

## **Dale Edwards**

University of Northern Colorado  
College of Humanities and Social Sciences  
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### **Education**

PhD, University of North Carolina at Chapel Hill, 2005.

Area of Study: Media History; Law & Policy/Ethics

Dissertation/Thesis Title: Embed or In Bed? Building the Agendas of Newspaper Coverage of Operation Desert Storm and Operation Iraqi Freedom.

MS, Utah State University, 2001.

Area of Study: Communication

Dissertation/Thesis Title: Ethics and the Coverage of a Third Rate Burglary and a Tawdry Sex Scandal: A Critical Analysis of the Coverage of the Watergate and Lewinsky Scandals in the New York Times, Washington Post, and Time Magazine.

MLIS, Brigham Young University, 1990.

Area of Study: Library and Information Science

BA, Brigham Young University, 1980.

Area of Study: Communication

### **Professional Academic Experience**

Professor, University of Northern Colorado. (2016 - Present).

Associate Professor, University of Northern Colorado. (2011 - 2016).

Assistant Professor, University of Northern Colorado. (2006 - 2011).

Term Assistant Professor, University of Northern Colorado. (2005 - 2006).

Editorial Assistant to the Book Review Editor, Journalism & Mass Communication Quarterly. (2004 - 2005).

Voice and Presentation Coach, University of North Carolina at Chapel Hill. (2002 - 2005).

Graduate Assistant Instructor, University of North Carolina at Chapel Hill. (2003 - 2004).

Adjunct Instructor, Treasure Valley Community College. (2000 - 2002).

Director of Library Services, Treasure Valley Community College. (1990 - 2002).

Anchor, Treasure Valley Community College. (2000 - 2001).

Sports Play-By-Play Announcer, Treasure Valley Community College. (2000 - 2001).

Producer, Host, Treasure Valley Community College. (1999 - 2001).

Staff Writer, Sun-Advocate. (1984 - 1986).

News Director, Sports Play-By-Play Announcer, KRPX-AM. (1980 - 1984).

Program Director, KSUB-AM-FM. (1979 - 1980).

Sports Play-By-Play Announcer, KSUB-AM-FM. (1978 - 1980).

Staff Announcer, KSUB-AM-FM. (1977 - 1980).

Anchor & Producer, KBYU-TV. (1977).

Reporter, KBYU-TV. (1976 - 1977).

## Administrative Roles

Program Coordinator, Journalism and Media Studies Program, (2017 - 2020).

## RESEARCH, SCHOLARSHIP, AND CREATIVE WORKS

### Publications

#### Juried

##### Journal Article

Edwards, D. (2005). If It Walks, Talks and Squawks Like A Trial, Should It Be Covered Like One? The Right of the Press to Cover INS Deportation Hearings. *Communication Law & Policy*, 10(2), 217-239.

##### Book Review

Edwards, D. (2008). *Combat Reporter: Don Whitehead's World War II Diary and Memoirs* (4th ed., vol. 85, pp. 924-925). *Journalism & Mass Communication Quarterly*.

Edwards, D. (2007). *The Military and the Press: An Uneasy Truce* (1st ed., vol. 88, pp. 188-190). *Journalism & Mass Communication Quarterly*.

Edwards, D. (2006). *Radio Goes to War: The Cultural Politics of Propaganda During World War II* (1st ed., vol. 39). *Material Culture: The Journal of the Pioneer America Society*.

##### Conference (Full Paper) Proceeding

Edwards, D., Allen, L. (2017). Alces in Wonderland. *Image of Rebirth in Literature, Media and Society* (pp. 24-29). Society for the Academic Study of Social Imagery Conference.

Edwards, D., Allen, L. (2014). Edward Snowden—Everyone's Hero: Well, Maybe Not So Much. *Proceedings. Society for the Interdisciplinary Study of Social Imagery conference*.

Edwards, D. (2010). The Military Hero on the Tube: An Examination of the Portrayal of Military Personnel as Heroes During Operation Iraqi Freedom. *Proceedings, Society for the Interdisciplinary Study of Social Imagery*.

Melanson, W., Edwards, D. (2007). The Increased Commercialization of Super Bowl Programming: A Content Analysis from 1987 to 2006. *Proceedings. Ad Bowl Symposium: The Super Bowl Advertising, Audience, and American Culture*.

## Non-juried

### Journal Article

Edwards, D., Tuggle, C. A., Kozloski, D. (2005). How Do We Select Them and Then What Do We Teach Them? A Survey of Success Factors for Student Broadcast Journalism Award Winners. *BEA Feedback*, 46(2), 12-22.

Dempsey, J. M., R. B., Edwards, D. (2004). Student News Webcasting. *BEA Feedback*, 45(5), 6-10.

### Conference (Full Paper) Proceeding

Allen, L., Edwards, D. (2013). No easy writer. *Proceedings of Society for the Interdisciplinary Study of Social Imagery: The Image of the Outsider III*.

## Professional Presentations

### Invited

#### Juried

Edwards, D. L. (Author & Presenter), Second World Conference on Media and Mass Communication, "Techno-Regulation: The Never-Ending Government Regulatory Battle to Keep Up With Technology," The International Institute of Knowledge and Management, Bangkok, Thailand. (April 21, 2016).

Allen, L. (Presenter), Edwards, D., C. F., Z. M., 8th Annual Community Engaged Scholars Symposium, "Whose laptop is it anyway? Snowden v NSA," UNC, UC. (November 2014).

### Not Invited

#### Juried

Allen, L. (Author & Presenter), Edwards, D., SASSI, "From Excalibur to Epic Allure: Recalibrating Redemption," UNC School of Communication, Greeley, CO. (March 10, 2018).

Allen, L. (Author & Presenter), Edwards, D. (Author & Presenter), SASSI, "Alces in Wonderland: Mythic Frontiers in Sturgeon v Frost," School of Communication, UNC, UC Spruce. (March 18, 2017).

Edwards, D., Allen, L., Association for Education in Journalism and Mass Communication, Electronic News Division, "From Nothing to Hide to Nowhere to Hide: Covering Edward Snowden and the NSA," Montreal, Quebec, Canada. (2014).

Edwards, D., Allen, L., Western States Communication Association Annual Conference, "Transferred Doctrine: Two Case Studies in Semantic Shifts," Anaheim, California. (February 2014).

Edwards, D., Allen, L., Rocky Mountain Communication Association Conference, "A

Rhetorical Analysis of the Oral Arguments in *Milner v. Navy*," Loveland, Colorado. (April 16, 2012).

Edwards, D., Allen, L., Western Communication Association Annual Conference, "The Proverbial Fox...A Virtual Map to the Chicken Coop: Supreme Exemption in *Milner v. Department of the Navy*," Albuquerque, New Mexico. (February 2012).

Edwards, D., Allen, L., Hodapp, P., Rocky Mountain Communication Association Conference, "Supreme Civility: *Snyder v Phelps* Frames Privacy Versus First Amendment Rights," Loveland, Colorado. (April 16, 2011).

Edwards, D., Society for the Interdisciplinary Study of Social Imagery, "Hero, Renegade, Revolutionary, or Outlaw...Or All of the Above? The Coverage of Osama Bin Laden in the U.S. Broadcast Media Before and After 9/11," Colorado Springs, Colorado. (March 2011).

Edwards, D., Southwest Education Council for Education in Journalism and Mass Communication Fall Conference, "The Hero from Palestine: Hero Indicative Language in Broadcast News Coverage of the Ordeal and Rescue of PFC Jessica Lynch," Round Rock, Texas. (November 2010).

Edwards, D., Society for the Interdisciplinary Study of Social Imagery, "The Military Hero on the Tube: An Examination of the Portrayal of Military Personnel as Heroes During Operation Iraqi Freedom," Colorado Springs, Colorado. (March 2010).

Edwards, D., Southwest Education Council for Education in Journalism and Mass Communication Fall Conference, "Dodging Bullets and Finding Information: An Analysis of Broadcast Network Sources During Operation Iraqi Freedom," Las Cruces, New Mexico. (October 2008).

Edwards, D., Southwest Education Council for Journalism and Mass Communication Symposium, "Was it Objective, Responsible, or Both? Embedded Journalism According to Libertarian and Social Responsibility Press Theories," Norman, Oklahoma. (October 2007).

Edwards, D., Association for Education in Journalism and Mass Communication, History Division, "Mythical Hero American-Style: An Examination of the Presence of Myth in the Coverage of General Norman Schwarzkopf and the Persian Gulf War," Toronto, Ontario, Canada. (August 2004).

Edwards, D., Tuggle, C. A., Kozloski, D., Association for Education in Journalism and Mass Communication, Radio & Television Journalism Division, "How Do We Select Them and Then What Do We Teach Them? A Survey of Success Factors for Student Broadcast Journalism Award Winners," Toronto, Ontario, Canada. (August 2004).

Edwards, D., Southeast Colloquium, Association for Education in Journalism and Mass Communication, Radio and Television Journalism Division, "Did CNN Really Have to Stay in Baghdad? A Comparison of the Live Reporting of CNN and Fox News," Tampa, Florida. (March 2004).

Edwards, D., Association for Education in Journalism and Mass Communication, Law Division, "Can the Effect of Richmond Newspapers Stretch Even Further? An Analysis of the Right of the Press to Cover Immigration Hearings," Kansas City, Missouri. (July 2003).

Edwards, D., Southeast Colloquium, Association for Education in Journalism and Mass Communication Law Division, "Can the Effect of Richmond Newspapers Stretch Even Further? An Analysis of the Right of the Press to Cover Immigration Hearings," Little Rock, Arkansas. (March 2003).

Edwards, D., American Journalism Historians Association Regional Conference, "Coverage of a Third Rate Burglary: A Comparison of the Coverage of the Watergate Scandal by the New York Times, Washington Post, and Time Magazine," Logan, Utah. (April 2001).

#### Non-juried

Edwards, D. (Author & Presenter), Allen, L. (Author & Presenter), SASSI, "A Band of Angles: Redemptive Renaming in *Matal v Tam*," UNC. (March 10, 2018).

Allen, L., Edwards, D., Masunga, Z., JMComm Conference, "That's a rapp(orteur): Snowden's recitation to the European Parliament," Singapore. (September 2014).

Allen, L., Edwards, D., Kimiecik, H., Masunga, Z., Social Justice & Diversity Summit, "Surveillance U: Bringing Education to (Whose) Life: Privacy and Diversity at the University," University of Northern Colorado. (April 2014).

Allen, L., Edwards, D., Society for the Interdisciplinary Study of Social Imagery Conference, "Edward Snowden-Everyone's Hero: Well, Maybe Not So Much," Colorado Springs, Colorado. (March 2014).

Allen, L., Edwards, D., Western States Communication Association Convention, "Snowden's Folly. Freedom of Expression and Legal Communication Division," Anaheim, California. (February 2014).

Allen, L., Edwards, D., Society for the Interdisciplinary Study of Social Imagery, "No easy writer," Colorado Springs, Colorado. (March 2013).

Edwards, D., Helping Students Find their Voices and Improve Performance for Broadcast and New Media, "Grading the Use of Voice in Broadcast Projects in Television/Radio Courses," Association for Education in Journalism and Mass Communication, Boston, Massachusetts. (August 2009).

Edwards, D., Broadcast Education Association, "Did CNN Really Have to Stay in Baghdad?," Las Vegas, Nevada. (April 2005).

Edwards, D., Broadcast Education Association, "Webcasting of Student Newscasts," Las Vegas, Nevada. (April 2004).

Edwards, D., Oregon Library Association Annual Conference, "Implementation of a Turn-Key Library Automation System Over a Broad Geographic Region," Portland, Oregon. (2002).

Edwards, D., Oregon Library Association Annual Conference, "Provision of Library Services to Distance Education Students," Bend, Oregon. (1994).

Edwards, D., Joint ULA-MPLA Conference, Technical Applications Roundtable, "Personal Computer Applications in Libraries," Salt Lake City, Utah. (1990).

Edwards, D., National University Continuing Education Association Annual Convention, "Delivery of Library Services to USU COM-NET Students via the Kellogg Learning

Resource Center," Salt Lake City, Utah. (1988).

Edwards, D., Utah Library Association Annual Conference, "Database Searching at the Kellogg Learning Resource Center," Ogden, Utah. (1988).

## **Research in Progress**

"A Band of Angels: Redemptive Renaming in Matal v Tam" (On-Going).

This research examines the rhetoric and press coverage of the US Supreme Court case Matal v Tam, which considered whether the US Patent and Trademark Office could remove a trademark from the band The Slants because the office deemed it offensive.

"Media Portrayals and Mythic Constructs in the 2016 Presidential Campaigns" (On-Going).

This research examines press coverage of the redemption of Former Secretary of State Hillary Clinton as she ran for president of the US in 2016.

## **TEACHING**

### **Teaching Experience**

#### **University of Northern Colorado**

##### **Courses Taught:**

COMM 461, Seminar in Communication, 1 course. 1.00 credit hours.

JMC 340, Broadcast Newswriting, 2 courses. 3.00 credit hours.

JMC 342, Television Production, 10 courses. 4.00 credit hours.

JMC 408, Special Topics, 4 courses. 3.00 credit hours.

JMC 422, Directed Study, 8 courses. 3.00 credit hours.

JMC 443, Electronic Field Production, 9 courses. 4.00 credit hours.

JMC 444, Cable Television Production, 10 courses. 3.00 credit hours.

JMC 485, Media Ethics, 7 courses. 3.00 credit hours.

JMC 497, Mass Communications Law, 19 courses. 3.00 credit hours.

JMS 342, Video Production, 3 courses. 4.00 credit hours.

JMS 422, Directed Study, 1 course. 3.00 credit hours.

JMS 450, News Production, 2 courses. 4.00 credit hours.

JMS 495, Special Topics, 1 course. 3.00 credit hours.

JMS 497, Media Law, 3 courses. 3.00 credit hours.

New Programs Developed/Major Program Revision: 2 courses.

Journalism and Mass Communications program curriculum revision.

## **Directed Student Learning**

Directed Individual/Independent Study. (January 11, 2016 - May 6, 2016).  
Advised: Thomas Mosberg

## **SERVICE**

### **University Service**

Organizer and Advisor, UNC Chapter of the National Broadcasting Society. (2006 - Present).

Attendee, Graduation, Marshall at University Undergraduate School Commencement Ceremonies. (December 9, 2017).

Marshall at University Graduate School Commencement Ceremonies. (2006 - 2014).

Committee Member, University Library Advisory Committee. (2010 - 2012).

Committee Member, Northern Colorado Upward Bound Planning Committee. (2008).

### **College Service**

Committee Member, Program Review Advisory Committee. (2012 - Present).

Committee Member, Policies and Procedures Committee. (2006 - 2012).

Presenter, Panel on the Effects of Hurricane Katrina. (September 2005).

### **Department Service**

Faculty Advisor, Bear News. (2007 - Present).

Faculty Advisor for more than 50 Telecommunication and Advertising/PR sequence students. (2006 - Present).

Coordinator, JMC's Telecommunications Emphasis. (2005 - Present).

Member, School of Communication Governance Group. (2005 - Present).

Committee Member, JMC Admissions Committee. (2005 - 2013).

Built New Set and Backdrop for JMC Television Studio. (2006).

### **Program Service**

Special Institutional Assignment, Updated New Set in Studio. (December 12, 2016 - January 30, 2017).

### **Professional Service**

Editorial Review Board Member, Southwest Mass Communication Journal. (2010 - Present).

Editorial Review Board Member, Electronic News. (2006 - Present).

Reviewer, Conference Paper, Paper Reviewer, Electronic News Division, Association for Education in Journalism and Mass Communication Annual Conference. (2012 - 2017).

Past President, Electronic News Division, Association for Education in Journalism and Mass Communication. (August 8, 2015 - August 6, 2016).

Division Head, Electronic News Division, Association for Education in Journalism and Mass Communication. (2014 - 2015).

Division Vice-Head, Electronic News Division, Association for Education in Journalism and Mass Communication. (2013 - 2014).

Research Committee Chair, Electronic News Division, Association for Education in Journalism and Mass Communication. (2011 - 2013).

Paper Reviewer, Law Division, Association for Education in Journalism and Mass Communication Annual Conference. (2009 - 2013).

Discussant, Research Paper Session, Electronic News Division, Association for Education in Journalism and Mass Communication Annual Conference. (August 2013).

Paper Reviewer, History Division, Association for Education in Journalism and Mass Communication Annual Conference. (2011).

Past President, Southwest Education Council for Journalism and Mass Communication. (2010 - 2011).

Paper Reviewer, Radio/Television Journalism Division, Association for Education in Journalism and Mass Communication Annual Conference. (2009 - 2011).

Judge, National Clarion Awards. (2010).

President, Southwest Education Council for Journalism and Mass Communication. (2009 - 2010).

Vice President/President-Elect, Southwest Education Council for Journalism and Mass Communication. (2008 - 2009).

Research Paper Competition Chair, Southwest Education Council for Journalism and Mass Communication Conference. (2008).

Paper Reviewer, History Division, Broadcast Education Association Annual Conference. (April 2007).

Paper Reviewer, News Division, Broadcast Education Association Annual Conference. (April 2007).

Paper Reviewer, Media Ethics Division, Association for Education In Journalism and Mass Communication Annual Conference. (2006).

Co-Chair, Festival Student Awards Committee, Radio News Division, Broadcast Education Association. (2005 - 2006).

Paper Reviewer, History Division, Broadcast Education Association Annual Conference. (April 2006).



Paper Reviewer, Law & Policy Division, Broadcast Education Association Annual Conference. (April 2006).

Paper Reviewer, Radio/Television Journalism Division, Association for Education in Journalism and Mass Communication Annual Conference. (2005).

Paper Reviewer, Southwest Education Council for Journalism and Mass Communication. (2005).

Co-Chair, Festival Faculty Awards Committee, News Division, Broadcast Education Association. (2003 - 2005).

OLA Vision 2010 Steering Committee, Oregon Library Association. (2000 - 2001).

President, Eastern Oregon Library Association. (1997 - 1999).

Executive Board, Association of College and Research Libraries, Oregon Chapter. (1996 - 1998).

OLA Resource Sharing Committee, Oregon Library Association. (1995 - 1997).

Board Member at Large, Eastern Oregon Library Association. (1994 - 1996).

Co-author, OCCLA Position Paper on Provision of Distance Education Library Services. (1994 - 1995).

President, Oregon Community College Library Association. (1993 - 1995).

Board of Directors, Utah Library Association. (1989 - 1990).

Chair, Technical Applications Roundtable, Utah Library Association. (1989 - 1990).

Legislative Committee, Utah Library Association. (1987 - 1990).

Vice Chair, Technical Applications Roundtable, Utah Library Association. (1988 - 1989).

PLA-Kellogg Career Guidance Committee, American Library Association. (1987 - 1989).

## **Public/Community Service**

Speaker at Colorado High School Press Association J-Day program, Colorado State University, Fort Collins, Colorado. Presentation title: "WWW stands for Work, Work, Work: Using Social Media in Journalism.". (October 2012).

Prepared 21-minute video outlining the history of the Merry Mixers Square Dance Club, Greeley, Colorado. Shot, edited, and produced the video. (September 2012).

Served as a merit badge counselor for Cinematography merit badge, Merit Badge University, Longs Peak Council, Boy Scouts of America, Greeley, Colorado. (February 2012 - March 2012).

## **AWARDS AND HONORS**

### **Other**

Outstanding Faculty and Staff Award, Center for Human Enrichment, University of Northern Colorado. (2012).

Outstanding Journalism Professor Award, Association for Woman in Communication, University of Northern Colorado Chapter. (2007).

Best Online Student Broadcast Station, Society of Professional Journalists. (2003).

Dean's list, Utah State University, College of Humanities, Arts, and Social. (2001).

Selected for membership, Phi Kappa Phi National Honor Society. (2001).

Selected for membership, Beta Phi Mu, International Library Science Honor Society. (1990).

Reporting Excellence Award, Utah School Boards Association. (1985).

### **PROFESSIONAL MEMBERSHIPS**

Association for Education in Journalism and Mass Communication. (2003 - Present).

Broadcast Education Association. (2003 - Present).

Association of College and Research Libraries. (1990 - 2002).

Eastern Oregon Library Association. (1990 - 2002).

Oregon Community College Library Association. (1990 - 2002).

Oregon Library Association. (1990 - 2002).

American Library Association. (1986 - 2002).