

**NOMINATION COVER SHEET**  
**2010 Virginia Outstanding Faculty Awards**


<b>1. <u>NAME</u></b>	
Full (Legal): Teresa Keller.	Preferred First Name: Teresa
<b>2. <u>INSTITUTIONAL INFORMATION</u></b>	<b>3. <u>PROFESSIONAL INFORMATION</u></b>
Institution: Emory & Henry College	Academic Discipline: Mass Communications
Rank/Position Title: Professor	Specialization/Field: Broadcasting
Year Rank/Title Attained: 2001	Type of Terminal Degree: Ph.D.
Years at Institution: 24	Year Awarded: 1992
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***Please check only one box:***

- RESEARCH/DOCTORAL INSTITUTION NOMINEE:**   
**MASTERS/COMPREHENSIVE INSTITUTION NOMINEE:**   
**BACCALAUREATE INSTITUTION NOMINEE:**  **x**  
**TWO-YEAR INSTITUTION NOMINEE:**   
**TEACHING WITH TECHNOLOGY NOMINEE:**   
**RISING STAR NOMINEE:**

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Signature (President or Chief Academic Officer)   
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## MISSION STATEMENT OF EMORY & HENRY COLLEGE

*“Increase in Excellence,” the historic motto of Emory & Henry College, expresses our intention to be a learning community that moves toward fulfilling every student’s potential. Bishop John EMORY, along with the founders of Methodism, symbolizes our belief in the union of faith and learning, while Governor Patrick HENRY symbolizes our commitment to freedom and civic virtue.*

**We affirm** the Christian faith as our spiritual and moral heritage and encourage all our members to grow in faith as they grow in knowledge. We believe in the worth of each person’s religious and cultural heritage, inasmuch as that heritage leads to service to others in our region and the larger world.

**We affirm** the liberal arts as our intellectual foundation and believe that excellence results when everyone actively participates in the educational process. We challenge all persons to confront historical and contemporary ideas and issues and to develop the ability to think critically about all areas of human experience.

*These traditions provide the context for our pursuit of excellence, as we engage a diverse group of well-qualified men and women in educational experiences that lead to lives of service, productive careers, and global citizenship.*

## Summary of Accomplishments

It is with great pleasure and a touch of trepidation that Emory & Henry nominates Dr. Teresa Keller for the SCHEV Outstanding Faculty Award. The pleasure comes from the fact that Dr. Keller is exceptionally qualified for this award. The trepidation stems from the fear that this nomination package will not do justice to her tremendous contributions and accomplishments.

Dr. Keller is the model of what a liberal arts professor ought to be. She works constantly for the betterment of her program and her students, with the result that Mass Communications, once nothing more than a few courses housed in the English Department, has grown to be one of the largest and most successful departments on our campus. When the college first considered adding a curriculum in mass communications, quite a few faculty members were reluctant, fearing that the program would be too “vocational” and would dilute our important liberal-arts tradition. But because of Dr. Keller’s leadership, our Mass Communications Department accomplishes the difficult task of combining practical career training with a solid philosophical foundation.

As letters of support accompanying this package make abundantly clear, Dr. Keller has had a tremendous impact on the lives and careers of her students. Yet virtually any conscientious professor could find students to sing her praises. What makes Dr. Keller stand out is that we could have found literally hundreds more students and graduates who have made similar testimonials over the years.

Her devotion to students goes far beyond the careful class preparations and help with internships that one would expect from any good professor. Some of her most successful graduates are students who had given up on themselves and who would have drifted on a mediocre, unmemorable course through school had Dr. Keller not refused to allow them to settle for less than their best. And this “best” has created a stellar post-graduate record for the department: Her students have won more than 20 state-level awards, four Emmy awards and two nominations for a Pulitzer Prize.

She is equally demanding of herself. For instance, she understands that a good broadcasting teacher must first be a good broadcaster. To keep herself informed about developments in her profession since she left active reporting, she applied for and won a place in the competitive “Excellence in Journalism” program run by the Radio-Television News Directors Foundation. For a month, she worked at KCNC-TV, a CBS affiliate in Denver, tracking breaking stories, following leads, arranging interviews – in short becoming a working journalist again. She covered a national story (gay and lesbian protests against the Episcopal Church) alongside reporters from *The New York Times*, *The Associated Press* and *The Washington Post*.

Dr. Keller has made the Emory & Henry Mass Communications program known to broadcasting professionals throughout the state. James Shaver, then vice president of WDBJ-TV (CBS) in Roanoke, wrote not only that she is a teacher of “high standards” who has “compassion and concern” for students, but he also stresses that “it is Dr. Keller’s impressive activities outside the classroom that draw attention to her effectiveness as an educator. Citing her emphasis on freedom of speech – her subject before Virginia’s Senate Courts of Justice Committee – Mr. Shaver concludes that her “academic professionalism is outstanding.”

Dr. Keller has been an advocate for the broadcast industry for years through her involvement with the Virginia Association of Broadcasters. She worked tirelessly to help pass a law that allows for Cameras in the Courtroom. For many years, Dr. Keller has attended the VAB Congressional Luncheons to assist in educating congressmen on various industry matters. She was recently selected to serve on the Virginia Association of Broadcasters Board of Directors,

not only because of her involvement in the industry, but also because of her position in the education community. The Board felt that her involvement with Emory & Henry College brings a unique insight that will help the industry market itself to the students from all of Virginia's colleges and universities.

This summer, Holcomb-Hathaway published the 3<sup>rd</sup> edition of *Television News: A Handbook on Writing, Reporting, Shooting, and Editing* by lead author and sole 3<sup>rd</sup> edition author Teresa Keller. In August, Glenwood Corporation of LaJolla, California, elected Keller to the parent company of Holston Valley Broadcasting where she has served as a compensated board member since 2003.

Meanwhile at Emory, Dr. Keller is preparing for the October radio station power increase to 9,000 watts and launch of the revised noncommercial radio station into a five-county area. She initiated applications, helped write grants, and serves as project director, overseeing everything from the engineering work and site selection to working with private donors and budgeting. The station will become a major alternative radio voice with increased faculty and community programming. Solely by her initiative, numerous original, new local programs are on the air. For non-local programming hours, she has established a programming agreement with Virginia Tech's noncommercial station to carry the best of BBC and NPR programming.

Teresa Keller does not do anything halfway. She has operated at full speed for 24 years at Emory & Henry, and continues to apply tremendous energy to teaching, research and curriculum development, professional activities, and transformational community service. She retains enthusiasm for the First Amendment and open government, for teaching, and for continuing participation in the world of professional communications. And now, she maintains these activities while taking on the new commitment to add a noncommercial broadcasting voice to the region.

At Emory & Henry we are extremely proud of – and amazed by – the accomplishments of Dr. Keller. We are certain that SCHEV would be equally proud to include her among its highly esteemed list of honorees.

## I. Discovery

**Created the most up-to-date textbook in broadcast education.** *Television News: A Handbook for Writing, Reporting, Shooting, Editing and Producing* was first published in 2000 by Holcomb-Hathaway, Scottsdale, Arizona. Subsequent editions were released in 2005 and 2009. The book maintains the name of co-author Steve Hawkins from the first edition, but has been updated since then, exclusively by Dr. Keller. This 3<sup>rd</sup> and current edition is currently the most up-to-date textbook in broadcast training and education. Unique aspects of the book include major updates regarding the latest changes in the broadcast industry since the 2008 financial crisis; an examination of how industry is using the new videojournalist in the current economy; reflections on up-to-date technology, including use of social networking sites, blogging, twittering, and incorporating computers and cell-phones into presenting news; an integration of ethical decision-making and respect for free speech and open government; and a one-stop approach to content that includes writing, reporting, interviewing, producing, shooting and editing video, presentation and voice, and legal considerations. This approach reflects the successful broad curriculum at Emory & Henry.

**Contributed to national thinking on communications curriculum.** Dr. Keller's extraordinary vision for her field clearly shows in her 1996 *Journalism Educator* article called "Small Colleges May Lead the Way in Curriculum for the 21<sup>st</sup> Century." The 13-year-old article clearly indicated new thinking and served as a foreshadowing of major changes in the field that are just now

getting underway in many institutions, but have been implemented for a number of years at Emory & Henry. A summer 2009 article in the same journal, "Really 'Blowing Up' a J-School Curriculum," notes that people in the field have been talking about curriculum for the last ten years and wonders why more radical changes have not occurred. The current article suggests that tenured professors may not be able to adapt to the necessary curriculum changes. Dr. Keller indicates otherwise as she uses her study and research in mass communications education to explode the old, traditional model into a cutting edge curriculum, takes on new technologies, consistently updates and prepares new courses, and recruits and works with faculty members who have committed to the process – and enjoyed the results -- of the radical changes occurring at Emory & Henry.

**Became a national leader in developing departmental news web sites.** On Sept. 11, 2001, when most institutions dismissed students, Keller called the department and student media leaders together. She and a colleague decided that in the breaking crisis, they should exemplify and demonstrate the true calling of journalism and serve the community with vitally important information. So, radio station staff interviewed graduates and student relatives in New York and Washington by telephone while student members of the National Guard gave interviews and wrote editorials. Newspaper staff added information from all these sources to articles they produced. And on that day, Ehcwired.com was born – and Emory & Henry's Department of Mass Communications became one of the first communication departments in the country to establish its own news web site. Now, the web site, TV program, and radio operation all exchange files and share workload. The students graduate with skills in multiple areas and are able to adapt to whatever new technologies or requirements come their way. Jim Stovall, author of *Web Journalism: Practice and Promise of a New Medium*, Allyn and Bacon, 2005, writes: "What makes this extraordinary is that very few schools or programs -- large or small -- had started down this road at this time ... All of this is a testament to the vision and leadership that Dr. Keller and her faculty had about the future of journalism education."

**Helped advance open government in Virginia.** Her 1992 dissertation, *Cameras in Courtrooms in Virginia* influenced a change in Virginia law. Keller's research and investigation uncovered data from the judicial branch indicating high levels of support for cameras that had been held back from the legislature. The opposite conclusion had been released to legislators based on information from a less scientific study. She joined her research results with a presentation of the Virginia Association of Broadcasters to make a very strong case in support of cameras in courtrooms before the Senate Courts of Justice Committee. Before the end of the legislative session, the state government made permanent provisions for allowing television reporters into courtrooms with their cameras. Dr. Keller involvement in this issue highlights the college's mission to advance freedom and civic virtue.

## II. Teaching

**Established interactive curriculum on campus.** To claim that the curriculum in Emory & Henry's Department of Mass Communications is unique is not an exaggeration. Keller resisted turning the program into a department like other typical communications departments. With an undergraduate English major from another small liberal arts college and with professional experience in three communications areas (advertising, public relations, and television), she recognized the natural ease of moving among the communications fields. She also believed it was a waste of bright, young minds to take a semester for teaching narrow skill areas. So, instead of moving the department into broadcasting, journalism, PR, and advertising tracks like other programs, she developed a broad-based approach where every student takes both writing and electronic media production as well as publication design, in addition to general theory

courses such as persuasion and media law.

**Educates students and community on open records law.** Since her 1992 dissertation, she has continued her study of Virginia law and used her knowledge for workshops with local law enforcement officials and elected city leaders. She regularly sends students on assignments to gather public information and guides them through the process of respectfully insisting on the right to have the information when public officials deny the legal request. Law enforcement officials have tried to deny arrest information on the pretext that the person is still under investigation for another crime or that the person who can reveal the information is not at work – clear violations of the most basic habeas corpus concept. Health officials have insisted that students have no right to the health inspection records for a town restaurant. On one occasion, she and a colleague called on the sheriff to explain the law about revealing arrest records and wound up addressing the issue with the Commonwealth Attorney who had to instruct the sheriff to release public records. In these cases, she is teaching students, but also defending hard-won citizen rights and educating the community as well. As you might imagine, her graduates frequently call her for advice in legal issues that come up in their work.

**Develops ethically-based courses.** For years, Dr. Keller taught an ethical inquiry course in Freedom of Expression that served as a General Studies course, open to students college-wide. The course was always full, and students reported life-changing interaction with the material. A modification in the college's CORE courses eliminated the need for this course, but she is developing another to fill the gap. She recently completed a workshop in ethics and is transforming her media law course into an ethics-intensive class that will satisfy new college general studies requirements. Over the summer, she developed a new advertising course and revamped the electronic media production course to include a web component. Both courses include focus on ethics and professionalism throughout.

**Brings real-life education to students.** When one of her reporter graduates was called before a federal judge and threatened with jail for refusing to reveal a confidential source, Dr. Keller gathered both students and graduates to the courtroom, and followed with an op-ed piece on the issue for the newspaper. Earlier, in recognizing the significance of a case that had begun making its way through state courts, she arranged a student trip to hear arguments in the Carroll County cross burning case, now a landmark Supreme Court case (*Virginia v. Black*, 538 U.S. 343 (2003) related to prohibited speech.

**Goes beyond the norm in advising students.** In addition to her course load and extra duties as department chair and General Manager of the college radio station, she advises approximately 25 students and supervises ten to twelve internships per year. Many professors help place interns, but Mass Communications requires an internship in a professional setting. She works carefully to build on students' strengths and carefully match the student with the internship site. She has worked diligently to place interns in radio and television, public relations, design, advertising, newspapers, magazines, and web sites all across the country, including television in Boston and D.C., cable operations in Texas, newspapers in Fredericksburg and Nashville, and public relations in North Carolina, in addition to the many local businesses and organizations that use interns on a regular basis. The comment "We love Emory & Henry interns" has been used more than once in student internship evaluations. The internships frequently turn into job offers that have launched the graduates into a variety of fields, including film industry jobs in Hollywood, such as the post-production director on *Malcolm in the Middle*, a crew member on *Wheel of Fortune*, and a producer for BusterDesigns that specializes in design and animation for TV commercials, TV show opens and network packages. Despite the evidence of good professional guidance, her students and graduates cite the personal support and guidance as the quality they most appreciate in this professor.

### III. Integration of knowledge

**Is establishing a major regional radio station.** The college and community are anticipating and celebrating Dr. Keller's most recent high-profile work – a connection between discovery and teaching that is reaching outside the college gates and changing the region. Upon her arrival, an outdated carrier current system distributed the campus radio signal to a few buildings, but within a short time, she found a donor to finance an over-the-air station. With approval from the college to “proceed forthwith,” she wrote the FCC application for a small 100-watt student station that went on the air in 1992, and soon proceeded, step-by-step, over a period of years to develop a 500 watt station. Beginning Oct. 26, 2009, the station will become a major 9,000 watt regional signal that will reach into five counties. Her research, education, study and work have taken shape in a real 197-foot tower that now stands on a college hilltop awaiting connection to the transmitter below. This noncommercial station allows Keller and her students to connect theory and study with real-world skill and practice. She has forged a partnership with Virginia Tech's public radio operation to bring in BBC and NPR programming when WEHC is not presenting local programming. She has recruited faculty, staff, and students for local programming. Numerous community members, representing important organizations and landmarks, bring their expertise to the airwaves. Community programmers represent Barter Theatre, Appalachian Sustainable Development, Star Museum, and a grass roots group, Virginia Organizing Project. She has recruited every programmer, including psychologists and physicians, who all do their shows on a volunteer basis. Local citizens present musical formats from bluegrass and oldies to jazz and opera. Faculty members present programs across a wide variety of disciplines, and student programmers play music from techno and musical theatre to Chinese pop and rock. Emory & Henry sports fans depend on the station for live coverage of football and basketball games.

**Built a television program for the college.** Seeking to provide real-world experience and resources similar to larger institutions, Dr. Keller established a partnership with Comcast Cable to bring the College's EHC-TV programming to the county's 18,000 cable subscribers. In exchange for quality programming, the company ran fiber optic cable to the department's television studio and now provides ongoing financial support so that viewers can see more local programming. Working both in and outside the classroom, students produce a weekly news and interview program, followed by replays of home football and basketball games. She also has reached out to the producers of Marion, Virginia's PBS series, Song of the Mountains, and gained permission to re-transmit these popular programs. On Comcast Cable, Channel 2, each Wednesday and Thursday night, viewers can get a glimpse of people and issues from inside the College, followed by sports events and regional music presentations.

**Implemented rigorous departmental grammar requirements.** Anyone in higher education knows that most students come to college with a tenuous grasp on English writing skills. Facing resistance from some faculty members, students, and others, she and her colleagues persisted in getting approval for adding a self-guided, on-line grammar component to the department's two writing courses. One of the first students to complete the program reported on its benefits during a summer email to departmental faculty members from her internship site in Washington, D.C: “Everybody in the offices has been so impressed with all that I have learned in school, which is why I wanted to give you all a thanks! From AP style, to knowing InDesign, to knowing how to write broadcast, print, and web stories, everybody I have met has been so excited to have me around. I have also been helping out with copy editing since I know AP Style and am a wiz at grammar from our [on-line program].” Kate Sigety, Emory & Henry senior.

**Gains recognition from state and local broadcasters.** During the summer of 2009, the Virginia Association of Broadcasters (VAB) nominated Dr. Keller to its 19-member Board of Directors. She was elected and will serve a term along with general managers of many of the

major television and radio operations in the state, some of whom now have Emory & Henry graduates working in their newsrooms. Keller came early to the attention of the VAB as someone dedicated to training students to become quality broadcast professionals. Now, as general manager of a broadcast facility in her own right, she brings an understanding of broadcast issues to the service on the statewide VAB Board.

**Demonstrated superior accomplishment in a national program.** In 2000, Dr. Keller was chosen as one of 25 participants nationwide in RTNDA's Excellence in Journalism Education Project. The 25 professors worked in television newsrooms around the country and Keller took her assignment at KCNC-TV in Denver. In the fall, RTNDA chose Keller to represent the program on the national conference panel. In addition, each participant was required to produce a video describing the summer experience. Dr. Keller's video was the only package included in the videotape distributed to broadcast faculty members nationwide to promote the RTNDA program.

**Remains active in professional activity.** During the summer of 2009, she served as a contributing reporter for WVTF in Roanoke. Her stories included Overmountain Victory Trail activities, the 40-year perspective of a foreign exchange student, and the economic impact of Barter Theatre's presentation of *The Wizard of Oz*. In summer 2005, she was a member of an investigative unit for KGTV in San Diego. Stories to which she contributed include the unfolding bribery scandal of Congressman Randy "Duke" Cunningham and a female marine accusing the military of diminishing her rape. As an off-air reporter for KCNC-TV in Denver in summer 2000, she assisted in a report examining the life of a political exile from Sierra Leone and covered the national story of gay and lesbian protests against the Episcopal Church. In the late 1990s, she served as campaign manager for a judge's race in a large Tennessee County. Her candidate won the seat with a 3-1 margin of victory.

#### **IV. Employs the college's mission of service**

**Serves on the Board of Directors for Appalachian Sustainable Development (ASD).** ASD is a non-profit organization that works to build a strong local food system based on organic and sustainable farming and fostering forest conservation and green building. Dr. Keller's farm background provides a great deal of her interest and desire to serve on this voluntary board membership. She is currently working on a plan for marketing and branding the organization in its transition to a new executive director.

**Serves as moderator for League of Women Voters candidate forums.** The local chapter of LWV has engaged Dr. Keller as the moderator for all political forums. She has questioned candidates at a dozen such events and will conduct an upcoming Oct. 20 event for candidates for the county Board of Supervisors.

**Produces videos for area non-profit organizations.** Sometimes working alone and sometimes collaboratively with students, she has developed promotional videos for Appalachian Sustainable Development, United Way, People, Inc., Washington County, Virginia, Washington County School System, Emory & Henry's English Abroad Program, and Easter Seal, and the local 4-H Center.

**Serves on numerous college committees.** In ongoing committee service to the college, she has served on the following committees: Faculty Advisory Committee (3 times) and Athletic Life Committee (twice), both as member and Chair. Student Government Committee, College Leadership Task Force, College Multicultural Task Force, Chair of Student Life Self-Study, and 23 years as Chair of the Department of Mass Communications. The faculty recently elected her to serve as Alternate Faculty Representative to Board of Trustees.

## Personal Statement

I know the power of the ideas I teach. I sat in a federal courtroom and watched reporter Chris Dumond – my former student -- refuse to tell a federal judge the name of a confidential source.

Chris had called me immediately when the confrontation had begun several weeks earlier. He clearly knew that going to jail would be the consequence of refusing the judge's demand. At the last minute, the source presented herself to the court and released Chris from his promise of secrecy.

He was spared. But there was never a doubt that he would have gone to jail in defense of a fundamental principle that reporters must protect sources to reveal important stories that might, otherwise, go untold. Since that hearing, he and I have had the opportunity to work together, and separately, toward gaining a federal shield law to protect reporters in similar circumstances.

How can you tell students they can accomplish anything and that each one can make a difference in the world if you're not trying to do important things that will make a difference yourself?

I am a child of Appalachia in Southwest Virginia. I grew up on a farm and lived in a house with no running water and was heated by a coal stove. Yet, it is from this rural location – and from a wonderful college in the midst of it – that I have found tremendous opportunity to make a difference that reaches far beyond this place.

Emory & Henry's mission statement requires us to pursue excellence by leading lives of service and developing productive careers. I have felt at home on the faculty at Emory & Henry because from the moment I heard the disparaging comment that "Those who can, do; and those who can't, teach," I vowed to be someone who accomplished things. Beyond my earlier professional career in advertising, public relations, and television, Emory & Henry has given me such a wonderful platform for my efforts in many ways: from building a regional radio station and writing a book to developing a network of professional graduates who now educate me and keep me up to date on the communications industry.

To my teaching philosophy, Mass Communications represents nothing less than the foundation of American democracy, and I have worked hard to assure that our program never ignores this central doctrine. The Patrick Henry part of the college name symbolizes the college's mission and commitment to freedom and civic virtue, and constantly reminds me why I have found my place at Emory & Henry.

If I sound zealous, I am. Our country needs educated, thinking individuals. If we teach in a narrow range of traditional communications skills, I believe we cheat bright young people who are capable of so much more. College students are not just learning a discipline, however important those lessons may be. They are also learning to be functioning citizens.

I haven't had a test of my beliefs in the way that Chris Dumond did, but I hope I am modeling journalistic principles, ethics, and citizenship in my daily work, both managing a department and building and operating a new, major alternative radio station. Our students do seem to recognize and appreciate our unique curriculum. Nurtured by ongoing study of industry and educational trends, our program exposes students to the broadest range of communications and insists that they gain skill across technological platforms and media. After they cross the graduation platform, I hope they will want to adhere to the Emory & Henry mission statement

calling them to “continue learning and adapt to new technologies in advanced education and careers.” I hope they will have a good value system and professional ethic they will be willing to defend.

When another student unearthed public records in a criminal case, he went to the jail and, unbelievably, got an interview with the defendant in a murder trial for his class assignment. Later, local authorities subpoenaed his tape and called him to testify in court. I knew that my story assignment had succeeded in showing students the responsibilities and power they hold as journalists.

When I compare some of my professional, successful graduates, now in full command of their potential, with the sometimes scared, sometimes disinterested students they once were, I know that that my requirements and high standards have been appropriate. When graduates -- such as Pulitzer-Prize nominee John Allman, news anchor Sunni Blevins, and Emmy winner Eric Scott -- give me credit for some part of their success, I am humbled and grateful that I have had a role in the lives of such outstanding young people.

Among many rewards in my life, I count a single comment at the top of the list. Mel Harris used to be a disengaged student who spent his class time staring out the window, but is now a teacher and coach. He wrote that I had helped him transcend race issues to see the world around him in a much broader sense, and added that it was shocking “*how much a 50-year old white woman from Southwest Virginia and a black teenager from the inner city can have in common.*” No recognition can ever mean more to me than those words. He and I had connected and learned from each other – and we both remain better because of it.

Nothing can compare to the reinforcement from my graduates that I have made a difference in their lives, but I have also had many rewarding opportunities in service to the college and community.

I have served as the official moderator of the League of Women Voters’ public forums during each election cycle since 2006. Not only have I had the opportunity to meet and question the candidates, I was able to turn some of the events into taped programs, run as special election coverage on Comcast Cable through EHC-TV.

Similarly, my board service with Appalachian Sustainable Development provided the inspiration and opportunity for an excellent class project. In 2007, my spring video students investigated and taped ASD’s work, including free-range chicken farming and horse logging. During the summer, I wrote a script and edited the student video into a promotional piece the organization uses today to explain its operation.

At times, I cannot believe the opportunities I have. As a board member of the prestigious Virginia Association of Broadcasters, I sit around a table in a beautiful conference center with professionals who run major radio and television operations in the state – and I wonder how I could be part of such a group. Traveling to Richmond to engage with legislators about First Amendment rights, I am amazed that I, a country girl from Appalachia, could be there. And I know that the answer is education.

Then I’m reminded that my current students are often first-generation college, just as I was – and I want them to have great opportunities, as I have. So, I know that I’m in the right place to try harder to be my best in teaching and guiding my students with the best I have to teach: that when one individual becomes just a little better, our entire democracy is strengthened.

### Abbreviated Curriculum Vitae

Ph.D	Communications	University of Tennessee	1992
M.A.	Communications	U.N.C.-Greensboro	1977
B.A.	English	King College	1972

Courses: Mass Media and Society, Media Law, Women and Media, Electronic Media, Video Production, Advanced Video Production, Advertising, Public Relations, and Freedom of Expression in the United States.

#### **Broadcasting and Consulting**

2008	Committee Chair. WKPT-TV Image Study. Holston Valley Broadcasting Corp., Kingsport, Tennessee
2006	Media Manager/ Campaign manager. Re-elect Judge Jerry Beck. May - August, 2006.
2005	Converged Media Consultant for Media General properties in Tri-Cities. Six-week project. October – December, 2005.
2005	Producer/off-air reporter. KGTV, San Diego. Summer 2005.
2003	Appointed to Board of Directors, Holston Valley Broadcasting Corporation
2002	Workshop for Washington County Sheriff's Department on Freedom of Information Compliance
1998	Media Manager/Campaign Coordinator: Re-elect Judge Jerry Beck Campaign
1997	Video Producer/Writer/Editor. Come to Brazil: English Language Institute
1996	Public Relations Consultant for Bristol Tennessee City Council
1994	Produced, wrote and edited promotional video for People, Inc.
1992	Media Consultant, Congressional Campaign
1991-92	Established non-commercial FM station for Emory & Henry
1990	Media Consultant, Congressional Campaign
1989	Reporter, WCYB-TV. (Summer only)
1990	Produced, wrote and edited promotional video for Washington County Chamber of Commerce
1980-85	Producer and Noon News anchor. WCYB-TV
1978-80	Co-host and producer. Morning public affairs program, "Today on 5." WCYB-TV

#### **Selected Publications:**

2006	Keller, Teresa. "Virginia's marriage amendment is constitutional overkill." Bristol Herald Courier. Sunday, Oct. 29, 2006. p. A13.
2002	Keller, T. <i>Freedom of the press: Not just another thing to lose.</i> Bristol Herald Courier. July 30, 2002.
1999	Keller, T.D. "Lessons in Inequality: What Television Teaches Us About Women." pp. 27-35 in Forden, C.; Hunter, A.E., and Birns, B. (1999) <i>Readings in the Psychology of Women.</i> Needham Heights, Massachusetts: Allyn & Bacon.
1996	"Curriculum Must Change for 21st Century: Small Colleges May Lead the Way." <u>Journalism and Mass Communication Educator.</u> Summer 1996.
1994	"It's Time for Cameras in Federal Courtrooms." <u>Emory &amp; Henry Alumnus Magazine.</u>
1993	"Trash TV." <u>Journal of Popular Culture.</u> Spring 1993, Vol. 26:4.
1992	"Perspective: Cameras in Virginia Courtrooms." <u>University of Richmond Law Review.</u> Vol. 31:1, Summer 1992.
1991	"Assembly set to focus again on cameras in court." Op-ed Piece for Richmond Times-Dispatch. Sunday, December 15, 1991.

### **Selected Presentations:**

- 2006 "Ever Vigilant: Free Press and Government Secrets." Keynote Address. Media Appreciation Day. Bluefield College. April 28, 2006.
- 2005 Speaker. *Keeping Reporters Out of Jail: A Federal Shield Law*. Abingdon Booklovers' Club. November 11, 2005
- 2004 Panelist. *Embedded Journalists: After the Major Military Action*. National Broadcast Educators Association Convention. Las Vegas. April 18, 2004.
- 2004 Panelist. An Interdisciplinary Discussion of *The Beauty Myth*. Emory and Henry College. January 29, 2004.
- 2003 Director of Public Speaking Workshop. Lead Bristol Program of Bristol Chamber of Commerce. Jan. 9, 2004.
- 2003 Guest Speaker. Booklovers Club. "Navigating the Media Minefield: How to find the news." Abingdon, Virginia, Sept. 5, 2003.
- 2003 Lecture series. Virginia Highlands Festival. "The First Amendment: A Radical Notion. Abingdon, Virginia, August 29, 2003.
- 2002. Guest speaker. Meadowview Unitarians. "The Morality of Withholding Truth: A Journalist's Perspective. Nov. 17, 2002.
- 2002 Guest speaker. Tri-Cities Society of Professional Journalists. "The First Amendment and a Reporter's Right to Maintain Confidential Sources." Reporter Chris Dumond, an Emory & Henry graduate, the other speaker, had been threatened with jail in August for refusing to identify a confidential source. Johnson City. September 18, 2002.
- 2002 Panel participant. "Writing the College Textbook" at Broadcast Educators Association National Conference. Las Vegas. April 2002.
- 2001 Panel participant. News Coverage of Gay and Lesbian Issues. Association of Educators in Journalism and Mass Communications. National Convention. Washington, D.C., August 4, 2001.
- 2000 "Up Against the Wall: Modern Television Interviews. National Popular Culture Association Conference. New Orleans, Louisiana. April 19-22, 2000.
- 1997 The V-Chip: Workable, Constitutional, or Simply "Let's Make a Deal?" National Popular Culture Association Conference. San Antonio, Texas. March 1997
- 1997 Comments on the new TV ratings system. WCYB-TV News. Jan. 1, 1997
- 1996 Improving Relationships with the Media and the Public. October 22, 1996. Bristol Tennessee City Council Retreat.
- 1996 Panel member. "Roanoke Roots: A Conversation About Race." May 21, 1996. WBRA-TV. Roanoke, Virginia.
- 1996 "Why the Fear of Cameras in Courtrooms: Did O.J. Make It Worse?" Media Arts Day. Union University. March 26, 1996.
- 1995 "Bulgarian Journalists: Job Satisfaction in the Early Post-Communist Era. Paper presented at AEJMC national conference in Washington, D.C., August 10. (30 of 96 papers accepted for presentation in International Communication Division.)
- 1994 "Making Our Best Better: Overcoming Gender Stereotypes." Keynote Address Southwest Chapter, Professional Secretaries International. Martha Washington Inn Ballroom Luncheon, Abingdon, Virginia. April 26, 1994.
- 1993 "Gambling for Millions: The contested licensing of a commercial television station." Paper presented at national Popular Culture Association conference. April 1993.
- 1992 "Are High Profile Defendants Presumed Guilty Because of Publicity?" Virginia Press Women Panel, April 25, 1992. Richmond, Va. Co-panelists: Virginia Beach Commonwealth Attorney Robert J. Humphreys and Criminal Investigator Darrell Stilwell, Virginia State Police.

## Letters of Support

Unlike her peers at many of the larger institutions in this fine state, Dr. Keller had to work for a long time with limited resources, relying on her ability to inspire students in Emory & Henry's Mass Communications Department through her passion for journalism and her unwavering belief that talent is measured by the person, not the size of the university they attend. In 1988, I chose to attend Emory & Henry College despite acceptance letters from the journalism departments at the Universities of Georgia and Syracuse. I never regretted the decision. **During my four years at Emory, Dr. Keller worked closely with me, giving me the confidence to find my voice as a writer. She helped me establish the principles upon which I built a 17-year career: The belief that a journalist's mission is more than just reporting on an event that's happened, it is educating the public about issues that matter. That we have an unwavering responsibility to root out corruption and try to bring positive change.** And, lastly, to always enjoy what you're doing. Dr. Keller did these things without a lot of flash and spectacle. That's not her way. Hers is a quiet confidence and a determination that there should be no obstacle too great for her students to overcome, if they just apply themselves and believe. Since graduating in 1992, **I have watched her build the college's broadcast television studio and teaching environment on-site.** She has kept in touch with her graduates, many of whom, like me, spread out across the country to pursue our careers and dreams. And she has used our success to help motivate her students. Dr. Teresa Keller deserves this recognition because she didn't need those things to make a lasting impact. She would teach one student with the same zeal and enthusiasm as she would 20. It's who she is. It's what she believes in. And the state of Virginia is a better place for it, as is any newspaper or television station that hires one of her graduates.

*John W. Allman, E&H Class of 1992*

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Sensitive, controversial topics and real-life issues that we face today prove no match for Dr. Keller as she addresses them head on and honestly. In fact, it was interaction with Dr. Keller that played a significant role in my mental transcendence of the color line and not seeing things as simply black/white issues. I began to see things in the world around me in a much broader sense and became aware of the fact that the system we're being kept in is deeper than skin. I sensed the same frustration and anger present in her when we discussed racism, sexism and other injustices that I felt. **I was and am alarmed at just how much a 50-year-old white woman from rural Southwest Virginia and a black teenager from the inner city can have in common. Indeed, Dr. Keller taught me things like Constitutional rights, First Amendment protection, how to diagram a sentence, use a video camera, write a resume and conduct myself in a job interview. But it's the other things I've learned from her -- such as hard work, how to bounce back from adversity, leadership and self-confidence -- that I believe will have the greatest impact on my life.** I can honestly say that at one point in my life, Dr. Keller saw more potential in me than I did. She took the time to show me all of the various opportunities that are out there and helped me to see that it's not some distant dream, but something very attainable, and that has greatly influenced the way that I set goals in life. Her belief in my success instills in me a desire to prove her right. I feel an obligation to repay her in some way, but am certain that my turnaround and success as a student and an individual will fare just fine.

*Mel Harris, E&H Class of 2004*

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Dr. Teresa Keller's guidance and leadership during my years at Emory & Henry College played a major part in getting me to where I am today. She never accepts anything less than your absolute best, which ultimately makes you better as a person. **She pushes and encourages you in a way that is not over-bearing, but instead, passionate and compassionate. I could always tell that she really cared about me not only as a student, but also as a person.** Attentive to all her students, she spent extra time with me, working on everything from appearance to voice coaching to just plain encouragement that I could succeed in this career. She helped me land two internships that helped propel my broadcasting future. The first was a Virginia Association of Broadcasters internship at WCYB-TV in Bristol where I would ultimately land my first job. The second was a wonderful opportunity through the International Radio and Television Society where I worked with WNBC in New York: yes, the number one market in the country. To this day, I feel like that experience helped set me apart from the hundreds of other college grads looking to break into the industry, and it was Dr. Keller who set that application on my desk, and said, "You should apply for this program." I now work as a morning reporter and anchor at NBC 12 in Richmond, Virginia. **I think about Dr. Keller most when I'm spouting off first amendment rights at crime scenes or to government officials when and where people don't want to give me the information I'm entitled to as a journalist. She gave me the confidence to not only learn the laws, but use them.** I continue to talk with Dr. Keller often about stories I've done or developments in my career, and I'm always so honored when she sends back a note or calls to say she's proud of me. I'm proud of her too: for being a strong and dedicated woman who cares about her students' success just as much as her own.

*Sunni Blevins, E&H Class of 2005, NBC 12 Reporter/Anchor, Richmond, VA*

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Experience really is the keystone of Dr. Keller's teaching. She speaks from years of experience working in mass communications. She's the authority on the subject. Even the textbook she has authored is a superior work, drawing on the long experience she and co-author Steve Hawkins possess. **When you go to a class with Dr. Keller, you're also going to work. This is, to me, the one aspect of her teaching style that most commends her.** In the field of mass communications, experience is everything. Employers want experience. The only way to improve one's skill set in mass communications is experience. In college, the only way to really learn what you want to do with your life is through experiences. Dr. Keller's students get involved with campus media immediately, and anyone who has taken one of her classes has worked in campus media outlets. This is why the Emory & Henry mass communications department has such a remarkably high success rate with placing graduates in their chosen fields—they've already been working in their field for three or four years. Dr. Keller is a well-known whirlwind of energy and activity. She has tremendous enthusiasm for her work, her students, and the work of her students.

*Renss Greene, E&H Class of 2010*

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Teresa Keller has been an advocate for the broadcast industry for years through her involvement with the Virginia Association of Broadcasters. She worked tirelessly to help pass a law that allows for Cameras in the Courtroom. For many years, Teresa has attended the VAB Congressional Luncheons to assist in educating our Congressional Delegation on various industry matters. **She was recently selected to serve on the Virginia Association of Broadcasters Board of Directors, not only because of her involvement in the industry, but also because of her position in the education community.** The Board felt that her involvement with Emory & Henry College brings a unique insight that will help the industry market itself to the students from all of Virginia's colleges and universities. Teresa is in a unique

position to help council the VAB Board on how to manage their scholarship and internship programs.

*Doug Easter, director, Virginia Association of Broadcasters*

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Dr. Keller holds a passion for her department like none I've seen. She has grown the program from a few classes to one of the college's top majors over the last 20 years. Graduates from the program have benefitted from the program's innovative converged curriculum, something other mass communications programs across the country are only beginning to move toward. These alumni, who attribute their success to the mass communications program, maintain close ties to Dr. Keller. **Technology needs are inherent to any mass communication department, and Dr. Keller, through her ability to build relationships and promote our program, has raised funds beyond what the college could ever provide. With these funds she has established a television studio, enhanced a teaching lab, and, most notably, a developed a 10,000-watt radio station that serves not only the college, but the surrounding community. In addition, at least six mass communication majors benefit from scholarships established because of Dr. Keller's professional reputation and her gift at building relationships with local media and other generous benefactors.** The mass communication program is superlative in ways that larger programs at bigger schools cannot come close to matching. We have Dr. Keller to thank for her vision, her commitment, and her enthusiasm.

*Dr. Tracy Lauder, assistant professor of mass communications, Emory & Henry College*

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The good thing about Teresa is that she's timeless. **Just as she empowered me eighteen years ago to look at myself in a new way – she still does that today with the same giving spirit.** You know, we all have thoughts of grandeur as we struggle to find our professional calling while in college. Some find it, some don't. However, I think with Teresa's good leadership and dedication, my professional future began to look a bit intriguing. After college, while travelling through the rough places in "the real world," I know I can still depend upon Teresa to help me over those professional bumps.

*Tim McDaniel, E&H Class of 1991*

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Today, I call her Teresa, and I call her to talk about all kinds of personal and professional issues. We've come a long way from the days when I was one of a few African Americans on a mostly white campus and realized I could trust her and confide in her. **I visit Emory & Henry regularly and always stay with Teresa and her husband. I consider their home to be my home, and I feel like we are family.**

*Eric Scott, E&H Class of 1988*

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Before I graduated, I was hired as a news videographer at the same TV station I watched Dr. Keller on TV as a child. Within a year, I worked my way up to an on-air TV news reporter. Now, I am working in the marketing department for the nation's second largest healthcare provider. Every professional accomplishment I've achieved I attribute to her. **Although my time at Emory & Henry is over, our relationship, though changed continues. Teresa is now my biggest fan ... cheering me on through triumphant moments and steering me through tough times with words of wisdom.** I talk to her more often than I do with my best friends from college. One day I plan to introduce my kids to her as the most influential teacher of my life.

*Brook Lambert, E&H Class of 2000*

## Additional Documentation

### Book Distribution

*Television News: A Handbook for Writing, Reporting, Shooting, Editing and Producing*

To date, this book has been adopted by 92 institutions in 34 states.

### Teaching Awards, Recognition

- 2009 James A. Davis Faculty Award Presented by the Emory & Henry Alumni Association to an outstanding Emory & Henry professor
- 2003 Virginia Professor of the Year. Presented by Carnegie Foundation and Council for the Advancement and Support of Education
- 2004 State Senator Joe Johnson gained legislative acknowledgement of Keller's accomplishments in House Joint Resolution #294 in 2004. The resolution cites Dr. Keller's expertise in First Amendment issues and describes her as a "demanding but dedicated teacher, widely respected scholar, and innovative and energetic administrator."
- 1989 Emory & Henry Excellence in Teaching Award. Presented by the Student Government Association.

### Other honors

- 2009 McConnell Scholarship, Emory & Henry, for new course development
- 1998 Mellon Summer Research Grant from Emory & Henry College
- 1994 Research Grant. Virginia Federation of Independent Colleges
- 1992 President, Virginia Association of Broadcast Educators
- 1991 Kappa Tau Alpha. National Journalism Honor Society
- 1990 Madira Bickel Research Grant
- 1980 Outstanding Young Woman of America

### Award-winning, Successful Graduates

*Four Emmy award winners:*

- Bonnie Widener Wood (1990), WJLA-TV, Arlington, Va. for writing and promotions producing;
- Eric Scott (1988) WJZ-TV, Baltimore, MD for photojournalism
- Joel Hilton (1998) WAVY-TV, Virginia Beach, VA for photojournalism
- Jay Webb (1999) WDBJ-TV, Roanoke, VA for outstanding, weather-related news.

*Other successful graduates*

- Tarah Taylor (2003) Roundtree Outstanding Contribution to Media Award 2006
- Meghan Cotter (2003) President's Newspaper Award for Excellence in Reporting on Economics.
- Chris Dumond, (2001) Associated Press of Ohio award for business writing, and 1st place from Ohio Society of Professional Journalists for coverage of minority issues.
- Bob Feagins, (1991), Recipient of numerous Public Relations Society of America (PRSA) Tri-Cities and Volunteer Chapters Awards of Excellence and Quality for Communications and Public Relations Initiatives and Programs
- Clay Prewitt, (2001), Copywriter, Tombras Advertising Agency, Johnson City, TN. 2003-2005: Eleven gold Addys, nine silvers, and one best of show (print) in 2004

- Brian Chandler (1997) 2004 Mercury Award from South Carolina Chapter of the Public Relations Society of America for a Public Affairs campaign for Verizon Wireless
- Linda Coutant, (1989), Three awards from District III of the Council for Advancement and Support of Education (CASE): Award of Excellence for a series of radio PSAs, 2001; Special Merit Award for “Appalachian Perspective” cable television program, 2001; Special Merit Award for APPdate e-newsletter, 2004.
- Roger Langford (1995) One of eight finalists in national The Christophers Award in 1994. His video on Barter Theatre founder Robert Porterfield was included in the corresponding national television show.
- Beth McDilda Sherman (1991), National Cox Media Manager of the Year in 2006.
- Brent Treash (2001) WCYB-TV, Bristol Associated Press of Tennessee award for Best Television Photography 2006.
- Sunni Blevins (E&H, 2005), Selected as one of 25 from more than 600 applicants for a national IRTS (International Radio and Television Society) student award. Summer 2004. Ms. Blevins is now a reporter and anchor at WWBT-TV in Richmond.
- John Allman, (1992) Two-time Pulitzer Prize nominee and winner of four national honors: the George Polk, the National Headliners, the SPJ and the Scripps Howard Foundation’s Roy W. Howard award for public service.
- Over the years, more than twenty of her students have claimed competitive, paid VAB summer internships to work full-time in radio or television station. These awards and experience set the stage for later professional success

### **Additional Letters of Support**

#### ***From Virginia Congressman Rick Boucher, Ninth District***

For many years Dr. Teresa Keller has been in the forefront of community leadership across our region. As head of the Department of Communications at Emory & Henry College, she has educated many of the personnel now employed in radio and TV in Southwest Virginia. Recently she led a hugely successful effort to upgrade public radio programming across a more than five-county area by obtaining FCC permission to boost the power of the Emory and Henry student FM station from 100 watts, later to 500 watts and currently to almost 9,000 watts. She sought and obtained hundreds of thousands of dollars in grants from several agencies in order to purchase the equipment required for the upgrade. She oversaw the negotiation of an agreement with the Roanoke NPR station for rebroadcast of programs on the Emory station and recruited from the community local talent that now fills dozens of programming hours weekly. She richly deserves the recognition of the award for which she has been nominated.

#### ***From Dr. Jim Stovall, author of Web Journalism, Practice and Promise of a New Medium***

The Department of Mass Communication at Emory and Henry College, under the leadership of Dr. Teresa Keller, took the first steps toward building a converged media education program in the late 1990s. Some of those steps culminated with the building of the news web site, EHCWired.com, which went live in 2001. This news web site was not an outgrowth of the student newspaper or any other student media. Rather, it was a site built as part of the department with the purpose of giving students and faculty an opportunity to practice and explore the emerging field of web journalism. What makes this extraordinary is that very few schools or programs -- large or small -- had started down this road at this time. Throughout journalism education, discussions had begun about building a converged curriculum and about integrating web journalism into the fabric of journalism programs, but few schools had done anything about it. All of this is a testament to the vision and leadership that Dr. Keller and her faculty had about the future of journalism education.

***From Colette Kelly, editor, Holcomb Hathaway Publishers***

As a result of working with Dr. Keller as the sole author of *Television News: A Handbook for Reporting, Writing, Shooting, Editing and Producing*, I would like to take this opportunity to comment on her work on this project. As indicated by her colleagues, the book represents a significant contribution to the field of broadcast journalism. We are fortunate to have published *Television News*. It is a cornerstone of our journalism and communication textbook list. Instructors say that it is, "...the best textbook I've found to introduce students to the overall process of news at a TV station" and "The book has all the information students need for their journey to a broadcast news career." *Television News* was ahead of its time, as Keller recognized that journalists would need to know how to "do it all," from conducting interviews to working behind the camera to editing and finalizing their own work. The text continues to be competitive and up-to-date. This is because Keller is dedicated to making sure her work is current and useful. During this most recent revision of *Television News*, she worked extensively to address the changing news world, skillfully weaving in information about converging newsrooms and social networking.

***From Glenn Gleixner, General Manager, WVTF Public Radio***

Dr. Keller has done some remarkable work integrating her expertise of broadcasting into the community as well as the classroom. I have worked with her during the past few years in partnership with our respective radio stations (WVTF and WEHC) with the ultimate goal of serving the area's citizens with more and better public radio programming. Dr. Keller has taken the opportunities of increased signal coverage to create valuable programming for the entire community in and around Emory & Henry College. Her students have learned valuable lessons in radio programming, production, and management, and these results are enhancing the quality of life in the entire region covered by WEHC's signal, not just on the E&H campus. In my opinion, the greater Emory-Abingdon region of Virginia is a better place because of Dr. Keller's work. She has been able to initiate proprietary programming for WEHC that not only highlights the faculty, staff, and student body of Emory & Henry, but also educates and informs the entire community with intelligent, stimulating, and broadening content. Dr. Keller has shown remarkable vision and eagerness to work in a partnership with WVTF in a way that helps a broad range of stakeholders. She has helped WVTF increase its news and talk service, RADIO IQ, to thousands of new listeners residing in southwest Virginia, on and off campus. She has helped WEHC grow and become a strong voice of substantive and important news and public affairs programming and ultimately a valuable resource for thousands of citizens in southwest Virginia. Her vision of growth and expansion of WEHC has helped her students develop insights and knowledge about mass communications within a classroom of "real life" business and politics. Real world understanding is hard to bring into the classroom, but Dr. Keller has done a remarkable job of making her classrooms exciting and pertinent laboratories of practical knowledge and experience.

***Brian Smith, Project Manager, Emory & Henry College***

In my capacity as a building project supervisor, hired by Sodexo Corporation to supervise Emory & Henry building projects, I was assigned to work with Dr. Teresa Keller, Chair of the Department of Mass Communications, to implement construction plans for a new radio tower. I must say I had never worked on a project like this before.

Dr. Keller led the way for the project related to signal transmission, interacting with a variety of engineers and ensuring that FCC requirements and technical demands were met. She hiked over the site with a GPS to determine the precise location for the tower. I did not understand the terms of "signal propagation," "side channel interference," potential interference from

translators and ratio of power output to signal strength, but she did.

In another area, she even contracted the ditch digger. She's very pleasant and professional to work with and realistic about the scope of the work and budget constraints.

### **Teacher Evaluations (some samples)**

In spring 2009, aggregate ratings show scores of 4.11/5.00 for "Syllabus," 4.87/5.00 for being "Prepared," 4.50 for returning assignments in a "Reasonable Time," 4.58 for being "Enthusiastic," and 4.37 for "Overall Instructor."

In spring 2008, aggregate ratings show scores of 4.81/5.00 for "Available," 4.60 for "Clear" and 4.62 for "Overall Instructor."

In spring 2001, aggregate ratings show scores of 5.00/5.00 for "Availability to help outside of class" and "Free to discuss and question." Ratings also showed 4.91 for "Enthusiastic" and 4.82 for "Overall Instructor."

### **Student Comments (some samples)**

Dr. Keller is the most valuable aspect of this class. Anyone needing an example of how to teach or if someone is burned out and needs a refresher should sit in on one of her classes.

I liked the courts. It was one of the most upsetting, yet intriguing classes I have ever taken.

Although I was very reluctant on taking this class at first and dreaded coming to class, it is now one of my favorites.

The professor was enthusiastic and very knowledgeable in the course.

The instructor is very enthusiastic and passionate about the course material, which makes us want to learn more about it.

I loved the way I was able to struggle through the course, but I am a better person for it.

Dr. Keller is a fantastic teacher