

DR. MARJORIE L. YAMBOR

CURRICULUM VITAE

Western Kentucky University | Broadcasting Instructor
Revolution 91.7 | WWHR.FM | General Manager

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♦ EDUCATION

PhD (mass media), Michigan State University, East Lansing, MI
(2006). Dissertation title: Subversive Supremacy: A Pop Culture
Kaleidoscope of Somatic Sentiment

MA (telecommunication and film), University of Alabama,
Tuscaloosa, AL (1994). Thesis title: Network News Correspondents:
Frequency and Duration of Appearances by Male and Female
Reporters

BA (radio/television broadcasting & English literature), Western
Kentucky University, Bowling Green, KY (1991)—magna cum laude

♦ ACADEMIC APPOINTMENTS

2001-present

Broadcasting Instructor, Revolution 91.7 General Manager
School of Journalism & Broadcasting
Western Kentucky University
American Popular Arts
Advanced Radio Performance
Introduction to Broadcasting (lecture & online)
Introduction to Popular Culture Studies
Process and Effects of Mass Communications
Writing for Radio and TV

1997-2001

Instructor, Doctoral Candidate
Department of Advertising
Michigan State University

Advertising and Social Responsibility
Creative Strategy in Advertising
Principles of Advertising

1995

Adjunct Instructor
School of Mass Communications
University of South Florida
Writing for Radio and Television

1992-1994

Instructor/Teaching Assistant, Master's Candidate
Department of Journalism
University of Alabama
Media Writing

♦ SCHOLARLY ACTIVITY

Book Chapters Yambor, M.L. (2013). *Violent Artistic Expression* in *Encyclopedia of Media Violence*. Sage.

Book Reviews Yambor, M.L. (2010). Review of Phyllis Johnson's *KJLH-FM and the Los Angeles Riots of 1992: Compton's Neighborhood Station in the Aftermath of the Rodney King Verdict* for the *Journal of Radio & Audio Media*. Vol. 17:2, pp. 257-259.

Yambor, M.L. (2010). Review of Thomas Allen's *Uncovered: Photographs by Thomas Allen* for *Visual Communication Quarterly*. Vol. 17:1, pp. 60-61.

Yambor, M.L. (2008). Review of Craig Denton's *Bear River: Last Chance to Change Course* for *Visual Communication Quarterly*. Vol. 15:4, pp. 287-289.

Conference Papers Yambor, M.L. (2013). *Good Morning Dexter: Drab Duties Gone Diabolical*. Popular Culture Association national conference, Washington, DC.

Yambor, M.L. (2011). *Playing with Prezi: Pump Some Pomp Into Presentations*. Visual Communication national conference, Taos, New Mexico.

Yambor, M.L. (2010). *Dissecting Dexter: Diurnal Duties Display Diabolical Delights*. Visual Communication national conference, Portland, Oregon.

Yambor, M.L. (2009). *Mining Visual Memes: Exploring the Evolution of Interactive Internet Narratives*. Visual Communication national conference, Jackson Hole, Wyoming.

Yambor, M.L. (2008). *South Park: Privileging the Power of the Puerile*. Popular Culture Association national conference, San Francisco, California.

Yambor, M.L. (2007). *Contesting Capitalism: The Gallant Grotesque of Fight Club*. Visual Communication national conference, Estes Park, Colorado.

Yambor, M.L. (2007). *Radical Revolution via Somatic Self-Destruction: Fight Club's Power/Knowledge*. Popular Culture Association national conference, Boston, Massachusetts.

Yambor, M.L. (2005). *Skin Symbols: Body Modification as Communication*. Visual Communication national conference, Banff, Canada.

Yambor, M.L. (2004). *Regalia, Razzmatazz, and Red Lipstick: Ritual and The Rocky Horror Picture Show*. Visual Communication national conference, Pacific Grove, California.

Yambor, M.L. (2003). *Fangs, Fishnets, and Filigrees: The Decadent Dramaturgy of Gothic Subculture*. Visual Communication national conference, Sandpoint, Idaho.

Yambor, M.L. (2002). *Ally's Animation: The Masquerade of McBeal*. Visual Communication national conference, Holcombe, Wisconsin.

Yambor, M.L. (2001). *Think Ink: The Symbolic Subculture of Tattoos*. Michigan Academy annual meeting, University of Michigan-Dearborn.

Yambor, M.L. (2000). *Night Fever in the 1990s: The Evolution of the Narratives and Images of Disco Film*. Visual Communication national conference, Chico Hot Springs, Montana, as well as Michigan State University Research Recognition Day—**1st place award in Humanities Section**.

Yambor, M.L. (2000). *Death Films Talking: The Death Penalty in American Film*. Michigan Academy annual meeting, Saginaw Valley State University.

Yambor, M.L. (1999). *Talking in Golden Tongues: An Economic Analysis of the Rush Limbaugh Show and the Howard Stern Show*.

National Communication Association, Chicago, Illinois, as well as Michigan State University Research Recognition Day—**2nd place award in Social Science Section.**

Yambor, M.L. (1999). *The Visual Construction of South Park: Normalizing the Abnormal*. Visual Communication national conference, Lake Tahoe, California, as well as Michigan Academy annual meeting, Grand Valley State University.

Yambor, M.L. (1998). *A Virtual Fetish: Themes of a Virtual Community as Presented in Time and Wired*. Association for Education in Journalism and Mass Communication, Baltimore, Maryland, as well as Michigan State University Research Recognition Day.

Media Panels

The Student Media Backchannel: Exploiting Social Media to Increase Audience Engagement, Panelist. (2013). Broadcast Education Association national conference, Las Vegas, Nevada.

Creative Numbers?: Developing Rubrics that Make Sense of Creative Projects, Panelist. (2013). Broadcast Education Association national conference, Las Vegas, Nevada.

Creating Relationships Across Student Media, Panelist. (2012). Broadcast Education Association national conference, Las Vegas, Nevada.

The Tenure Process and the Student Media Advisor: Investigating the Possibilities, Panelist. (2012). Broadcast Education Association national conference, Las Vegas, Nevada.

Student Media Advisors Division Business Meeting, Session Moderator. (2012). Broadcast Education Association national conference, Las Vegas, Nevada.

Web Site Maintenance Roundtable, Panelist. (2011). College Broadcasters Inc./College Media Advisers national conference, Orlando, Florida.

Molding a Mission: Blending Visual and Rhetorical Imaging to Build a Bold College Brand, Session Moderator/Panelist. (2011). Broadcast Education Association national conference, Las Vegas, Nevada.

Chics, Tech, and Respect: Juggling Gender Dynamics in College Media, Panelist. (2011). Broadcast Education Association national conference, Las Vegas, Nevada.

Student Media Advisors Division Business Meeting, Session Moderator. (2011). Broadcast Education Association national conference, Las Vegas, Nevada.

Leveraging Leadership: A Spectrum of Successful Strategies for Advising College Media, Session Moderator/Panelist. (2010). College Broadcasters Inc./College Media Advisers national conference, Louisville, Kentucky.

College Radio: Centers of Research and Development, Panelist. (2010). College Broadcasters Inc./College Media Advisers national conference, Louisville, Kentucky.

Strange Station Situations: Methods for Managing the Quirks of College Media, Session Moderator/Panelist. (2010). Broadcast Education Association national conference, Las Vegas, Nevada.

Emergency Communication: Student Media Covering the Crisis, Panelist. (2010). Broadcast Education Association national conference, Las Vegas, Nevada.

Student Media Advisors Division Paper Competition, Session Moderator. (2009). Broadcast Education Association national conference, Las Vegas, Nevada.

Crafting Commendable College Radio: Developing Viable Station Visions, Panelist. (2009). Broadcast Education Association national conference, Las Vegas, Nevada.

Nurturing the Nexus: Aligning Administrators, Professors, Managers, Staff Members...and College Radio, Panelist. (2009). Broadcast Education Association national conference, Las Vegas, Nevada.

Crowd-Sourcing: Cheap Content for a Media-Manic Age, Panelist. (2009). Broadcast Education Association national conference, Las Vegas, Nevada.

Mayhem & Moxie: Student Coverage of a College Radio Music Festival, Panelist. (2008). Broadcast Education Association national conference, Las Vegas, Nevada.

Let's Get Our Tunes Right: How to Make Your College Radio Station Compelling in Your Local Market, Panelist. (2008). Broadcast Education Association national conference, Las Vegas, Nevada.

Animation and Real Life? Session Chair. (2008). Popular Culture Association national conference, San Francisco, California.

From Potty Prattle to Personal Pride: Terminating Trash Talk in College Radio, Panelist. (2007). Broadcast Education Association national conference, Las Vegas, Nevada.

The Campus Radio Station Format: Ideas and Warnings, Session Moderator/Panelist. (2006). Broadcast Education Association national conference, Las Vegas, Nevada.

Radio Broadcasting Courses: Do They Fit in Today's Broadcast Curriculum? Panelist. (2006). Broadcast Education Association national conference, Las Vegas, Nevada.

Station Budgets and Finances, Session Chair/Panelist. (2006, 2005, 2004). Intercollegiate Broadcasting System national conference, New York City.

Academic Planning for Career Media Choices, Panelist. (2006, 2005). Intercollegiate Broadcasting System national conference, New York City.

The Role of Faculty Advisors, Panelist. (2006, 2005). Intercollegiate Broadcasting System national conference, New York City.

Session Moderator: featuring papers about Barbie, suffrage imagery, and CSI. (2004). Visual Communication national conference, Pacific Grove, California.

Media Facility Management and Budgets, Panelist. (2004). Broadcast Education Association national convention, Las Vegas, Nevada.

Creative Success Stories for College Stations, Session Chair/Panelist. (2004). Intercollegiate Broadcasting System national conference, New York City.

Is Your Station Having an Identity Crisis? How Better Branding and Imaging Can Create a Stronger Presence for College Stations and Lead to Better Promotions and Fundraisers, Panelist. (2003). College Music Journal national convention, New York City.

The Eyes Have It, Session Chair. (2003). Visual Communication national conference, Sandpoint, Idaho.

Local Press

"Music, Moxie, and Mayhem: Revolution Rocks Circus Square." *SOKY Happenings*, 2011, April, p. 27.

"The Bistro: A Bold Brand for Bowling Green." *SOKY Happenings*, 2011, January, p. 63.

<i>Creative Work</i>	Voice Talent, <i>Tweak</i> promotional intro for Student Radio 92.2 FM, Aalborg University, Denmark (2011)
	Voice Talent, United Way campaign for Image West, Bowling Green, KY (2004)
	Specialty Show Host, WWHR-FM, Bowling Green, KY (2002-2007)
<i>Guest Lecture</i>	<i>South Park</i> and American Culture, Comenius University in Bratislava, Slovakia (2008)

♦ MEDIA MANAGEMENT

<i>Projects</i>	Assistant Project Coordinator/Newsflow Coordinator, WKU iTeam multiblog coverage of the Global Editors Network conference, Paris (2012)
	Assistant Project Coordinator/Newsflow Coordinator, WKU iTeam multiblog coverage of the Global Editors Network conference, Hong Kong (2011)
	Assistant Project Coordinator/Newsflow Coordinator, WKU iTeam multiblog coverage of the WAN-IFRA conference, Hyderabad, India (2009)
	Faculty, Innovation Incubator Project, Knight Foundation, Ithaca College (2007)
<i>WWHR-FM Bowling Green, KY</i>	General Manager, 2001-present Passed referendum to increase annual budget from \$7,000 to \$100,000 annually Manage annual budget Ensure FCC compliance with EAS requirements, public file standards, and on-air practices Advise student management staff on all facets of station operations Travel with students to present at/attend national conferences (e.g., NAB/BEA, SXSW, CMJ, CBI/CMA, IBS) Coordinated upgrade from 100 to 1,300 watts (3,000 watt equivalent) power Coordinated remodeling of and transition into new studio facilities Recruited local radio executives/managers/talent for the station's professional advisory board Transformed station philosophy from "academic broadcasting lab" to "market competitive station" Launched Revolution's (WWHR-FM) internet sister station: Evolution

Launched a live 24/7 schedule throughout the year
(except for an off-air winter hiatus and
automated summer overnights)
Opened air talent opportunities to all students/staff of
the university, regardless of discipline for academic study
Formulated a station operations manual with
comprehensive management and staff guidelines
Introduced recurrent charity festivals and community
events to the annual agenda

WVUA-FM
Tuscaloosa, AL

Station Manager, 1993-1994
Managed overall staff of 80
Handled FCC concerns
quarterly issues, public inspection file

Station Awards

Revolution 91.7, Signature Station (1st place) at BEA national
(2012).

Student Awards

Stacie Hewitt, WWHR program director, 2nd place air
personality at BEA national (2011).

Kayla Dowdy, WWHR music director, nominated for best
newcomer at CMJ national (2010).

Max Meiners, WWHR station manager, 2nd place air personality at
BEA national (2008).

Lyle Smith, WWHR production director, 2nd place comedy/drama
at BEA national (2006).

Lee Uber, WWHR production director, 2nd place best radio promo
at CBI national (2003).

◆ PROFESSIONAL EXPERIENCE

Lansing, MI

Freelance Disc Jockey, 2001

University Reporter
Detroit, MI

Freelance Reporter, 2000-2001

WDBM-FM
East Lansing, MI

Disc Jockey and Specialty Show Host, 1999-2000
DJed regular rotation shifts weekly
Hosted a specialty show weekly
Corresponded with national music labels
Interviewed international bands

DynaMedia, Inc.
Tampa, FL

Advertising Account Coordinator, 1995-1997
Coordinated, executed, and managed promotional events

Prepared package and co-op materials
 Edited radio and television commercial scripts
 Edited and prepared storyboard copy
 Handled traffic to radio and television stations
 Prepared orders for radio and television time
 Conducted post-buy analyses

WVUA-FM
Tuscaloosa, AL

Disc Jockey and Specialty Show Host, 1992-1994
 DJed regular rotation shifts weekly
 Hosted a specialty show weekly
 Corresponded with national music labels
 Interviewed international/national/local bands
 Attended College Music Journal conventions

WWHR-FM
Bowling Green, KY

Music Director, Disc Jockey, and Specialty Show Host, 1991
 Selected music for rotation
 Corresponded with national music labels
 DJed regular rotation shifts weekly
 Hosted a specialty show weekly

◆ SERVICE HIGHLIGHTS

National Service

2012-present: Membership Coordinator, Student Media Advisors Division, Broadcast Education Association

2010-2012: Chair, Student Media Advisors Division, Broadcast Education Association

Introduced the Signature Station Competition

2009-2010: coordinator & judge, Student Media Advisors Division Paper Competition, Broadcast Education Association

2008-2010: Vice Chair, Student Media Advisors Division, Broadcast Education Association

2007-present: member, Editorial Board for *Visual Communication Quarterly*

Charity Benefits

2013: host (with WWHR-FM), Revolution Mayhem, a benefit concert for New Beginnings Therapeutic Riding

2012: host (with WWHR-FM), RevFest, a benefit concert for New Beginnings Therapeutic Riding

2012: host (with WWHR-FM), Revolution Mayhem, a benefit concert for the Rainhill Equine Facility Rescue and Sanctuary

2012: host (with WWHR-FM), Pooch Pageants, two dog shows to benefit the Hildreth No-Kill Animal Adoption Center

2011: host (with WWHR-FM), RevFest, a benefit concert for the Rainhill Equine Facility Rescue and Sanctuary

2011: host (with WWHR-FM), Revolution Mayhem, a benefit concert for the Henry F. Moss Middle School music program

2011: host (with WWHR-FM), Pooch Pageant, a dog show benefit for the Hildreth No-Kill Animal Adoption Center

2010: host (with WWHR-FM), RevFest, a benefit concert for the Henry F. Moss Middle School music program

2010: host (with WWHR-FM), Revolution Mayhem, a benefit concert for the Hildreth No-Kill Animal Adoption Center

2010: host (with WWHR-FM), Pooch Pageant, a dog show benefit for the Hildreth No-Kill Animal Adoption Center

2009: host (with WWHR-FM), RevFest, a benefit concert for the Hildreth No-Kill Animal Adoption Center

2009: host (with WWHR-FM), Revolution Mayhem, a benefit concert for Courageous Kids

2008: host (with WWHR-FM), RevFest, a benefit concert for Courageous Kids

2008: host (with WWHR-FM), Revolution Mayhem, a benefit concert for the Bowling Green Humane Society

2007: host (with WWHR-FM), RevFest, a benefit concert for the Public Theater of Kentucky

2007: host (with WWHR-FM), Revolution Mayhem, a benefit concert for the Barren River Imaginative Museum of Science.

2006: host (with WWHR-FM), RevFest, a benefit concert for the Very Special Arts of Kentucky

2006: host (with WWHR-FM), Revolution Mayhem, a benefit concert for the Dream Factory

2005: host (with WWHR-FM), RevFest, a benefit concert for the Barren River Area Safe Space

2005: host (with WWHR-FM), Revolution Mayhem, a benefit concert for the Warren County No-Kill Animal Shelter

2004: host (with WWHR-FM), RevFest, a benefit concert for the Muscular Dystrophy Association

2004: host (with WWHR-FM), Revolution Mayhem, a benefit concert for St. Jude's Research Hospital

Honors

2007: Nominated for Faculty Award for Public Service, Western Kentucky University

Committees

2012-present: member, Student Grant Committee, School of Journalism and Broadcasting, Western Kentucky University

2012-present: member, Search Committees for faculty positions, School of Journalism and Broadcasting, Western Kentucky University

2012-present: member, Alumni Activities Committee, School of Journalism and Broadcasting, Western Kentucky University

2011-2012: Chair, Alumni Activities Committee, School of Journalism and Broadcasting, Western Kentucky University

2008-present: Chair, Revolution 91.7 Advisory Board, School of Journalism and Broadcasting, Western Kentucky University

2008-present: member, Popular Culture Curriculum Committee, Potter College of Arts & Letters, Western Kentucky University

2007-2009: Chair, Assessment Committee, School of Journalism and Broadcasting, Western Kentucky University

2005-2009: member, Search Committees for faculty positions, School of Journalism and Broadcasting, Western Kentucky University

2005-present: Chair, Travel Committee, School of Journalism and Broadcasting, Western Kentucky University

2005: member, Student Research Grant Committee, School of Journalism and Broadcasting, Western Kentucky University

2002: member, Search Committee for Director, School of Journalism and Broadcasting, Western Kentucky University

2001-2004: member, Media Advisory Board, Western Kentucky University

Memberships

2004-present: BEA (Broadcast Education Association)

2002-present: PCA (Popular Culture Association)

2001-present: College Broadcasters, Inc. (affiliated with CMA—College Media Advisors)

2001-present: Intercollegiate Broadcasting System

2002-2005: ACA (American Culture Association)

2002-2003: AEJMC (Association for Education in Journalism and Mass Communication)

♦ **INSTRUCTIONAL DEVELOPMENT**

Workshops

2009: Faculty Center for Excellence in Teaching Workshop: "Study Abroad as a Natural Environment for Interdisciplinary Teaching," Western Kentucky University.

2007: Faculty Center for Excellence in Teaching Workshop: "Application of a Positive Teaching Model to Improve Learning," Western Kentucky University.

2007: Faculty Center for Excellence in Teaching Workshop: "Developing an Assessment Action Plan," Western Kentucky University.

2007: Faculty Center for Excellence in Teaching Workshop: "Fundamentals of Academic Program Assessment," Western Kentucky University.

2007: Faculty Center for Excellence in Teaching Workshop: "Intention versus Impact: Diversity in the College Classroom," Western Kentucky University.

2006: Faculty Center for Excellence in Teaching Workshop: "Developing a KIS or CCSA Study Abroad Program," Western Kentucky University.

2006: Faculty Center for Excellence in Teaching Workshop: "Putting Together a Study Abroad Program," Western Kentucky University.

2006: Faculty Center for Excellence in Teaching Workshop: "Using MySpace in Teaching," Western Kentucky University.

2006: Faculty Center for Excellence in Teaching Workshop: "Reading Comprehension and Study Skills Strategies that Work," Western Kentucky University.

2005: Faculty Center for Excellence in Teaching Workshop: "Working It Out! Managing Disruptive Student Behavior," Western Kentucky University.

2005: Faculty Center for Excellence in Teaching Workshop: "Using Jeopardy in the Classroom," Western Kentucky University.

2005: Faculty Center for Excellence in Teaching Workshop: "Creating a Teaching Portfolio," Western Kentucky University.

2005: Faculty Center for Excellence in Teaching Workshop: "Disciplinary Actions and Student Appeals, Understanding Students' Rights and Your Own," Western Kentucky University.

2005: Faculty Center for Excellence in Teaching Workshop: "Civility in the Classroom: Tips for Creating a Positive Learning Environment," Western Kentucky University.

2004: Faculty Center for Excellence in Teaching Workshop: "Strategies to Improve SITE Evaluations," Western Kentucky University.

2004: Faculty Center for Excellence in Teaching Workshop: "Guiding First-Year Students to College Heights," Western Kentucky University.

2003: Center for Teaching and Learning Workshop: "Contract Grading," Western Kentucky University.

2000: College Teaching Certification Course, College of Communication Arts and Sciences, Michigan State University.

2000: Lilly Faculty Seminar Program: "Creative Instruction and Artful Training," Michigan State University.

2000: Teaching Assistant Program Workshops for TAs: "Planning a Course," Michigan State University.

2000: Teaching Assistant Program Workshops for TAs: "Grading Papers: Surviving with Integrity Intact," Michigan State University.

1995: The Media School: The Dynamics of Media, Tampa, FL.