

DENETRA WALKER

120 Hooper St., Athens, GA • DenetraWalker@uga.edu

EDUCATION

University of South Carolina

Columbia, SC

Doctorate of Philosophy: Mass Communication

Graduated: May 2022

University of South Carolina

Columbia, SC

Master of Arts: Mass Communication/Journalism

Graduated: May 2018

Sam Houston State University

Huntsville, TX

Bachelor of Fine Arts Radio/Television

Minor: Production

Graduated: May 2005

DOCTORAL DISSERTATION

Gatekeeping Blackness: The Roles, Relationships, and Pressures of Black Television Journalists at a Time of Racial Reckoning (2022, May)

Committee Members: Dr. Kevin Hull (Chair), Dr. Nicole Cooke, Dr. Andrea Hickerson, Dr. Kenneth Campbell

MASTER'S THESIS

Committee Chair: Dr. Kevin Hull

Committee Members: Dr. Laura Smith, Dr. Leigh Moscovitz

Walker, D. (2018). Fatal Force: A Conversation with Journalists Who Cover Deadly, Highly-Publicized Police Shootings. (Master's thesis). Retrieved from <https://scholarcommons.sc.edu/etd/4755>

REFEREED JOURNAL ARTICLES

Hull, K., **Walker, D.**, Romney, M., & Pellizzaro, K. (accepted). "Through our prism:" A survey of Black local sportscasters' views and interactions with Black athletes.

McKeever, B., Choi, M., **Walker, D.**, & McKeever, R. (accepted) *Gun violence as a public health issue: Where do we go from here in terms of media advocacy?*

Boling, K. S., & **Walker, D.** (accepted). How Race and Gender Impact the Perceived Objectivity of Broadcast Women of Color on Twitter. ***Social Media + Society***.

Walker, D., & Boling, K. S. (accepted 10/27/21). Black maternal mortality in the media: How journalists cover a deadly racial disparity. ***Journalism***.

Walker, D. & Anders, A. D. (accepted 9/30/21). "China Virus" and "Kung-Flu": A Critical Race Case Study of Asian American Journalists' Experiences during COVID-19. ***Cultural Studies<-->Critical Methodologies***.

Walker, D. (Digital First/February 2021). “There’s a camera everywhere”: How citizen journalists, cell phones, and technology shape news coverage of police shootings. *Journalism Practice*.

Hull, K., Romney, M., Pellizzaro, K., & **Walker, D.** (accepted for publication) “It’s impossible”: Local sports broadcasters and the prospect of motherhood. *Journal of Sports Media*.

PAPERS & PRESENTATIONS

Hull, K., Romney, M., Pellizzaro, K., & **Walker, D.** (2021, August) Where do I even begin?: The Harassment of Female Local Sports Broadcasters. Poster Session. Virtual AEJMC Poster Session.

Walker, D. & Anders, A. (2021, March). From “China Virus” to “Kung-Flu”: A Critical Race Case Study of Asian American Journalist Perceptions of Xenophobia and Racism in Coronavirus Coverage. *Research-in-progress presentation. 46th Annual AEJMC Southeast Colloquium at Elon University-Virtual Presentation. Newspaper and Online News Division.

Walker, D. (2021, March). Soldiers for Social Justice: NABJ Championing the Call from the Civil Rights Movement to Black Lives Matter. Media & Civil Rights History Symposium. (Virtual)

Walker, D., & Boling, K. S. (2020, August). Black maternal mortality in the media: How journalists cover a deadly racial disparity. Accepted for presentation at the 2020 “Virtual” AEJMC Conference in San Francisco, CA. **Minorities and Communication Division First Place Student Paper.**

Walker, D. (2020, August) “There’s a camera everywhere”: How citizen journalists, cell phones, and technology shape news coverage of police shootings. Accepted for presentation at the AEJMC “Virtual” Annual Conference, San Francisco, CA. **Communication Technology Division: Joon Sook Lee Second Place Student Paper.**

Hull, K., Romney, M., Pellizzaro, K., & **Walker, D.** (2020, August) “It’s impossible”: Local sports broadcasters and the prospect of motherhood. (Virtual) Association for Education in Journalism and Mass Communications (AEJMC) 103rd Annual Conference, San Francisco, CA. **First Place Paper in the Sports Communication Interest Group.**

Hull, K., **Walker, D.**, Romney, M., & Pellizzaro, K. (2020, August). “Through our prism:” A survey of Black local sportscasters’ views and interactions with Black athletes. Association for Education in Journalism and Mass Communications (AEJMC) 103rd Annual Conference, San Francisco, CA. **First Place Paper in the Minorities and Communication Division.**

Boling, K. S., & **Walker, D.** (2020, August). The impact of race, ethnicity, and gender on perceived objectivity of broadcasters on Twitter. Accepted for presentation at the 2020 Association for Journalism and Mass Communication (AEJMC) Conference, San Francisco, CA (Electronic News Division).

Choi, C.W., Jones-Jang, M., Heo, Y-J., Carter, J., **Walker, D.**, & Alharbi, K., “Are Social Media the Agenda Setter or Follower of Fake News?” Presented at 70th Annual ICA Virtual Conference. Gold Coast, Australia, 21-25 May 2020.

DENETRA WALKER

120 Hooper St., Athens, GA • DenetraWalker@uga.edu

McKeever, B., Choi, M., **Walker, D.**, & McKeever, R. (2019, August) *Gun violence as a public health issue: Where do we go from here in terms of media advocacy?* Presented at 2019 AEJMC Annual Conference, Toronto, Canada.

Walker, D. (2019) *#BeLikeBo: PricewaterhouseCoopers Advocacy after Botham Jean Shooting*, Presented at AEJMC's 44th annual Southeast Colloquium 2019, Columbia, SC.

Walker, D. (2019) *"There's a Camera Everywhere": How Citizen Journalists, Cell Phones, and Technology Shape News Coverage of Police Shootings*, Presented at AEJMC's 44th annual Southeast Colloquium 2019, Columbia, SC. **Electronic News Top Student Paper Award.**

Walker, D., & Boling, K. (2017). *Hands Up, Don't Shoot: Media Portrayals of Race and Responsibility Framing in Police Shootings*. Paper presented at 2017 AEJMC Annual Conference, Chicago, IL. (Minorities and Communication Division) **Top Student Paper Award**

Wu, L., & Walker, D. (2017). *Does interactivity benefit new product acceptance? The influence of desire for control*. Paper presented at 2017 AEJMC Annual Conference, Chicago, IL. (Ad Division) **Top Faculty Paper Award**

Wu, L., & **Walker, D.** (2017, August). *How interactivity influences evaluations of product choice among consumers with different levels of desire for control*. Paper presented at 2017 AEJMC Annual Conference, Chicago, IL. **Top Faculty Paper Award**

Walker, D. (2017, April). *Anyone to Blame? News Framing of Press Coverage of Police Shootings*. Three Minute Thesis presentation for Discover USC, Columbia, SC.

Walker, D. (2017, April). *Orangeburg Massacre & Walter Scott Shooting: A Comparison of Two Police Shootings in SC History*, 2017 Media & Civil Rights History Symposium, Columbia, SC.

INSTRUCTOR

JOUR 311: Minorities, Women & Mass Media **University of South Carolina**

Instructor, Fall 2020 & Spring 2021

- Synchronously teach lecture course of approx. 100 students (over Zoom) about issues facing women & marginalized groups.
- Invite diverse journalists from all over the nation as guest speakers to help inform students about representation as well as their experiences.

JOUR 306: Theories of Mass Communication, University of South Carolina

Instructor, Spring 2020

- Lecture course with 35 students on mass communication foundational theories and applications in media/society.
- Multi-platform transition from in-person teaching to a balanced hybrid course with synchronous and asynchronous lessons for students.

JOUR 499: Intensive Writing for Broadcast, University of South Carolina

Instructor, Fall 2019

DENETRA WALKER

120 Hooper St., Athens, GA • DenetraWalker@uga.edu

- Newsroom/lab environment for 18 students to intensively improve broadcast writing skills.
- Hands-on broadcast writing course with an emphasis on television news deadlines.

Digital Media Academy (Inaugural), University of South Carolina

Instructor, May 2019

- Inaugural event with 20 student fellows mainly studying at Historically Black Colleges & Universities (HBCU's).
- Worked with students for a week-long academy aimed at teaching a diverse group of students digital skillsets for Public Relations, Journalism careers.

University of South Carolina, Journalism 361 Lab: Introductory Reporting and Writing

Instructor, Fall 2017- 2019 (*6 labs over 4 semesters)

- Hands-on journalism lab aimed to teach students Adobe Premiere editing software and shooting on JVC camera.
- Each hands-on lab taught with a maximum of 20 students each class.
- Course includes story pitches, writing, shooting, and editing stories for broadcast

GUEST LECTURE

Lehigh University, Reporting the Crises: Journalism, Identity, and Power

Invited Guest Lecturer, Spring/ April 2021

Q&A over Zoom with Senior semester class about Kerner Commission Report, Citizen Journalism, and the Black Lives Matter protests/research.

SLIS480: News Literacy, University of South Carolina

Invited Guest Lecturer, Spring/ March 2021

Presented research on concerns and scholarly work on racialized misinformation and disinformation including work on Black Lives Matter, Digital Blackface, and social media.

JOUR790, University of South Carolina

Invited Speaker, November/Fall 2020

Presentation and q&a with graduate level qualitative class to share my experiences with police brutality and Black Lives Matter research with students.

Introduction to Mass Communications, Claflin University

Invited Guest Lecturer, Fall/November 2020

Live q&a lecture over Zoom with Public Relations and Mass Communications students at a Historically Black College & University (HBCU) about the role of journalists, diversity in journalism, concerns of misinformation, and the importance of accuracy in digital storytelling.

J472 Power Producing, University of South Carolina

Guest Lecturer, Spring 2020

Taught interactive lab and discussion with Journalism students about media ethics and applications to real-world situations.

J480 Media Management, University of South Carolina

DENETRA WALKER

120 Hooper St., Athens, GA • DenetraWalker@uga.edu

Guest Lecturer, Spring 2020

Led Q&A with students about diversity in television news industry.

J472 Power Producing, University of South Carolina

Guest Lecturer, Spring 2020

Led interactive Q&A lesson with undergrad students about diversity and media ethics.

Journalism 311: Minorities, Women & Mass Media, University of South Carolina

Guest Lecturer, Spring 2019

Presentation, Q&A with students about current research on police shootings, minorities and the media.

Journalism 311: Minorities, Women & Mass Media, University of South Carolina

Guest Lecturer, Fall 2018

Presentation, Q&A with students about current research on police shootings, minorities and the media.

Journalism 201: Principles of Public Relations (Online Class), University of South Carolina

Guest lecture/speaker- Summer 2018

Online presentation recorded and catered to undergraduate students about third-party endorsements, creating stronger press releases/press conferences, etc. between PR practitioners and news journalists.

Journalism 531: Public Relations Campaigns, University of South Carolina

Guest lecture/speaker- October 2017

Provided feedback to teams about their campaigns with local organizations including DHEC, The Lourie Center, etc.

Journalism 201: Principles of Public Relations, University of South Carolina,

Bridging the Gap: Traditional & Social Media, March 2017

Prepared & presented a PowerPoint lecture to approximately 200 undergraduate students about building relationships, third-party endorsements, creating stronger press releases/press conferences, etc. between PR practitioners and news journalists.

MODERATOR/PANELIST

MAC's Golden Anniversary Panel- Trailblazers, Troublemakers and Traditions

AEJMC New Orleans (Virtual) Conference, August 2021

Invited Panelist about the work & legacy of the Minorities and Communication Division of AEJMC

From BLM, Election, to Pandemic: Diversity Centered Learning, Practical Lessons and Techniques from the Newsroom to the Classroom

Moderator & Panelist, 46th Annual Southeast AEJMC Colloquium, March 2021

Panel focusing on renewed efforts for diversity, equity, and inclusion within academic and newsroom/industry spaces following the 2020 summer of racial reckoning.

College of Information and Communications: Fabulous Teaching Ideas

Invited Panelist, University of South Carolina, March 2021

Shared tips for faculty on how I teach my large lecture class synchronously over Zoom by using real-time activities/polls, games, and tips for wellness checks with students.

DENETRA WALKER

120 Hooper St., Athens, GA • DenetraWalker@uga.edu

Can You Spot Fake News?, Facebook Live Discussion

Moderator, I-School: University of South Carolina

Invited to speak about research with Augusta Baker Chair Nicole Cooke about her research with fake news, misinformation and disinformation in the digital age. I also shared insights during the live chat of my experiences as a journalists and research with journalists on racialized mis/disinformation.

National Association of Black Journalists student chapter, University of South Carolina

Invited Speaker, Fall 2020

Discussion with student leaders and members of the Association of Black Journalists chapter about the importance of diversity in media.

Branding with Bianca Workshop, Columbia, SC

Presenter, Production Session, August 2019

Led presentation teaching P.R. professionals iMovie editing skills & best video practices when shooting on cellphones.

Media & Civil Rights History Symposium, University of South Carolina

Moderator, Media Markers of Social Change, March 8-9, 2019

Super Bowl Ad Poll Event

University of South Carolina, February 2017

Moderated the Super Bowl Ad poll event to introduce commercials live for Super Bowl Sunday for more than 100 student participants.

Association of Black Journalists student chapter, University of South Carolina

Panelist, Diversity in the Media, November 2017

Served as panelist to discuss current issues with diversity in the media with student members of ABJ.

GRANTS

Key Personnel, LIFT project, (2022/present) Knight Foundation Grant.

Miami Fund

Website: <https://www.liftmsp.com/>

FELLOWSHIPS/AWARDS

SEC Emerging Scholar, (Virtual) September 28-29, 2021

Nominated by University of South Carolina as graduate student representative for professional workshop & development.

2021 Future Faculty Career Exploration Program

Rochester Institute of Technology (Virtual Participation)

Selected to take part in program through RIT to prepare and hone skillsets for academic careers.

2021 Breakthrough Graduate Scholar, University of South Carolina

Selected as one of 13 university-wide doctoral student honorees for excellence in research by the Office

DENETRA WALKER

120 Hooper St., Athens, GA • DenetraWalker@uga.edu

of the Vice President for Research.

Award honors students who show “excellence in the classroom and make considerable contributions to research and scholarly activities in their field”

2020 Dr. Paula Poindexter Student Research Grant

Minorities and Communication Division of AEJMC

\$500 Research grant towards project connected to minorities in the media

PhDigital Doctoral Bootcamp

Doctoral Awardee, Online Modules, Summer 2020

Media Innovation Lab in San Marcos, TX

Competitive acceptance: 20 out of 67 accepted in opportunity sponsored by Knight Foundation Grant.

Bootcamp prepares mass communication doctoral students and early career assistant professors to become digital scholar-educators and lead curriculum innovation.

Grace Jordan McFadden Professors Program (GJMPP)

Doctoral Scholar, 2018-current

University of South Carolina

\$6,000 2018-2021; \$10,000 2021-22 Yearly grant towards completion of doctoral studies.

Monthly workshops for scholars.

Mentoring with diverse group of academics in disciplines across campus.

Southern Regional Educational Board (SREB)

Doctoral Fellowship: State Scholar, 2018-current

- 2018 Institute on Teaching and Mentoring, Arlington, VA
- 2019 Institute on Teaching and Mentoring, Atlanta, GA

Critical Race Theory Summer Institute (CRTSI)

University of South Carolina, Educational Foundations/Studies, June 2019 & June 2021

Grant waiver towards acceptance to workshop.

Week-long conference towards diversity studies and CRT history.

Inez Kaiser Graduate Student of Color Award

Scholarship Awardee, Public Relations Division of AEJMC- 2017, Chicago, IL

\$1,260 scholarship towards travel & AEJMC Conference

COMMITTEES

Race and Media Faculty Hiring Committee

Student Representative Member

Spring 2021

Minorities and Communication Division (MAC), AEJMC

Graduate Student Liaison

2020-2021

Social Media Coordinator

2021-22

DENETRA WALKER

120 Hooper St., Athens, GA • DenetraWalker@uga.edu

Associate Dean of Diversity Committee

Doctoral Student Representative

Fall 2019

REVIEWER

The International Journal of Press/Politics

Journalism Practice

PROFESSIONAL EXPERIENCE

University of Georgia

Assistant Professor

08/22/Current

- Journalism Faculty

University of South Carolina

Columbia, SC

Doctoral Student

08/18- 05/22

M.A. Student

08/16-18

- Teaching Assistant for Journalism 201: Principles of P.R.
- Graduate Assistant/Research Assistant for three professors who specialize in Advertising and Public Relations
- **Project Manager:** 2016 CreateAthon@USC a 24-hour creative blitz whereby student volunteers and their mentors create advertising campaigns and marketing materials for non-profits free of charge. Article: https://www.sc.edu/study/colleges_schools/cic/journalism_and_mass_communications/news/2016/createathon_2016.php#.WSYIUVeMBsM
- Completed Coursework: Mass Communication Theory, Research Methods, Creative Leadership, Mass Communications History, Media Law, Content Analysis, Literature of Mass Comm., Critical, Cultural, and Naturalistic Approaches, Mass Media and American Politics, Qualitative Inquiry, Statistics, Corporate Social Responsibility, Health, Science, & Mass Media, Communication Design. Journalism 790 Special Topics: Big Data, Work with class & professor on navigating Crimson-Hexagon for a paper.

WIS NBC News 10

Columbia, SC

Assistant News Director

07/10-01/16

- Daily & Long-term guidance for #1 TV station in Midlands
- Lead team through big event coverage including historic floods, etc.
- Build strategy for guest interviews and segments
- Manage Anchors/Reporters/Producers to achieve goals & strategies
- Develop/Manage newsroom schedules & FCC Reports
- Execute Branding efforts for First Alert/Digital/Investigates Initiatives
- Responsible for hiring/training of News Producers & Reporters
- Continuous evaluations of newscasts & complete performance reviews of talent

Evening Executive Producer

- Daily editorial guidance for On-air Talent, Producers & Editors

DENETRA WALKER

120 Hooper St., Athens, GA • DenetraWalker@uga.edu

- Strengthen communication to help lead “Weather” “Breaking News” Strategy
- Serve as newsroom manager for daytime operations
- Planned & executed monthly Phone banks/Sweeps initiatives

Executive Producer/News 10 Sunrise

- Managed team for 2 ½ hour highly-rated *Sunrise* program on WIS
- Lead Producers to Strategize a “New, Now, Next” station strategy
- Assisted in daily marketing of Sunrise
- Organized Sunrise Social Media/Web Strategy
- Created & Implemented: *Breaking News/Olympics 2012/Election* strategies for team

Raycom Leadership Program

- Selected for hands-on opportunity to work with Raycom’s News Executives
- Workshops/Webinars/Training w/fellow “rising stars” to build stronger newsroom leaders

Producer/Internship Coordinator

- Write, organize show and strategize to build-up top stories
- Station strategic planning conference and Station Advisory Committee member
- Train, schedule and evaluate Interns

KVVU FOX5 News

Henderson, Nevada

“Live In Las Vegas” Producer

05/09-07/10

- Produce Morning “Live In Las Vegas” 2-hour show
- Organize rundown & lead Associate Producers to make a live, well-written program
- Developed a strategy to hit proper “meter marks” for ratings
- Coordinate & work with special guests daily for talking points

WJBF ABC News Channel 6

Augusta, Georgia

Producer

05/07-05/09

- Build rundown, create graphics and write for 5pm broadcast
- Field produce for special events; fill- in produce for WFXG FOX 54 Broadcast
- Work with automated system “Ignite” & centralized graphics

KTRK ABC 13 News

Houston, Texas

Production Assistant/Fill-in Desk Assistant

08/06-05/07

- Assist Producers in preparing for the newscast
- Fill- in and assist on *Assignment Desk*; answer phones and make beat checks

KBMT ABC 12 News

Beaumont, Texas

Production Assistant

11/05-08/06

- Floor Director, Camera, Audio and Master Control Operator

CBS News

New York, New York

Dan Rather’s Intern

06/05-08/05

- Various duties working in 60 Min, the National Desk and 48 Hours
- Worked at 60 Minutes with Correspondent & former CBS Anchorman Dan Rather

FOX 26 KRIV News

Houston, TX

DENETRA WALKER

120 Hooper St., Athens, GA • DenetraWalker@uga.edu

Intern

06/04-08/04

- Led & anchored intern newscast
- Worked with producers & on-air talent for shows
- Assisted in writing scripts for air.

SKILLS

Zoom (teaching), Blackboard Collaborate, WebX, GoToMeeting, Microsoft Teams, Vertigo X, Ignite, Media Manager, Aurora Browse, Vizrt, Axis Maps, INews, ENPS, Final Cut Pro CNN/Oasis, Avid, NBC NewsChannel, Newspath, Precis, Edius, LUCI, SharePoint, Adobe Premiere, Microsoft Word/Excel/Outlook/PowerPoint, iMovie, Canvas

ADDITIONAL AWARDS/HONORS

Inez Kaiser Graduate Student of Color Award, Public Relations Division of AEJMC- 2017
Carolyn Stroman Award, MAC Division of AEJMC- 2017
Radio Television Digital News Association of the Carolinas- Spot News Award 2014
Associated Press- 2nd Place Best Newscast
South Carolina Broadcasters Association- Station of the Year- 2012- 2014
Jefferson Awards Board Member-2015
Raycom News Leadership Program- 2012
United Way Team Leader- 2012
International Radio Television Society- Grant/Workshop Award Recipient 2005
American Women in Radio and Television Internship/Scholarship Recipient 2004
25th Annual Leadership Conference- Chair/Coordinator, Spring 2005
Phi Sigma Pi National Honor Fraternity
National Broadcasting Society- President- Fall 2004

SELECTED MEDIA & ARTICLES

The J Word: A Podcast by Journalism Practice

The J Word 2.7: News Citizens, Digital Civicism & Cell Phone Journalism, (May 2021)

<https://www.buzzsprout.com/1208318/8108830>

7 Things to Know in the Fight Against “Fake News”

https://www.sc.edu/uofsc/posts/2020/12/12_fake_news.php#.YFq9UR17now

How Citizen Journalists, Cell Phones & Technology Shape Coverage of Police Shootings

Article Writer; June 2020

https://www.sc.edu/study/colleges_schools/cic/journalism_and_mass_communications/news/2020/citizen_journalists_cell_phones_shape_coverage.php#.X4AIWx17ky4

“South Carolina Ph.D. Student Wins Two Top Research Awards”

Feature Article; MAC Summer 2020 Newsletter:

<https://www.mediadiversityforum.lsu.edu/MAC/mac-summer2020-newsletter.pdf>

“CIC Hosts Inaugural Digital Media Academy”

USC Article; November 2019

DENETRA WALKER

120 Hooper St., Athens, GA • DenetraWalker@uga.edu

https://www.sc.edu/study/colleges_schools/cic/about/news/2019/cic_hosts_digital_media_academy.php

“Graduate Student Honored with Diversity Award”

USC Article; June 2017

https://www.sc.edu/study/colleges_schools/cic/journalism_and_mass_communications/news/2017/denetra_walker_inetz_kaiser_award.php#.X4Aoux17ky5

“CreateAthon@USC: A 24-hour Creative Marketing Blitz”

USC Article; Fall 2016

https://sc.edu/study/colleges_schools/cic/journalism_and_mass_communications/news/2016/createathon_2016.php#.X4AiRh17ky4