

Lewis C. Knight, Ph.D.

Assistant Professor/Program Coordinator of Media Communication
Southern Wesleyan University

curriculum VITA

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Education:

Doctor of Philosophy, Journalism - University of Texas at Austin in the School of Journalism

(emphasis on Digital Media Psychology and Sociology).

Master of Arts, Mass Communication - Texas State University in the School of Journalism and

Mass Communication (emphasis on New Media).

Bachelor of Arts, Radio, TV and Film Communications, Minor Journalism, - Glassboro

State College, NJ. (Now Rowan University) School of Journalism and Mass Communication

(emphasis on Broadcast Journalism).

Research:

Dissertation: The influence of audience agency in digital media: A model adjustment in the hierarchy of influences. Defended September 11, 2015

Friends Who Choose Your News. Published, The Official Research Journal of The International Symposium of Online Journalism. Volume 1-2, Fall 2011.

Sticky News: Use of Multimedia and Interactivity to Engage Online Audiences. Panel

Presentation AEJMC, Summer 2010 - Denver, CO

Moving Images: Ethical Reasoning Online and On TV. Panel Presentation AEJMC, Summer 2012

- Chicago, IL

Political Campaign Apps & Social Responsibility Ethics. Essay - Final Edit

Sticky Apps: How to Attract and Keep Voters on Campaign Apps. Two-part study - Final Edit

Dissertation: Digital Hierarchy of Influences. Quasi-Experimental study - Proposal stage

Teaching:

Assistant Professor, Program Coordinator at Southern Wesleyan University: Fall 2013-Present

Advertising: An upper-level, undergraduate, survey elective class covering the concepts and theories of advertising. Two semesters at Texas State University - San Marcos

Broadcast Advertising: An undergraduate elective class covering concepts and methods of copy-writing and production of radio and television advertising. Two Semesters at The Art Institute of Houston

Studio Production: An undergraduate elective class covering concepts and methods of in studio television production. Two Semesters at The Art Institute of Houston

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Teaching: Continued:

Video Field Production: An undergraduate elective class covering concepts and methods of electronic news gathering and field production. Two Semesters at The Art Institute of Houston

Non-Linear Editing: An undergraduate elective class covering concepts and methods of digital editing and post-production techniques Four Semesters at The Art Institute of Houston

Teaching Assistant:

Multimedia Newsroom: An upper-level, undergraduate, pilot program class covering the concepts, theories and skills required of digital news producers. One semester at The University of Texas at Austin

Multimedia Journalism: An undergraduate and graduate stacked class covering the concepts, theories, skills and issues concerning digital news production. One semester at The University of Texas at Austin

Visual Communication: A graduate class covering the concepts, theories and skills of visual news production. Two semesters at The University of Texas at Austin

Journalism Society and The Citizen Journalist: An upper-level, undergraduate class covering the concepts, theories and issues facing digital journalists. One semester at The University of Texas at Austin

Television News Producing: An upper-level undergraduate class covering the comprehensive process of producing a television news broadcast. Assisted in the production of [Texas Newswatch](#), a Student produced weekly newscast. Two Semesters at The University of Texas at Austin

Television News Reporting: An upper-level undergraduate class covering the comprehensive process of ENG field reporting for a television news broadcast. Assisted in the production of Texas Newswatch, a Student produced weekly newscast. One Semester at The University of Texas at Austin

Television News Production: An upper-level undergraduate class covering the comprehensive process of producing a television news broadcast. Assisted in the production of Bobcat Update, a Student produced weekly newscast. Two Semesters Texas State University - San Marcos

Social Media Journalism: An upper-level undergraduate class covering the process and ethics of producing content for social media, including the uses of and methods for engaging audiences in an environment of active audience participation. One semester at The University of Texas at Austin

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Page 3

Related Educational Experience:

Executive Producer and Director of the video and Web documentaries [Hecho En Peru](#): a [Mission of Music](#). Spent two years working with Kairos U.S. and Kairos Peru to bring education and facilities to the under-served population of Belen, a poverty-stricken area on the Amazon headwaters that surround Iquitos, Peru. Spent three weeks documenting a group of musicians that performed four fund raising concerts in Iquitos and surrounding areas. Interacted extensively with the principles of Kairos Peru to understand the struggles of building two schools and providing scholarships to all of the students without government support. Continuing this work with Kairos U.S. and Kairos Peru.

Academic Service:

Digital Workshop at Marquette University: Consulted with faculty at the University discuss ways to help enhance the curricula for digital journalism and multimedia news. Examined ways to improve student participation in digital news production using [Reporting Texas](#) and [Multimedia Newsroom](#) Models.

Reporting Texas Webmaster: A Carnegie Grant initiative, which provides a Web space for students to produce digital news packages which are sourced and used by professional news outlets in and around Texas. Four semesters at The University of Texas at Austin

Multimedia Newsroom Webmaster: A pilot program Web site, which mirrors the Reporting Texas Web site and offers students a place to hone their skills in preparation to eventually post on Reporting Texas. Four semesters at The University of Texas at Austin

Millennials News Webmaster: A Web site used to promote an annual University conference and showcase conference presentations. One semester at The University of Texas at Austin

First Friday Workshop: Taught video shooting and editing to Ph.D. students at UT.

NAHJ Workshop: Taught video shooting and editing for the Web to journalism professionals at Texas State - San Marcos.

Assistant Professor (New Faculty) Search Committee: Served as a search committee member for an Assistant Professor for The School of Journalism at The University of Texas at Austin.

Guest Lecturer - Multiple Classes: Lectured on video production for digital media in a variety of journalism classes for five semesters at The School of Journalism at The University of Texas at Austin.

Academic & Professional Presenter - ILPC 2012 Spring Convention: Two lectures/presentations to high school students and advisors concerning the future of journalism.

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Page 4

Grants & Scholarships:

Nettie Doscher More Fellowship, The Texas Exes Scholarship Foundation. Fall 2012 scholarship for graduate studies and research work conducted.

University of Texas Journalism School, Student Enrichment Fund. Spring 2011 grant awarded for graduate and undergraduate student mentoring **Title:** The Effects of Visual Imagery on Ethical Reasoning.

Professional Experience:

Owner Operator of Knight Line Productions/PaintBrush Productions a Houston/San Marcos based Production Company. 1992 - Present: responsibilities include all aspects of business, media placement and production operations, including: writing, producing and directing national, regional and local broadcast programs, commercials, media consulting, print layout, marketing presentations multimedia projects and Web design programming and maintenance.

Producer of Good Morning Houston 6am Edition. 1981-1992: Job description included overall formatting of the program accounting for overnight news, guest interview segments, booking, writing, stacking and line producing each segment of the show.

Senior photographer/editor, line producer for Good Morning Houston. 1981-1992: Job description included assist show hosts/producers booking guests developing segment concepts and stories, stacking and line producing the live daily show, producing feature series, field direction, videography, editing and post production of all EFP and feature segments.

Both programs were ranked as the #1 local TV talk shows in their time slots for my entire tenure at

KTRK-TV Channel 13 ABC O&O Houston, TX

Senior photographer/editor - KUHT-TV Channel 8 PBS Houston, TX. 1980-1981

Morning news anchor WJIC-FM Salem, NJ. 1978-1980

Intern - then assistant production manager - WCAU-TV Channel 10 NBC O&O Philadelphia, PA. 1979-1980

Reporter/photographer/editor - Cox-TV Channel 5 Nightly News Glassboro, NJ. 1979-1980

Lewis C. Knight

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VITA



Page 5

Related Experience:

Business member of The Art Institute of Houston Video Production Advisory Board. 1993-1997

Guest lecturer at University of Houston Video Production classes. 1995-1997

Associate member of Ft. Bend Economic Development Council. 2001-2006

Member of Ft. Bend Chamber of Commerce. 2001-2006

Abilities:

- Accomplished producer/director, videographer with strong writing and editing skills.
- Expert level on Final Cut Pro, After Effects, Media 100-NLE, Photoshop, Illustrator and InDesign.
- Proficient on Avid, Flash, DreamWeaver, ProTools, and other graphic and multi-media tools.
- Write and understand Web code and keep current on the latest tools and protocol.
- Current on the latest Social Media tools and applications.
- Learning Spanish, currently speak and read at proficient beginner's level.

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BIOGRAPHY

Starting a media career in radio Lewis Knight was program director and read morning drive-time news at WGLS-FM in 1977 and WJIC-FM the following year. Lewis began his TV career later in 1978 as a reporter, videographer/editor for Cox-TV and then with the NBC owned station in Philadelphia, first as an intern and then as assistant production manager. Lewis arrived in Houston in 1980; landing at KUHT Channel 8 as senior videographer. In 1981 Lewis moved to KTRK-TV Channel 13, where he produced the 6am Edition of Good Morning Houston for 12 years and was the line producer of GMH's 9am show as well as senior videographer/editor. During his tenure at GMH, the shows won numerous awards and were nationally ranked as the number one local TV talk shows in their time slots. Then Lewis moved on...

Knight Line Productions was born to provide media clients with "national looking" communication presentations at "local" prices. As owner of KLP Lewis has been producing TV commercials, video presentations, print, graphic and multimedia projects for Texas' top companies and local retailers since 1992. Lewis also did media consulting and media placement for his clients. Some of Lewis' larger clients included Coca Cola Bottling of Houston, Compaq, Enron and Halliburton. Through KLP Lewis also did stringer work for ABC, HBO, NBC and Paramount Pictures.

While running KLP Lewis also taught video and advertising classes at the Art Institute of Houston and sat on the Professional Advisory Board of that school for three years.

Lewis semi-retired from commercial media in 2006 to return to school, he moved to Wimberley, Texas and earned a Master of Arts at Texas State University-San Marcos. While at Texas State Lewis was teacher of record for two advertising classes, TA for two video production classes and TA for Ad Campaigns and Ad Portfolio classes. He was the grad club president and won awards for outstanding service and outstanding grad assistant. He has just completed his Ph.D. coursework at the University of Texas-Austin and is ABD. He is an Assistant Professor and the Program Coordinator for Media Communication at Southern Wesleyan University.

Lewis started his higher education at Rowan University with a BA in Radio, TV and Film. He was on the Deans List for two years, program director and morning news anchor for the university radio station WGLS-FM and managing editor for the then Glassboro State-TV.

Lewis has been affiliated with The Greater Ft. Bend Economic Development Council, The Ft. Bend Chamber of Commerce and has been a guest lecturer at The University of Houston. He is an accomplished producer/director, with strong writing, videography and editing skills. He is expert level on Media 100-NLE, Final Cut Pro, After Effects, Photoshop, Illustrator and InDesign . He is proficient on Avid, Flash, DreamWeaver, ProTools, and other graphic and multi-media tools. He writes and understands Web code and keeps current on the latest tools and protocol. He is expert on Macintosh OS and proficient on Windows OS.

web: www.lewisknight.net, www.knightlineproductions.com

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Research Goals

Having just finished my coursework in the School of Journalism at The University of Texas at Austin, I'm now preparing for my comprehensive exit exams. In so doing, I'm also preparing for the proposal of my dissertation. This process has helped firm up a budding line of investigation which has taken the last three years to develop.

As a broadcast and visual media veteran of 35 years and a digital media professional since 1993 my general research interests have been in visual communication and multimedia applications for the Internet and mobile computing. More recently however, I have been more focused on how audience agency (what I prefer to call user agency) has had on "the hierarchy of influences" on digital journalists and digital media producers.

It is my belief that as digital media literacy and use continue to grow, that with the abundant choice and citizen production abilities, digital users will continue to further insert themselves into the digital news business models that are now still developing. With big media suffering financial insecurities in this continually transitional environment of the past two decades, user engagement is of greater importance to professional news outlets now than ever before. "Sticky Content," content that will attract news users to and engage them with a professional news outlet's site or mobile app is a great way to bring more advertising or subscription dollars to bear.

This philosophy of reasoning for me proposes links of Uses and Gratifications models, including user engagement and user experience, which are audience-centric lines of study, to the production-centric line of study of The Hierarchy of Influences.

Audience agency has, to date, been proposed as an extra-media influence in the news production decision making process. I believe that the digital news users formally known as the audience, should be elevated in the hierarchy of influences model to their own level of influence that reflects the growing power they exert in the participation, consumption and production of digital news and media.

With all of this said my exploration will hopefully lead me to reasoning that can make the cyclical or reciprocal relationship between digital users and digital professionals one of mutual benefit as a matter of scholarship and industry.

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Learning Goals

As a newly minted academic just entering the scholarly job market, many have been asking me: “What is your teaching philosophy?” I have come to realize that I don’t really have a teaching philosophy. I better explain quickly!

I have had to dig deep to come to the conclusion that I have had and will probably always have a learning philosophy and not a teaching philosophy. A philosophy that will allow me to facilitate, guide, mentor and/or motivate the process of learning. I may have more experience, tools and knowledge at my disposal than any of my students, but I prefer to engage in a more open “contractual partnership of learning” style relationship. Yes, students will have to understand the leadership role of a learning facilitator and trust that I will guide their learning experience with the authority of my experience, tools and knowledge.

But, I know from my past experiences as a teacher, team leader (broadcast TV producer) and employer, that I will probably learn more from them than they might learn from me. Together, as a learning team in a contractual partnership of learning, we will all learn a lot more.

With this philosophy in mind, I have come to realize that what I learn in the classroom will help direct my future research and what I learn in research can translate into classroom learning experiences for my students.