

**Brief Curriculum Vitae of  
JAMES A. WALL  
(Updated May 2017)**

**PROFESSIONAL AFFILIATION AND CONTACT INFORMATION**

**Senior Lecturer – Department of Radio, Television, and Digital Media  
Southern Illinois University at Carbondale**

Office: 1048 Communications, Mail Code 6609 Carbondale, IL 62901, Email: jwall@siu.edu

**EDUCATION**

**Master of Arts in Media Management**

College of Mass Communications and Media Arts Southern Illinois University at Carbondale

Thesis title: *“Digital television: Exploring consumer perceptions of product attributes and factors affecting adoption in the United States,”*

**Honors and Achievements**

Dr. Richard Uray Memorial Scholarship: Outstanding Graduate Student

**Bachelor of Science in Radio Television – Minor: Music Business**

College of Communications and Fine Arts, Southern Illinois University at Carbondale

**Honors and Achievements**

Radio and Television Department Award for Outstanding Achievement in Radio

Vice-President SIU Chapter Alpha Epsilon Rho National Honorary Broadcasting Society

Student Station Manager WSIU-FM

Member of Radio and Television Department Student Advisory Committee

**TEACHING EXPERIENCE**

**Senior Lecturer, Department of Radio Television, Southern Illinois University Carbondale**

Media Industries Marketing and Management sequence. Area of specialization includes audience ratings analysis, electronic media promotion, law and policy, programming, sales, and media management. (1996 to Current)

**Honors and Achievements**

International Radio and Television Society: Faculty Fellowship (Jan 2016)

National Association of Television Programming Executives: Faculty Fellowship (Jan 2014)

National Association of Television Programming Executives: Faculty Fellowship (Jan 2009)

Promoted to the rank of Senior Lecturer with Continuing Appointment (Aug 2006)

International Radio and Television Society: Faculty Fellowship (Oct 2005)

NAB Educational Foundation: Broadcast Leadership Training Fellowship (2004-05)

Promoted to the rank of Lecturer from Assistant Instructor (Aug 2004)

College nominee for Term Professor of the Year at Southern Illinois University (Feb 2004)

Radio and Television Department Award for Outstanding Service to the Department (May 2003)

## PROFESSIONAL MEDIA EXPERIENCE

Marketing Director, WSIL-TV (ABC) Paducah-Cape Girardeau-Harrisburg (1992-2001)  
 President and General Manager, Heartland Communications, Inc. Carbondale, IL (1987-1992)  
 Account Executive, KFVS-TV (CBS) Cape Girardeau, MO (1983-1987)  
 Account Executive, WSIL-TV (ABC) Harrisburg, IL (1981-1983)  
 Associate Producer WHRO-FM (NPR) Norfolk, VA (1979-1981)

## SCHOLARLY ACTIVITY

### Interests and Specialties

Media management, media economics, television and radio programming, electronic media marketing and promotion, digital television and new technologies, electronic media law and policy, radio and television history, audience ratings analysis, new media.

## PAPERS AND PRESENTATIONS AT PROFESSIONAL MEETINGS

Wall, James A., *“Yes, you can be an entrepreneur,”* invited presentation at the annual convention of the Broadcast Education Association, Las Vegas, NV., April 2011.

Wall, James A., *“The transition to digital television: An annual review,”* paper presented at the annual convention of the Broadcast Education Association, Las Vegas, NV., April 2005.  
**Awarded Second Place Open Paper** in the Communication Technology Division.

Wall, James A., *“Consumer perceptions of the product attributes of digital television,”* scholar-to-scholar poster session in the Management and Sales Division presented at the annual convention of the Broadcast Education Association, Las Vegas, NV., April 2005.

Wall, James A., *“WIDB is on the air,”* juried case study presented at the annual convention of the Broadcast Education Association, Las Vegas, NV., April 2004.  
**Awarded First Place Case Study** in the Management and Sales Division.

Wall, James A., *“Digital television: An economic perspective,”* paper presented at the annual convention of the Broadcast Education Association, Las Vegas, NV., April 2004.  
**Awarded Second Place Debut Paper** in the Management and Sales Division.

Wall, James A., *“The transition to digital television: Are we there yet?”* paper presented at the annual convention of the Association for Education in Journalism and Mass Communication, Kansas City, MO., July 2003.

Wall, James A., *“Betting on bytes: A digital television primer,”* paper presented at the annual convention of the Broadcast Education Association, Las Vegas, NV., April 2003.  
**Awarded First Place Debut Paper** in the Communication Technology Division.

Wall, James A., *“In the public interest, convenience, and necessity: It’s a heck of a way to run a railroad,”* paper presented at the annual convention of the Broadcast Education Association, Las Vegas, NV., April 2003.  
**Awarded Second Place Debut Paper** in the Law and Policy Division.

Wall, James A., *“Television without frontiers: European Union audiovisual policy in the digital age,”* paper presented at the annual convention of the Broadcast Education Association, Las Vegas, NV., April 2003.

**Awarded Second Place Debut Paper** in the International Division.

Wall, James A., *“The TV industry speaks: An exploratory investigation into the current challenges, opportunities, and potential uses for digital television and ancillary services,”* poster session in the Research Division presented at the annual convention of the Broadcast Education Association, Las Vegas, NV., April 2003.

## **COURSES TAUGHT**

RTD 200 – Understanding Media

RTD 305 – Audience Research and Ratings Analysis

RTD 308 – Electronic Media Law, Policy, and Regulation

RTD 325 – Media Industries

RTD 351 – Programming

RTD 357 – Promotion

RTD 377 – Media Sales

RTD 389 – RT Topical Seminar: Digital Television and the Consumer

RTD 389 – The Business of Media (Online)

RTD 473 – Media Management

RTD 489 – RT Management Seminar: The Business of Digital Television

RTD 489 – RT Workshop: Electronic Media Operations and Management

## **SERVICE ACTIVITY**

### **National Association of Television Programming Executives**

Faculty Fellowship recipient. (2009 and 2014).

### **International Radio and Television Society**

Faculty Fellowship recipient (2005 and 2016).

### **National Association of Broadcasters Educational Foundation Fellowship**

Graduate of the NAB Broadcast Leadership Training Program. (2004-05).

### **Illinois Broadcasters Association**

Member of the IBA Academics Committee. (2004-current).

### **City of Carbondale**

Member of the Carbondale Information and Telecommunications Commission. (2005-current).

### **WDBX Community Radio**

Member of the Board of Directors of the local community radio station. (2014-2012).

### **WIDB Student Radio Station**

Faculty advisor for registered student organization of nearly 100 students. (2011-current).

**Chancellor's Planning and Budget Advisory Committee**

Faculty representative for this strategically focused high-level University administrative budget planning committee. (2011-2013).

**SIU Faculty Senate**

Elected by 600 faculty colleagues from across the University as one of six representatives of the Non-tenure track faculty unit. (2009-2013 and Dec 2015-current).

Served as Chair of the Faculty Senate Budget Committee. (2011-2013).

Currently serving on the Faculty Senate Undergraduate Curriculum Committee. (2016-current)

**Other Department, College, and University Service**

Search committee for Dean College of Business (2015-16).

Media Industries sequence representative for department website. (2011-current).

College of Business Academic Efficiencies Task Force (2014).

Search committee for Assistant Professor of Media Industries (2014).

College-wide media business strategic planning (Shamrock group) committee. (2014-current).

Honors day, convocation, commencement, move-in day, new student orientation, class preview days, extern program, open houses, student recruitment events, and various alumni gatherings.

**PROFESSIONAL AFFILIATIONS**

Broadcast Education Association

Association for Education in Journalism and Mass Communications

National Association of Broadcasters

Illinois Broadcasters Association

National Association of Television Programming Executives

National Education Association

Illinois Education Association

International Radio Television Society

**OTHER INTERESTS**

Accomplished musician and performer (string bass, electric bass)

FAA licensed private pilot