Political Science Association Convention, Boston, MA (November 2012).

Shanks, D. Strategies of the Election Campaign Web Sites: A Cross-Country Analysis between the U.S. and South Korea. Presented to the 2009 Broadcast Education Association Convention, Las Vegas, NV. (April 2009).

Shanks, D. 2008 Congressional and Gubernatorial Campaign Web Sites: Voter engagement tactics. Presented to the Communication & Technology Division, 21st Annual Conference of the International Academy of Business Disciplines, St. Louis, MO. (April 2009).

Shanks, D. & McCollough, C. An Analysis of Voter Perception of Online Sources of Campaign News and Information. Presented to the 2009 Southern Political Science Association Convention, New Orleans, LA (January 2009).

Shanks, D. A case study: Webstyle, front-runner candidates and marginal-support candidates in the 2008 presidential primaries. Presented to the Communication & Technology Division, 20th Annual Conference of the International Academy of Business Disciplines, Houston, TX. (April 2008).

Shanks, D. Comparison of Print Advertisement Evaluations by Students and the General Public Using the CPSS and Creative Professionals Using Intuition and Professional Knowledge. Presented at the AEJMC 28th Annual Southwest Symposium. Baton Rouge, LA. (October 2006).

Publications

Shanks, D. (2009). 2008 Congressional and Gubernatorial Campaign Web Sites: Voter engagement tactics. 2009 Business Research Yearbook: Global Business Perspectives, 16, 119-125.

Shanks, D. (2008). A case study: Webstyle, front-runner candidates and marginal-support candidates in the 2008 presidential primaries. 2008 Business Research Yearbook: Global Business Perspectives, 15, 166-171.

Web Site Design

2001 Rudolph Worldwide, St. Cloud, MN

2009 Bum Bum Jones (cartoon character), New York, NY

2004 Susan Mayfield West (artist), Charleston, SC

2004 Debbie Little-Wilson (artist), Dripping Springs, TX

2003 Commemorative Air Force, Centex Wing, San Marcos, TX

2003 Department of Art & Design, Texas State University, San Marcos, Tx (implementation only)

2003 David Goldhagen Art Glass Studio, Hayesville, NC

2002 Aircraft Maintenance Squadron, 187th Fighter Wing, Alabama Air National Guard, ViperNet Intranet,

Montgomery, AL

2001 Moore Media Designs, New Braunfels, TX (implementation only)

2001 Robin Renee Hix (photographer), Wimberley, TX

Video Projects

2003 Zip Zoom Parking Campaign internal spot, Austin-Bergstrom International Airport (ABIA)

2002 Motorola Marathon internal spot, ABIA

2002 Zip Zoom Parking Campaign internal spot, ABIA

2002 Cirrus Sponsored Music internal spot, ABIA

2002 24-hour Flower Service internal spot, ABIA

2002 Bank of America Entry, American Advertising Federation Competition, Texas State AAF Team

2001 Airport Music internal spot, ABIA

2000 Lonesome Dove Exhibit internal spot, ABIA

IV. SERVICE

**Departmental | Communication Studies | Canisius College**

2011 - 2013   Department Social Media Site

2011 - 2014   GriffinTV (formerly CCTV) Student-run Television Club and Channel - Adviser

2011 - 2014   Society of Professional Journalist Student Chapter (SPJ) - Adviser

2011 - 2014   Canisius College Rifle Club and Team – Faculty Adviser and Head Team Coach

**Departmental | Mass Communications | St. Cloud State University**

2010 - 2011   Department Web Site

2010 - 2011   Curriculum Committee

2010 - 2011   UTVS Adviser - Student run television station

2010 - 2011   UTVS Sports Adviser - Student produced live broadcasts of SCSU athletics

Departmental | Communication Design Program | Texas State University

2004 - 2007 Web Committee, Chair

2004 University Web Site Focus Group, Department representative

2003 Technology Committee

2002 VRC Committee

2001 - 2007 Dallas Society of Visual Arts conference and competition. Assisted in organizing student involvement and attended event.

Community

2009 - 2011 Assistant Fencing Coach (member USFCA), Youth Fencing Program, YMCA, Baton Rouge LA