

Joseph Evan Burns, Ph.D.

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Website: <http://www2.southeastern.edu/Academics/Faculty/jeburns/>

Current Employment

Southeastern Louisiana University, Hammond, LA
Professor of Communications, Graduate Standing

Education

Bowling Green State University; Ph.D. in Mass Communications, June 1996
Advisor: Dr. Nancy Brendlinger
Dissertation title: *Agenda Setting Reconsidered: The Process at Work in Music Radio*

Shippensburg University; Master of Science - Communication, August 1991

Westminster College; Bachelor of Arts - Telecommunications Major; English Minor, June 1986

Current Teaching Experience

COMM 151: Writing for the Mass Media
COMM 211: Public Speaking (Both in class and online.)
COMM 354: Broadcast Copywriting and Sales
COMM 357: Television Production
COMM 359: Broadcast Journalism
COMM 360: Film History
COMM 373: Film Criticism
COMM 410/510 Intercultural Communication
COMM 417/517: Web Design and Construction
COMM 419/519: Advanced Web Design
COMM 449/549: Advanced Video
COMM 456/556: Social and Ethical Issues in Mass Communication
COMM 460/549: Advanced Audio
COMM 461/561: Media Criticism
COMM 495/595: Opinion Writing: Editorials and Critical Reviews

Master's Level Teaching

COMM 631: New Technologies in organizational Communications
COMM 648: Writing for Special Interests and New Media
EMBA Program: Web Design and Construction

Past Work Experience

Earthweb.com & Internet.com (September 1998 to December 2001)

Webmaster, HTMLGoodies.com, JavaGoodies.com

HTML, JavaScript, CSS and DHTML Programmer

Author Goodies to Go Newsletter (250,000 person subscriber base)

Author Design Goodies Newsletter (55,000 person subscriber base)

Susquehanna University, Selinsgrove, PA (June 1996 to June 1999)

CO:192 Public Speaking

CO:271 Audio Production

CO:282 Fundamentals of Television Production

CO:327 Computer Applications

CO:371 Broadcast Advertising

CO:381 Video Editing

CO:382 Documentary Production

CO:472 Broadcast News Writing

CS:100 Computer Basics

Advisor / Station Manager, WQSU 88.9FM - Susquehanna University

Bowling Green State University, Bowling Green, OH (June 1993 to May 1996)

Telecommunications Department

TCOM 262 - Audio Production

TCOM 263 - Television Production

TCOM 368 - Radio Workshop

CS 100 - Computer Basics / The Internet

World Wide Web HTML Programming (Summer class)

My 11 years of radio broadcasting experience is listed at the end of the vitae.

Publications

Books

Burns, J.E., (2002, June) Beyond HTML Goodies, Que/Earthweb Press

Burns, J.E., Growney, A., (2001, September) JavaScript Goodies 2nd ed.
Que/Earthweb Press.

Burns, J.E. (2001, August) HTML Goodies 2nd ed., Que/Earthweb Press.

Burns, J.E. (2001, July) Design Goodies, Que/Earthweb Press.
(Also published in Italian)

Burns, J.E., Growney, A., (1999, July) JavaScript Goodies, Que/Earthweb Press. (*Also Published in Spanish*)

Burns, J.E. (1998, November) HTML Goodies, Que/Earthweb Press (*Also Published in Polish*)

Book Chapter Publications

Burns, J.E. (2013). What Was the First Rock and Roll Record? In Edmonson, J (Ed.), *Music in American Life: An Encyclopedia of the Songs, Stars, Styles, and Stories that Shaped Our Culture*. (Currently in print. Expected spring of 2013).

Burns, J.E. (2012). A Long, Long Time Ago : An Interpretation of the Lyrics of Don Mclean's American Pie. In Schuck, R. I. & Schuck, R. (Eds.), *Do You Believe in Rock and Roll: Essays on the Historical and Cultural Significance of Don McLean's American Pie*, 15-48.

Burns, J. E. (2009). The Past, Present, and Future of Podcasting. In T. Dumova, R. Fiordo (Eds.), *Handbook of Research on Social Interaction Technologies and Collaboration Software: Concepts and Trends* (pp. 56-66). Hershey, PA: Information Science Reference

Bryan, S., Narrow, A. & Burns, J. E. (2009). "We Shall Overcome": Narrating the Challenges of the Early Civil Rights Movement. Southeastern Louisiana in Best Practices in Experiential and Service Learning in Communication in David W. Worley et al. (Eds.), *Best Practices in Experiential and Service Learning in Communication*. (Online delivery)

Burns, J. E. (2009). Wiki Journalism. In T. Dumova, R. Fiordo (Eds.), *Handbook of Research on Social Interaction Technologies and Collaboration Software: Concepts and Trends* (383-391). Hershey, PA: Information Science Reference

Burns, J. E., Laurent, D, V. (2008). A Digital Weekly: Publishing an Internet E-Zine. In S. Kelsey, K. St. Amant, (Eds.) *The Handbook of Research on Computer Mediated Communication*. (353-367) Hershey, PA: Information Science Reference.

Journal Publications

Burns, J. E. & Sawyer, P. (2009). The Portable music Player as a Defense Mechanism. *The Journal of Radio and Audio Media*, 17, 96-108.

Burns, J.E. (2004) The first Move: A content analysis of national radio airplay and sales charts. *The Louisiana Communication Journal*, 6, 3-18.

Burns, J.E. (Spring, 2003) The music matters: A content analysis of early rock and roll. *Journal on Media Culture*, 6. [On-Line] Available: http://www.icce.rug.nl/~soundscapes/VOLUME06/Music_matters.html

Burns, J. E. (1998) Information subsidies and agenda building: A study of local radio news. *The New Jersey Journal of Communication*, 6, 1-9.

Burns, J. E. (1997) The World Wide Web: Trialability difficulty in the diffusion of an innovation. *The American Communication Journal* [On-Line] Available WWW: <http://www.americancomm.org/~aca/acj/acj.html>.

Burns, J. E. (Spring, 1997) Advertising and the World Wide Web. *Feedback*, 38, 26-27.

Newspaper Publications

Currently: I write a weekly Sunday column for the Hammond Daily Star newspaper
Columns can be accessed through: <http://www.hammondstar.com/opinion/columnists/>

Distributed through Newswire:

Left or Right? Social Media Sites Filled with Political Posts (November, 2012)

This piece received over 1700 hits and was published in Business News Daily, many Newspapers, blogs and allowed me to be interviewed on the radio four times.

What was the first Rock n' Roll Record? (November, 2011)

This piece received over 2000 hits and was published on Discovery.com, many newspapers, blogs and overseas in La Repubblica in Italy.

Distributed by Scripts Howard:

Year 2000 Scams. What's Real? What's not. (November, 1998)

Published in: *The Sunday Times*: Washington DC.

What is all the Fuss About the Internet? (November, 1997)

Publishing Newspapers Include: *Atlanta Constitution*: Atlanta, GA, *Tennessean*: Nashville, TN, *Birmingham Post-Herald*: Birmingham, AL

The Year 2000: Countdown to Computer Calamity? (February, 1997)

Publishing Newspapers Include: *San Francisco Examiner*: San Francisco, CA, *Guelph Mercury*: Guelph, ON Canada, *Danville Register & Bee*: Danville, VA.

Internet Privacy: Can the Web Do No Right? (July, 1998)

Publishing Newspapers Include: *Washington Times*: Washington DC, *Journal Tribune*: Biddford, ME, *Morning Sentinel*: Waterville Main.

Hard Alcohol Advertising: No Big Deal (June, 1997)

Published in *Daily Breeze*: Cape Coral Fl., *Casper Star-Tribune*: Casper WY, *The Sun*: Lowell, MA, *Star Press*: Muncie, IN.

Distributed by Bridge News:

Merr-E Christmas: On-Line Shopping Safety (December, 1988)

This piece was also distributed by Knight Ridder.

Internet Privacy: Can the Web Do No Right? (July, 1998)

Published in *The Journal Of Business*, New York, NY.

Pornography on the Internet: Credit Cards Are Not the Answer (May, 1997)

Published in *The Journal Of Business*, New York, NY.

The Ten Things They Never Tell You About Starting an Internet Business

Published in *Northeastern Pennsylvania Business Journal*, Kingston, PA, *Standard Journal*, Milton-Lewisburg, PA.

Self-Submitted

Why the Year 2000 Threatens Havoc for Computers

Published in *The Patriot News*, Harrisburg, PA., November 4, 1998.

Clinton / Lewinski: Are the Polls Correct?

Published in *The Patriot News*, Harrisburg, PA., September 24, 1998

Bill Gates vs. the Attorney General

Published in *The Patriot News*, Harrisburg, PA., July 17, 1998.

Online Class Publications

Public Speaking: Available <http://www.selu.edu/Academics/Faculty/jeburns/ps>

Web Design: Available <http://www.selu.edu/Academics/Faculty/jeburns/comm400>

Each class is full-text online. I am responsible for all class text, testing methods, programming, except four lessons in the Public Speaking course.

Conference Papers

- Burns, J. E. & Sawyer, P. R. (2008, September) *iPod Usage: A survey of user's interactions with their iPods*. Paper presented and the Louisiana Communication Association annual convention, Hammond, LA.
- Burns, J. E. & Sawyer, P. R. (2008, September) *The iPod as a defense mechanism*. Paper presented and the Louisiana Communication Association annual convention, Hammond, LA.
- Burns, J.E. (2007, October) *Podcasting: Why do you Podcast?* Paper presented at the International Academy of Business and Public Administration Disciplines annual convention, New Orleans, LA.
- Burns, J.E. (2007, October) *Satellite Radio Will Not Fail: It Will Be Destroyed*. Paper presented at the International Academy of Business and Public Administration Disciplines annual convention, New Orleans, LA.
- Burns, J.E. (1998, April) *The Agenda Setting Process in Music Radio: A Purposive Sample of Listeners*. Paper presented at Broadcast Education Association annual convention, Las Vegas, NV.
- Burns, J. E. (1997, April) *The World Wide Web: Trialablility difficulty in the diffusion of an innovation*. Paper presented at Central States Communication Association annual convention, St. Louis, MO.
- Burns, J. E. (1997, April) *Gatekeeping pressures in music radio: The environment of choice*. Paper presented at Central States Communication Association annual convention, St. Louis, MO.
- Burns, J. E. (1997, April) *The first move: A content analysis of national radio airplay and sales charts*. Paper presented at Central States Communication Association annual convention, St. Louis, MO.
- Burns, J. E. (1996, April). *Tolls on the information superhighway: Metered versus Non-metered service on the Internet*. Paper presented at the Central States Communication Association annual convention, St. Paul, MN.
- Burns, J. E. (1996, April). *The creation and following of public opinion: A history of music choice in radio programming*. Paper presented at the Central States Communication Association annual convention, St. Paul, MN.
- Burns, J. E. (1996, March). *The music matters: A content analysis of early rock and roll*. Paper presented at the American Culture Association/Popular Culture Association annual convention, Las Vegas, NV.

Lamb, C., & Burns, J. E. (1996, March). *What's wrong with this picture? The anti-incumbent bias of cartoons during the '92 campaign*. Paper presented at the Association for Education in Journalism and Mass Communications Southeast Colloquium, Roanoke, VA.

Burns, J. E. (1995, August). *Agenda setting reconsidered: The process at work in music radio*. Paper presented at the Association for Education in Journalism and Mass Communication annual convention, Washington DC.

Lamb, C., Burns, J. E., Scaffidi, J., & Murdock, J. (1995, October). *Karaoke: Research with a two drink minimum*. Paper presented at the Association for Education in Journalism and Mass Communication annual convention, Washington D.C.

Burns, J. E. (1995, April). *Music charts as public opinion: Media effects in music radio*. Paper presented at the Central States Communication Association annual meeting, Indianapolis, IN.

Burns, J. E. (1995, April). *The future of agenda setting research: New audiences and new gatekeepers*. Paper presented at the Central States Communication Association annual meeting, Indianapolis, IN.

Burns, J. E. (1994, August) *Information subsidies and agenda building: A study of local radio news*. Paper presented at the Association for Education in Journalism and Mass Communication annual convention, Atlanta, GA.

Conference Panels

NCA International Adoption Roundtable (2011, November). National Communication Association, New Orleans, LA.

Don McLean's American Pie (to be presented 2010, April) Panel (to be) presented at the annual convention of the Popular Culture and American Culture Associations, St. Louis, MO.

Imagined Interactions & Facebook: Changing the Way We Think About Relationships. (2008, April). This panel will given at the annual convention of the Southern States Communication Association, Savanna, GA.

Service Learning: The Good, the Bad, and the Ugly. (2006, April). Panel presented at the annual convention of the Southern States Communication Association, Dallas, TX.

Teaching on the Edge: Electronic Media Skills in the 21st Century (November, 1998) Panel presented at the annual convention of the Association for Education in Journalism and Mass Communication, Baltimore, MD.

Rock School Radio Show

The Rock School Radio show, hosted by Joe Burns and Chad Pierce airs on 90.9 KSLU Thursdays and 5 and Sundays at 4pm.

The show is currently syndicated in four radio markets:

- Radio Universidad Salamanca, Spain
- WBSD, Burlington, WI
- KLSU, Baton Rouge
- KSCL, Shreveport, LA

Individual shows have been picked up and aired in Alaska and Idaho through the PRX Radio network.

Rock School is currently a five star Podcast on iTunes with close to 8000 downloads per week.

The show has won the *International Communicator Award of Distinction* 2008 through 2010.

The show won the International Communicator top prize in 2011.

Rock School will celebrate five years on the air in April of 2012 having never repeated or missed a weekly show.

Fanfare Then and Now Lectures

2008 – Paul is Dead

- This lecture was turned in a show on The Southeastern Channel
- This lecture's show was award an *International Communicator Award of Distinction* in 2008
- This lectures show was nominated – but did not win – a regional Emmy.

2008 – What Do the Lyrics to American Pie Mean?

2009 – The Devil is In the ~~Details~~ Lyrics

2010 – What Was the First Rock and Rock Record?

2011 – Parental Guidance Suggested: Rock and the PMRC

2012 – Invisible Airwaves Crackle with Life: The History and Future of Radio

Grant Writing Experience

Between 1999 and 2004:

- Wrote four Large Tech Fee Grants, awarded three: \$151,363.00 total
- Wrote three CITI grants, awarded two: \$11,000.00 total
- Wrote three Teaching Enhancement Grants, awarded two: \$2222.00 total

Between 2005 and present:

- Wrote and received one Large Tech Fee Grant: \$34,000
- Wrote and received two Small Tech Fee Grants: \$7839.00 total
- Wrote and received one CITI Grant: \$4358.00
- Wrote and received one Faculty Development Grant: \$1350.00
- Received one SGA Grant: \$1800.00
- In 2008, 2nd-authored a Communication BoR grant with Amber Narrow but was the sole author on the awarded matching Tech Fee Grant: \$7,535.00
- Also in 2008, I was third author on a ULS Grant with Suzette Bryan and Amber Narrow. It was awarded.
 - Total monies awarded 2005 to present: \$56,882.00
 - Total monies awarded since 1999: \$221,467.00

Committee Experience

President: Southeastern Faculty Senate (June 2009 through June 2011)

Vice President: Southeastern Faculty Senate (June 2007 through June 2009)

Academic Affairs Council

University Planning Council

Faculty Representative: Southeastern President Search

Faculty Representative: Southeastern Provost Search

Employee Handbook Committee

University Calendar Committee

Chair of the Senate Ad Hoc Committee for Possible Southeastern Program Elimination

TEACH Act Ad Hoc Committee

Chaired General Manager and Program Director searches at KSLU

Lambda Pie Eta – The Communication Honor Society

Attendance Policy Committee

Judicial Committee

Academic Honors

Top 3 Paper

Research Division (Debut paper) Broadcast Education Association 1998 Conference, Las Vegas, NV for Information Subsidies and Agenda Building: A Study of Local Radio News.

Top 3 Paper

Mass Communication Division - 1997 CSCA conference, St. Louis, MO for The World Wide Web: Trialability Difficulty in the Diffusion of an Innovation.

Steven S. Coltrin Award for Excellence in Communications Teaching

Awarded at the annual meeting of the International Radio and Television Society (IRTS), New York, NY.

Top Student Paper

Radio, Television Journalism Division - 1994 AEJMC conference, Atlanta, GA, for Information Subsidies and Agenda Building: A Study in Local Radio News.

Web Master Duties

- Communication Department Web site (currently)
Access through: <http://www.selu.edu/comm>
- Communication Gollum server for Communication student accounts (currently)
Server address: <http://www.comm.selu.edu>
Access is only allowed through an account on the server
- Southeastern Faculty Senate
Access through: <http://www.selu.edu/Academics/Depts/FacSen/>
- Louisiana Communication Association (2000 - 2002)
- StreetArtist.com (2000 - 2002)
- HTML Goodies (1997 - 2002)
Access through: <http://www.htmlgoodies.com>
- JavaGoodies (1998 - 1999)
Pages no longer posted
- Department of Communications and Theater Arts, Susquehanna University (1997 - 1999)

- Central States Communication Association, Mass Communication Interest Group (1994 - 1997)
- School of Communication Studies, Bowling Green State University (1994 - 1996)
Duties include writing and keeping Journalism, and Interpersonal Communication

Computer / Equipment Abilities

Programs

- All Windows, OS2, and Macintosh operating systems
- Word Office Suite (all programs) and WordPerfect word processing
- PhotoShop, Paint Shop Pro, Lview Pro, and TWAIN scanning image editors
- Familiar with Internet server programming and wireless access hardware
- All Netscape, Explorer, and Opera Internet browsers
- SPSS, and various Internet TCP/IP programs covering FTP, Email, Telnet, and News Readers

Programming Languages

- Hypertext Mark-Up Language (HTML version 4.0 and beta version 4.01)
- XHTML Beta Version
- Dynamic Hypertext Mark-Up Language (DHTML)
- JavaScript (version 1.2)
- Cascading Style Sheet Systems (CSS)
- Working knowledge of UNIX, Java, PERL

Video Editing

- Non-Linear: Final Cut Pro HD, Media Pro, The Ulead Video Studio, AVID
- Linear: Panasonic A/B roll systems, Video Toaster, straight linear editors

Audio Editing

- Digital: ProTools (all versions), Sony MKII systems, Roland DS800, and the processes of MIDI, Sequencing, and CD/DVD authoring
- Analog: trained in multi-track studio production. Full knowledge of audio effects, processing, and production

Professional Broadcasting Experience

- **WGLL-FM/WCBG-AM radio - Chambersburg, PA (Hagerstown, MD A.D.I.)**
 - Program director of adult contemporary format FM and sports format AM
 - Responsible for programming all music, news and sports formats
 - Programming responsible for second place showing in market
 - Created and implemented all station promotions
 - Performed morning show (5am-10am) holding second place in the market
 - Performed live broadcasts
 - Received local agency awards for commercial production
- **WHAG-TV - Hagerstown, MD**
 - Voice-over artist for commercials and promotions
- **WVNN Radio - Huntsville, AL**
 - Sales and Public Relations to introduce a new news/talk format to the Huntsville market. Responsible for all commercial and promotional copy.
- **WKGW Radio - Utica, NY**
 - Program Director responsible for implementing sister station programming
 - Performed morning show (5am-10am) holding second in the market
 - Acted as copywriter for one year
 - Assistant music director
 - Performed live broadcasts
- **WQLT Radio - Florence, AL**
 - Responsible for the creation and implementation of all station promotions
 - Performed afternoon show (2pm-7pm) holding first place in the market
 - Wrote and produced all promotional copy
 - Performed live broadcasts
- **KSDW Radio - Sulphur, OK**
 - Copywriter, responsible for all commercial and promotional copy
 - Performed midday show (10am-3pm, market not rated)
- **WKST Radio - New Castle, PA**
 - Performed call-in night show (7pm-1am, market not rated)
- **WFEM Radio - Ellwood City, PA**
 - Hosted the weekend all-request oldies shows