

# CHARLENE SIMMONS, PHD

## EDUCATION

2002 - 2005	University of North Carolina	Chapel Hill, NC
<i>Doctor of Philosophy in Mass Communication</i>		
■ Dissertation: "Audience Interactivity: Lessons from Radio Programming, Technology, and Listeners, 1920 – 1941" (Advisor: Donald L. Shaw)		
1997 - 1999	Georgetown University	Washington, DC
<i>Master of Arts in Communication, Culture, and Technology</i>		
■ Master's Thesis, with distinction: "The Making of the People's Princess: Princess Diana as Hyper-Celebrity" (Advisor: Matthew Tinkcom)		
1993 - 1997	Virginia Tech	Blacksburg, VA
<i>Bachelor of Arts in Communication Studies</i>		
<i>Bachelor of Arts in History</i>		
■ Minors in English and American Studies		

## TEACHING EXPERIENCE

Fall 2005 - Present	University of Tennessee	Chattanooga, TN
<i>UC Foundation Assistant Professor</i> (August 2007 – present)		
<i>Assistant Professor</i> (August 2005 – August 2007)		
■ Courses taught include COMM 101 <i>Introduction to Mass Communication</i> , COMM 320 <i>Mass Media Perspectives</i> , COMM 335 <i>Publication Design</i> , COMM 337 <i>Web Design</i> , COMM 400 <i>Producing Web Radio</i> , and COMM 485 <i>Individual Internship</i> .		
2003 – 2004	University of North Carolina	Chapel Hill, NC
<i>Instructor of Record – JOMC 50 Electronic Information Sources (Summer 2003, 2004)</i>		
<i>Lab Instructor – JOMC 50 Electronic Information Sources (Fall 2003 – Fall 2004)</i>		
■ Course designed to give students a broad introduction to the history, development, and uses of electronic information sources.		

## TEACHING AREAS

Teaching areas include introductory and theoretical courses in mass communication, Web publishing, publication design, new technology, and media history.

## RESEARCH AREAS

New technology, media ownership, media history, communication and culture.

## PUBLICATIONS

- Simmons, Charlene (2009), "Dear Radio Broadcaster: Fan Mail as a Form of Perceived Interactivity," *Journal of Broadcasting and Electronic Media* 53.3, 444-459.
- Simmons, Charlene (2007). "Protecting Children While Silencing Them: The Children's Online Privacy Protection Act (COPPA) and Children's Free Speech Rights," *Communication Law and Policy* 12.2, 119-142.
- Simmons, Charlene (2006). "Radio History" In Jeffery Jensen Arnett (ed), *Encyclopedia of Children, Adolescents, and the Media*. Sage: Thousand Oaks, CA.
- Simmons, Charlene (2006). "Internet Rating Systems" In Jeffery Jensen Arnett (ed), *Encyclopedia of Children, Adolescents, and the Media*. Sage: Thousand Oaks, CA.
- Simmons, Charlene. (Spring 2006). Review of *Interpersonal Divide: The Search for Community in a Technological Age* by Michael Bugeja. *Journalism & Mass Communication Quarterly* 83.1, 211-213.

## PUBLICATIONS – CONTRIBUTING AUTHOR AND RESEARCHER

- Center for Media Education. (December 2001). *TeenSites.com: A Field Guide to the New Digital Landscape*. Author: Washington, D.C.
- Center for Media Education. (April 2001). *COPPA, The First Year: A Survey of Sites*. Author: Washington, D.C.
- Center for Media Education. (November 1999). *Youth Access to Alcohol and Tobacco Web Marketing: The Filtering and Rating Debate*. Author: Washington, D.C.

## REFEREED PAPER PRESENTATIONS

- Simmons, Charlene (August 6, 2009), *Weaving a Web within the Web: Corporate Consolidation of the Web, 1999-2008*. AEJMC Convention. Association for Education in Journalism and Mass Communication: Boston, MA.
- Simmons, Charlene (August 5, 2009), *Converging Competitors?: Board Interlocks in the Changing Media Landscape*. AEJMC Convention. Association for Education in Journalism and Mass Communication: Boston, MA.
- Simmons, Charlene (August 10, 2007), *The Interconnected Web: Media Consolidation, Corporate Ownership, and the World Wide Web*. AEJMC Convention. Association for Education in Journalism and Mass Communication: Washington, DC (3<sup>rd</sup> Place Faculty Paper, Communication Technology Division).
- Simmons, Charlene (August 3, 2006). *Dear Radio Broadcaster: Fan Mail as a Form of Perceived Interactivity*. 2006 AEJMC Convention. Association for Education in Journalism and Mass Communication: San Francisco, CA.

Simmons, Charlene (October 21, 2004). *Trying to Make Sense of a New Technology: Radio, Newspapers, and the Facsimile*. AJHA Annual Convention. American Journalism Historians Association: Cleveland, OH.

Simmons, Charlene (August 6, 2004). *Rethinking Interactivity: An Examination of Interactivity in Early Broadcast Radio*. 2004 AEJMC Convention. Association for Education in Journalism and Mass Communication: Toronto, Canada.

Simmons, Charlene (May 28, 2004). *Protecting Children While Silencing Them: COPPA and Children's Free Speech Rights*. The Annual ICA Conference Convention. International Communication Association: New Orleans, LA.

Simmons, Charlene (March 5, 2004). *Envisioning the Future: A History of Defining Interactivity*. AEJMC Southeast Colloquium. Association for Education in Journalism and Mass Communication: Tampa, FL.

Simmons, Charlene (February 28, 2004). *Weaving a Web of Masses: The Internet, Communication Diversity, and the Mass Audience* (revised study). AEJMC Midwinter Conference. Association for Education in Journalism and Mass Communication: New Brunswick, NJ.

Simmons, Charlene (November 7, 2003). *Weaving a Web of Masses: The Internet, Communication Diversity, and the Mass Audience*. Expanding Convergence: Media Use in a Changing Information Environment. University of South Carolina: Columbia, SC.

Simmons, Charlene (March 7, 2003). *The Children's Online Privacy Protection Act and Children's Free Speech Rights*. AEJMC Southeast Colloquium. Association for Education in Journalism and Mass Communication: Little Rock, AR.

#### INVITED PRESENTATIONS AND PANELS

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Simmons, Charlene (May 28, 2001). *Teens and Online Commercial Culture*. Communication Research Matters: The Annual ICA Conference. International Communication Association: Washington, D.C.

Panelist. (January 26, 2001). *Future of Content*. Capital Technology Summit. Georgetown University: Washington, D.C.

Montgomery, Kathryn and Charlene Simmons (December 15, 1999). *Analysis of the efficacy of screening, blocking and ratings technologies for preventing youth access to alcohol and tobacco related Web sites*. The Robert Wood Johnson Foundation Substance Abuse Policy Research Program 1999 Annual Meeting. Savannah, GA.

Simmons, Charlene (March 6, 1999). *Princess Diana: A Case Study in the Post-Modern Celebrity*. Connections: Weaving a Web of Interdisciplinary Understanding Cultural Studies Conference. University of Kentucky: Lexington, KY.

#### GUEST LECTURES

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Simmons, Charlene (June 2008). *Online Publishing*. Girls Inc Summer Workshop: Chattanooga, TN.

Simmons, Charlene (December 2007). *Web Design Seminar*. UTC Communication Department Alumni Association: Chattanooga, TN.

Simmons, Charlene (June 2007). *Web Design*. Girls Inc Summer Workshop: Chattanooga, TN.

Simmons, Charlene (July 2006). *Media Convergence*. Girls Inc Summer Workshop: Chattanooga, TN.

Simmons, Charlene (February 2005). *Online Privacy*. JOMC 50 – Electronic Information Sources. University of North Carolina: Chapel Hill, NC.

Simmons, Charlene (January 2004). *How Do New Media Come About*. JOMC 50 – Electronic Information Sources. University of North Carolina: Chapel Hill, NC.

Simmons, Charlene (October 2003). *Interactivity in Early Broadcast Radio*. JOMC 142 – US and Mass Media History. University of North Carolina: Chapel Hill, NC.

Simmons, Charlene (November 2000). *Teens and New Media*. CCTP 714 – Culture, Content, and Commerce. George University: Washington D.C.

Simmons, Charlene (April 2000). *Alcohol Marketing on the Web: The New Digital Media Environment*. Washington Semester & World Capitals Programs: Justice Semester. American University: Washington, D.C.

#### RELATED PROFESSIONAL EXPERIENCE

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2005 - present  
*Freelance Web Designer* Chattanooga, TN

- Pro bono Web design for local non-profits. Web sites include: BattlefieldMarathon.com (ongoing), BoehmBDC.com (2006 redesign), and ScenicCityHalfMarathon.com (2008 only).

Summer 2003 Park Library Chapel Hill, NC  
*Web Designer and Library Assistant*

- Redesigned the Park Library's Web site, creating a new graphical interface and restructuring site content to facilitate site navigation.

1999 - 2002 Center for Media Education Washington, DC  
*Senior Research Associate*

- Primary research projects included analyzing developing trends in digital media targeted at children and youth, conducting ongoing quantitative and qualitative studies of Web

content for children and youth, and tracking technology and industry trends in electronic media, including television, digital television, interactive television, the Internet, video games, and other forms of new media. Conducted additional research on Internet privacy, children's television, and alcohol and tobacco marketing online.

Spring 1999                      Center for Media Education                      Washington, DC  
*Research Intern – Screening and Filtering Study*

- Primary project activities included researching the online activities of alcohol and tobacco marketers, reviewing literature related to screening and filtering software and the debate surrounding the use of such technologies, conducting hands-on testing of commercial screening and filtering software, processing and analyzing data from these software tests, and writing sections of the study's report. Additional support was provided on other projects, including research related to online privacy.

**PUBLIC SERVICE**

Article reviewer for the International Communication Association annual convention, the Associate for Education in Journalism and Mass Communication annual convention, the Annual Symposium on the 19<sup>th</sup> Century Press, the Civil War, and Free Expression, *New Media & Society*, and the *Journal of Communication Inquiry*.

Feb 2007 - present                      Chattanooga Track Club                      Chattanooga, TN  
*President* (Feb 2009 – present)  
*Vice President / President Elect* (Feb 2008 – Jan 2009)  
*Vice President of Programs and Communication* (Feb 2007 – Jan 2008)

2006 - present                      University of Tennessee                      Chattanooga, TN  
2009 – 2010 *Committee member: UTC Online Advisory Group, Bookstore Committee*  
2008 – 2009 *Committee member: UTC Online Advisory Group, Library Committee, Classroom Technology Committee*  
2007 – 2008 *Committee member: Blackboard Advisory Group, Library Committee*  
2006 – 2007 *Committee member: Blackboard Advisory Group, Library Committee, Classroom Technology Committee*

Summer 2006                      Boehm Birth Defects Center                      Chattanooga, TN  
*Web Designer*

Summer 2006                      Georgetown University                      Washington, DC  
*Member of the Alumni Council Planning Committee for the Department of Communication, Culture and Technology*

Fall 2005 – present                      University of Tennessee at Chattanooga  
*Graduation Assistant Marshall* (Fall 2005, Spring 2006, Summer 2006, Fall 2006, Spring 2007, Summer 2008, Fall 2008, Spring 2009, Summer 2009)

Fall 2002 – Spring 2005                      Graduate Student Association                      UNC-Chapel Hill  
*Web Master*

Fall 2003 – Spring 2004                      Graduate Student Association                      UNC-Chapel Hill  
*Research Roundtable Co-Coordinator*

**FACULTY & INSTRUCTIONAL DEVELOPMENT**

Summer 2009                      New Horizons Learning Center  
Attended a series of classes covering the Adobe CS4 Suite, including Dreamweaver CS4 Level 1 & Level 2, Photoshop CS4 Level 1 & 2, Flash CS4 Level 1, and Web Developing with CSS.

May 2009                      University of Tennessee at Chattanooga  
Attended UTC's Instructional Excellence Retreat, "Incorporating Ethics into the Curriculum"

May 2008                      University of Tennessee at Chattanooga  
Attended UTC's Instructional Excellence Retreat, "Creating and Sustaining Learning Communities"

May 2007                      University of Tennessee at Chattanooga  
Attended UTC's Instructional Excellence Retreat, "Embedding Ethics into the Curriculum"

Nov. 13-14, 2006                      International Radio & Television Society      New York, NY  
Attended the International Radio & Television Society Foundation Faculty/Industry Seminar on "Navigating the Digital World"

Oct. 27-28, 2006                      University of Tennessee at Chattanooga  
Attended the Academic Integrity Conference.

June 2006                      Southern Newspaper Publishers Association  
Attended two seminars offered by SNPA's traveling campus: "A dozen secrets of great media writing," and "Using the Internet to grow revenue, both online and print"

May 2006                      University of Tennessee at Chattanooga  
Attended UTC's Instructional Excellence Retreat, "Motivating Students: Things We Can Do!"

2005 - 2008                      Walker Teaching Resource Center      Chattanooga, TN  
Seminars attended include: Electronic Portfolios, Advisor Training, QPR: Question, Persuade and Refer, Evaluating Group Projects, Dealing with Disruptive Students, Facilitating Unlearning to Unlearn, Learning Styles Impact on Instruction, Hands on time with Blogs, Hands on time with Wikis, Interpreting Student Evaluations, Classroom Assessment Techniques, Advisement Skills, Blackboard III, Copyright in a Digital Age, Designing Assignments to Reduce the Opportunities for Plagiarism, and Interactive

Teaching Strategies.

OTHER DEVELOPMENT

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December 2007                      Center for Non-Profits, Chattanooga, TN  
Completed the Chattanooga Area Board Diversity Program.

COMPUTER SKILLS

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HTML, CSS, XML, Adobe Dreamweaver CS4, Adobe Flash CS4, Adobe Photoshop CS4,  
Adobe InDesign CS3, and Basic JavaScript.