

TOMMY GEORGE BOORAS
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EDUCATION

- Master of Arts in Journalism, University of Arkansas, Fayetteville, Arkansas, 1993.
- Bachelor of Arts in Journalism (Radio/TV/Film), University of Oklahoma, Norman, Oklahoma, 1979.

TEACHING EXPERIENCE

Senior Lecturer of Communication, University of Kentucky, Lexington, Kentucky, August 2019-present.

- I teach 12 hours of classes each semester: Mass Media/Mass Culture (large lecture and online), Communication and Sport, and Persuasive Speaking. I also supervise and evaluate teaching assistants in the Mass Media/Mass Culture classes. Promoted to Senior Lecturer, July 2025.

Instructor of Communication, University of Kentucky, Lexington, Kentucky, January-May 2019.

- I taught 12 hours of classes: Interpersonal Communication, Communication in Small Groups, and Persuasive Speaking.

Instructor of Communications, Tennessee State University, Nashville, Tennessee, 2011-2018.

- I taught 15 hours of classes each semester, including: Public Speaking (3-4 sections), Basic Media Performance, Intro to Mass Communication, Television Reporting, Advanced Media Performance, Mass Communications Seminar: Media Careers, Electronic News Writing, Sports Broadcasting, and Sports Journalism Lab.
- I created, developed and taught a Sports Broadcasting class in 2013.
- I trained, counseled and advised student sports reporters, writers and broadcasters within the department and for the TSU Sports Network, a student-based sports production practicum (2011-2018).

Assistant Professor of Broadcasting, Western Kentucky University, Bowling Green, Kentucky, 2006-2011.

- I taught Basic TV Production and four TV studio labs, Copywriting for Radio and Television, and Broadcast Sports Workshop.
- I created, developed and taught an Honors class ("Sports, Media and Society") for four semesters between 2009 and 2011.
- I also created, developed and taught a Sports Broadcasting class in 2009.

- I served as faculty advisor (2009-2011) to “Extra Point,” a live, weekly, 30-minute sports magazine TV show, which originated from the Sports Broadcasting class I created in 2009 and still airs on the PBS affiliate in Bowling Green.
- I trained, counseled and advised student sports broadcasters.
- I was appointed to Scholarship, Faculty Travel and Student Grant committees and served on several faculty search committees.
- I also advised 40 broadcasting majors.

Visiting Assistant Professor of Journalism, University of Mississippi, Oxford, Mississippi, 2004-2006.

- I taught Television Reporting and Broadcast News Reporting and Writing (two sections of each class each semester).
- I coordinated with the UM Student Media Center and provided student-produced stories from the Television Reporting class for daily live, cable television newscasts.
- I organized a student satellite group and was the faculty advisor to the American Women in Radio and Television (AWRT)/Music City (Nashville) chapter in 2005.
- I coordinated with the campus radio station and the UM Women’s Athletic Department and launched the first-ever live radio broadcasts of softball games in spring 2005.

Assistant Professor of Radio/Television, Sam Houston State University, Huntsville, Texas, 2001-2004.

- I taught Basic Video Production with studio lab, Media Performance, Beginning Writing for Media, and Multi-Camera (remote) Directing/Field Production.
- I supervised and provided sports and community programming for department-operated KSHU-TV through the Multi-Camera class, which videotaped live events for playback on a local cable channel.
- I also acted as a liaison with the Sports Information Department and provided student workers with freelance jobs for television networks during network sports broadcasts.
- I created, developed and taught a sports broadcasting class in 2004.

Assistant Professor of Mass Communication, McNeese State University, Lake Charles, Louisiana, 1999-2001.

- I taught Broadcast News Reporting and Writing, Media Writing, Television News Production, and two sections of Beginning Camera and Videotape Operation.
- I revitalized and supervised a 30-minute television newsmagazine program, “Inside McNeese,” which aired on a local cable channel.
- I advised 40 students who majored in Broadcasting and Media.
- I served as faculty advisor to a student group (Communications & Media Society) in 1999-2000.

Instructor of Broadcasting, Nicholls State University, Thibodaux, Louisiana, January 1998-May 1999.

- I taught Broadcast News Reporting and Writing and Broadcast News Production.
- I supervised a live newscast, “Nicholls Television Weekly,” which aired on a local cable channel.

- I directed operations and student employees as the faculty liaison for campus radio station KNSU-FM.
- I also served on the Student Media Committee.
- I revitalized, organized and monitored a student internship program with area media outlets.
- I also advised 50 Broadcast majors.

Lecturer, Department of Journalism, University of Arkansas, Fayetteville, Arkansas, 1993-1994. Graduate Assistant Journalism Instructor, 1991-1993.

- I taught Television Reporting I with lab, Television Reporting II with lab, Radio Reporting and Writing with lab, and Journalistic Style and Usage.
- I also taught three sections of News (Print) Reporting and Writing each academic year as a graduate assistant journalism instructor.

ACADEMIC ACHIEVEMENTS, AWARDS, MEMBERSHIPS AND HONORS

Marquis Who's Who.

- Honored Listee, 2023.
- Recipient, 2019 Lifetime Achievement Award.

Kentucky High School Speech League Bowling Green Regional Tournament.

- I served as a volunteer judge for high school broadcasting participants, 2020, 2019.

South Central Broadcasting Society.

- I judged student audio and video categories for the SCBS Competition, September 2017.

TV Boot Camp with The Poynter Institute's Al Tompkins.

- I attended a day-long workshop at Lipscomb University, September 2015.

Dow Jones News Fund/2015 HBCU Digital Workshop.

- I was selected to participate in a week-long multimedia training session at Western Kentucky University, July-August 2015.

Broadcast Education Association, 2008-present.

- I was elevated to Chair, Sports Division, 2017-2018, and re-elected as Chair, 2018-2019.
- I was elected as Vice Chair, Sports Division, 2016-2017.
- I served as a Co-Chair, Sports Division Student Competition (2014) and Chair (2010-2013), BEA Festival of the Arts, an international collegiate broadcast media contest.
- I served as the Sports Division Recording Secretary, 2013 and 2014.
- I served as a Festival Volunteer Judge/Sports Coordinator, Sports Division, 2009 Festival of the Arts.
- I served as a co-chair of the Student Audio Competition, 2008 Festival of the Arts.
- I served as a presenter at Festival awards ceremonies during BEA conventions, 2008-2013.

Judge, Sports Video Group, 2014, 2011.

- I judged College Sports Media Awards, Collegiate Student Division.

Fellow, 2003 Educator in the Newsroom.

- I was awarded a fellowship from the Knight Foundation and the Radio-Television News Directors Foundation, 2003.
- I interned in the newsroom of WKYT-TV, Lexington, Kentucky, July-August 2003.

Faculty Senator, McNeese State University Faculty Senate, 1999-2001.

- I represented the Department of Mass Communication as an elected representative.
- I served on two committees: Faculty Affairs and Teaching/Teacher Resources.

Student Affairs Recognition Award, Nicholls State University.

- I was recognized by the Division of Student Affairs for serving as chairman and judge for a radio speaking contest during the District Literary Rally, 1999.

University of Arkansas Educational Talent Search/Retired Senior Volunteer Program.

- I was awarded a Certificate of Appreciation for judging middle school and high school essays, 1994.

ARTICLE CITATIONS

Likes, Terry. (2013, September). **“We Will Rock You: Music Branding in Sports.”** Essay and documentary on the influence of music at sporting events. Electronic News, Sage Publications, Volume 7 Issue 3, 160-164.

Likes, Terry. (2012, September). **“On Air or on Life Support: The Demise of Local TV Sports.”** Essay and documentary on whether local television sports can survive. Electronic News, Sage Publications, Volume 5 Issue 3.

Likes, Terry. (2012, September). **“On Air or on Life Support: The Demise of Local TV Sports.”** Essay and documentary on whether local television sports can survive. Electronic News, Sage Publications, Volume 6 Issue 3, 171-174

ARTICLES PUBLISHED

“Who Should Mold the Minds of Tomorrow’s Journalists?” Next Generation TV, a media website (www.tvspy.com/nexttv.home.cfm), September 2003.

“Photojournalism: Beyond the Basic B-roll.” www.b-roll.net, a television videography website, February 2003.

BOOK CONTRIBUTIONS

“The Art of the Call.” My play-by-play manual was included as an online instructor resource for Total Sportscasting by Marc Zumoff and Max Negin, Taylor & Francis, Boston, 2014.

“The Key is Preparation!” A portion of my play-by-play manual was included in a Spotlight Section, which was published in a textbook, Television and Radio Announcing, 11th edition by Stuart Hyde, Allyn and Bacon, Boston, 2009.

BOOKS REVIEWED

Proposed broadcast announcing textbook, Routledge Press. I reviewed a manuscript of several chapters, October 2018.

Proposed sports multimedia journalism textbook, Oxford Press. I reviewed a proposal, table of contents, several chapter summaries, and four completed chapters, April 2016, October-November 2015.

Sports Announcing (chapter within Television and Radio Announcing, 11th edition. Allyn and Bacon, Boston, 2009.

Sports Media: A Practical Approach. Focal Press, Burlington, Massachusetts, 2004.

Television and Radio Announcing, 10th edition. Houghton Mifflin Company, Boston, 2004.

CREATIVE ACTIVITY

Associated Press, Nashville, Tennessee, 2012.

- I judged student radio sports entries for the 2012 AP Great Plains Broadcast Contest.

Drug Enforcement Administration (Nashville District Office), Nashville, Tennessee, 2006.

- I wrote a radio spot (“Just Say No to a Drug-Free Lifestyle”) that promoted Red Ribbon Week and aired on several Nashville radio stations.

Miss Walker County Scholarship Pageant, Huntsville, Texas, 2001.

- I wrote publicity releases and assisted in public relations events.

“The Kalevala, Finnish Nationalism, and Poets Two,” 2001.

- I produced and edited a 28-minute documentary on Finnish writer Elias Lonroot in conjunction with McNeese State University Speech Communication faculty.

Southwest Louisiana Chamber of Commerce Leadership Program, Lake Charles, Louisiana, 2001 and 2000.

- I coordinated McNeese State University Mass Communication students with area public relations professionals with on-camera training sessions in various media situations.

Ads Parish Yellow Pages, Lake Charles, Louisiana, 2000.

- I wrote four radio commercials for this telephone book company.

Assumption Parish (Louisiana) Travel Video, 1999.

- I wrote, produced, videotaped, and narrated a 45-minute tourist-aimed travel video.

Law Enforcement Public Information Workshop, Lafourche Parish Sheriff's Department, Thibodaux, Louisiana, 1999.

- I served as a mock reporter to provide on-camera interview training for law enforcement officials who dealt with the media.

Media Networking Group, Nashville, Tennessee, 1998-2000.

- I served as a consultant for this company that matched students with media careers.

Louisiana Center for Women and Government, Thibodaux, Louisiana, 1998.

- I wrote, produced, and videotaped a ten-minute video for the Center's Hall of Fame Induction Banquet.

Department of University Relations, Nicholls State University, Thibodaux, Louisiana, 1998.

- I wrote a 30-second television promo that aired during a national broadcast of NCAA post-season basketball games.

Cooperative Emergency Outreach, Fayetteville, Arkansas, 1994.

- I wrote, produced, videotaped, edited, and narrated a five-minute video for this non-profit organization.

EXPERT COMMENTARY/OPINION

“Lexington Humane Society”

- I spoke to a group of employees and stakeholders on producing and presenting information through speeches, media opportunities, and public interactions, October 2024.

“Tech Focus: Broadcast Education-Audio Makes Gains, But Slowly.”

- I was quoted in an article by Dan Daley for SVG SportSound Monthly, March 8, 2018. https://www.sportsvideo.org/2018/03/08/tech-focus-broadcast-education-audio-makes-gains-but-slowly/?utm_source=SVG+Newsletter&utm_campaign=5c43798fd5-my_google_analytics_key&utm_medium=email&utm_term=0_5ccb082d23-5c43798fd5-77177085

“2018 Pyeong Chang Winter Olympics Facts-Ask the Experts-Winter Olympics Wonders.”

- I was quoted in an article by John Kiernan at <https://wallethub.com/blog/olympics-facts/1819/#tommy-booras>, February 2018.

“Spiraling Out of Control: When Sports Becomes the Lead Story.”

- I was interviewed as part of an audio documentary that aired on the Tennessee Radio Network, August 2016.

“Pay for Play: Unionization and Paying for College Athletes.”

- I was interviewed as part of an audio documentary that aired on the Tennessee Radio Network, January 2015.

“We Will Rock You: The Branding of Sports Music.”

- I was interviewed as part of an audio documentary that aired on the Tennessee Radio Network, January 20, 2013.

“On Air or On Life Support: The Demise of Local TV Sports.”

- I was interviewed as part of an audio documentary that aired on the Tennessee Radio Network, July 8, 2012.

PANEL PRESENTATIONS

“Rupp Arena, JMI Sports, and UK: A Collaboration”

- Tennessee Communication Association conference, Clarksville, Tennessee, 2024

“Gaming On the Radio: VSiN, One Year Later”

- Broadcast Education Association convention, Las Vegas, Nevada, 2018.

“Students on Ice: Touring the Nashville Predators In-House Production Facility”

- Broadcast Education Association convention, Las Vegas, Nevada, 2016.

“Save Our Studios!”

- Broadcast Education Association convention, Las Vegas, Nevada, 2013.

“Social Media, Academia and the New Broadcasting Order: It’s Time to Get On Board!”

- Broadcast Education Association convention, Las Vegas, Nevada, 2012.

“3D and College Broadcasting: Where Are You?”

- Broadcast Education Association convention, Las Vegas, Nevada, 2011.

“Tweeting on the Sidelines”

- Broadcast Education Association convention, Las Vegas, Nevada, 2010.

“Different Sports, Different Solutions”

- Broadcast Education Association convention, Las Vegas, Nevada, 2009.

“Career Benefits for Student Newspapers Doing Video News Stories”

- Southern States Communication Association convention, Savannah, Georgia, 2008.

Panel moderator, “The Conundrum of Free Speech Protection for Citizen Journalists Compared to Traditional Journalists.”

- Southern States Communication Association convention, Louisville, Kentucky, 2007.

“Changing Technologies and the Teaching of Converged News.”

- Southern States Communication Association convention, Louisville, Kentucky, 2007.

“Ideologies, Approaches, and Challenges in Teaching TV News.”

- Southern States Communication Association convention, Birmingham, Alabama, 2003.

PAPERS PRESENTED

“Teaching New Media Techniques in Traditional Media Production Classes.”

- Broadcast Education Association convention, Las Vegas, Nevada, 2009.

“Dealing with Convergence.”

- Mississippi Communication Association conference, 2006

“Making the Grade: How Well Are Colleges and Universities Preparing Broadcast Students?”

- Mississippi Communication Association conference, 2005.

PROFESSIONAL HONORS AND AWARDS

Drug Enforcement Administration (Nashville District Office), Nashville, Tennessee.

- Honored for writing a radio spot promoting Red Ribbon Week (“Just Say No to a Drug-Free Lifestyle”), November 2006.

National Register Who’s Who in Executives and Professionals.

- Biographical entry, 2005-2006.

Arkansas Society of Professional Journalists.

- First Place, Radio Sports Reporting, 1994.

National Press Photographers Association Regional Conference, Pittsburg State University, Pittsburg, Kansas, 1994.

- Guest lecturer, “Sports Journalism in the 1990s.”

Marquis Who’s Who in Entertainment.

- Biographical entry, 1993-1994.

Arkansas AP Broadcasters Association.

- First Place, Radio Sports Story, 1992, 1991.

Houston Press Club, Houston, Texas.

- First Place, Spot Sports Story, 1987.
- Second Place, Spot Sports Story, 1986, 1985.

Shreveport Journal, Shreveport, Louisiana.

- Voted “Most Popular TV Sports Reporter” in a poll of newspaper readers, 1984.

UPI Broadcasters of Louisiana.

- First Place, TV Sports Feature, 1984.
- Second Place, TV Sports Feature, 1983.
- Outstanding Achievement, TV Sports Feature, 1982.

Louisiana AP Broadcasters Association.

- Second Place, TV Sports Feature, 1983-1984.

PROFESSIONAL MEDIA EXPERIENCE

Bayou Business Review, Houma, Louisiana. Freelance reporter, 1998-1999.

- I generated and wrote local interest and business-related stories for a bi-weekly supplement to The Courier, a daily newspaper based in Houma, Louisiana.

KRIV-TV, Houston, Texas. Sports Producer, 1995-1997.

- I selected stories, wrote and assisted in post-production of two weekly 30-minute live and taped programs and daily sportscasts.
- I also supervised, scheduled & assigned a staff of seven reporters, videographers and editors.
- I conducted field interviews with sports personalities as assigned.
- I coordinated satellite bookings and video feeds with networks and local stations.
- I also maintained relationships with broadcast networks and local television stations.
- I assisted with the sports director and station management in long-term story planning.

Sammons Cable, Denton, Texas. News Director/Reporter/Producer, 1995.

- I generated stories that aired on daily newscasts during CNN Headline News Local Edition cut ins.
- I videotaped and reported stories and anchored newscasts on Fridays.
- I also supervised and trained citizen volunteers and interns from the University of North Texas.

KUAF-FM, Fayetteville, Arkansas. Sports/News Reporter, 1991-1994.

- I produced, wrote, and narrated feature-length sports and news stories for a weekly newsmagazine program, “Ozarks at Large.”
- I also worked as a fill-in morning announcer and news anchor during “NPR Morning Edition” broadcasts.

Moore Video Productions, Shreveport, Louisiana. Operations Director, 1990-1991.

- I wrote, produced, and acted as an on-air and voice talent for commercials, audio and video productions, and Louisiana Tech University football and basketball weekly coaches’ shows.
- I also served as play-by-play broadcaster on cable television broadcasts and selected radio broadcasts of Shreveport Captains minor league (Double-A) baseball games.

KRIV-TV, Houston, Texas. Sports Videographer and Reporter, 1985-1990.

- I videotaped, edited and reported sports stories for nightly sportscasts.
- I also supervised and trained interns from various colleges and universities in the Houston area.

KTBS-TV, Shreveport, Louisiana. Sports Videographer and Reporter, 1980-1985.

- I also acted as an on-air reporter during various live remote broadcasts, in addition to videography and reporting duties in the Sports Department.

KTAL-TV, Shreveport, Louisiana. News and Sports Videographer/ Reporter/Producer, 1979-1980.

- I videotaped, edited, and reported news and sports stories for airing during nightly newscasts and sportscasts.
- I also co-produced a 5 p.m. newscast with the Texarkana, Texas, bureau anchor; I selected network stories from the NBC newsfeed and wrote anchor lead-ins that aired during newscasts.