

ARKANSAS STATE UNIVERSITY

Professional Record

Name: **SANDRA L. COMBS**

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Department/College: School of Media & Journalism/College of Liberal Arts and Communication

Present Rank: Associate Professor

Year Appointed: 2008

Citizen of the United States of America

Education

Michigan State University, East Lansing, MI, Master of Arts, May 1996

University of Florida, Gainesville, FL, Bachelor of Science, August 1976

Non-degree programs

“5.3 Continuing Education Units,” Accredited IACET Provider, June 2023

College AP Reading scoring the AP English Language and Composition Exam

“53.84 Professional Development Hours” Accredited IACET Provider, June 2023

College Board AP Reading scoring the AP English Language and Composition Exam

Canvas Workshop, A-State ITTC Lab, July 2023

“Developing an Academic Presence Online,” ITTC Lab, June 2018

“Safe Zone Training for Trainers,” Feb. 9-10, 2018 by Out Alliance of Rochester, NY (certificate)

“Tips and Tricks for Teaching Online,” ITTC Lab, June 2017

“iInstitute,” ITTC Lab, June 2016

College Media Association Advisers Training, March 2016, New York City (certificate)

College Media Association Advisers Certification Program, July 23-24, 2015, CMA Summer Adviser Certification Program

“iPad Apps, Activities and Lesson Planning,” ITTC Lab, June 2015

The Poynter Institute for Media Studies, Jonesboro, AR, College of Media and Communication Workshop, Sept. 13-14, 2013

“iTunes Institute,” ITTC Lab, June 3-26, 2013

Business Journalism Professors Seminar, The Donald W. Reynolds National Center for Business Journalism, Arizona State University, Phoenix, Jan. 2-5, 2013

“Ethics of Politics: Teaching It Well,” AEJMC Conference, Chicago, Aug. 8, 2012

“Blackboard Institute,” ITTC Lab, July 10-Aug. 2, 2012

“Blackboard Learn Bootcamp,” ITTC Lab, May 16-20, 2011

The Poynter Institute For Media Studies, St. Petersburg, FL,

“TEACHAPALOOZA 2011, Poynter Educators Conference, July 22-24, 2011

“Teaching Media Ethics,” AEJMC Conference, St. Louis, MO, Aug. 9, 2011

“Diversity Workshop,” ASU Office of Diversity, Cooper Alumni Center, Oct. 11, 2011

AEJMC/AJSMC Journalism and Mass Communication Leadership Institute for Diversity (Jan. 2001-Jan. 2002)
The Freedom Forum Diversity Leadership Institute for Journalism Education Administrators, San Francisco (June 3-9, 2000)
The Poynter Institute For Media Studies, St. Petersburg, FL, Competence in the Newsroom, 1999
Detroit Orientation Institute, April 1998
Indiana University School of Journalism, Bloomington, IN, The Freedom Forum Teaching Fellows Workshop, 1998
The Poynter Institute for Media Studies, St. Petersburg, FL, Diversity in the Newsroom, 1998
Simmons College, Boston, MA, Management Development for Capital Cities/ABC, 1995
American Newspaper Publishers Association Multicultural Management, Reston, VA, ANPA Foundation Minority Fellow, 1990
University of Missouri School of Journalism, Columbia, MO, Multicultural Management Program, 1989
High School: Jones High School, Orlando, FL, 1973
Baccalaureate: Journalism
Graduate: Journalism

Professional Society Memberships

National College Media Association
Arkansas College Media Association
Associated Collegiate Press
National Association of Black Journalists
Central Arkansas Association of Black Journalists
Society of Professional Journalists
Association for Education in Journalism and Mass Communication
Western Social Science Association

Honors/Awards

Craighead County NAACP “Unsung Hero” Award, 2020, Jonesboro
Lillian Lodge Kopenhaver Center for Advancement of Women in Communication Fellow (AEJMC), Aug. 5, 2020
CMA National Honor Roll 4-year Newspaper Adviser, 2019, New York City
National Association of Black Journalists Region III 2018 Achievers Award, Atlanta, Georgia
2013 Special Recognition, Region V Conference of the National Association of Black Journalists, Little Rock, Arkansas, April 19-21, 2013
Diversity Research Recognition, Annual Diversity Excellence Awards, Arkansas State University, April 17, 2013
Living Legends Recognition, 2013 Women’s Leadership Conference, March 28, 2013 (Sponsored by ASU Multicultural Center)
Friends of Diversity Recognition, Annual Diversity Excellence Awards, Arkansas State University, April 11, 2012

Kappa Tau Alpha, National Honorary Society in Journalism
Black Woman Achiever Award, Pontiac Chapter of the National Association of
Negro Business and Professional Women's Club, Inc., 1996
1990 Michigan Newspaper Association Honorable Mention for Community
Service (Reporting)
Community Service Award, Pontiac Chapter of the National Association of Negro
Business and Professional Women's Club, Inc., 1989

Biographical Citations

Outstanding Young Women of America 1984, page 100
Who's Who Among American High School Students 1972-73, page 94
The Society of Outstanding American High School Students 1972, page 129

I. Teaching

- A. Years at Arkansas State University: Started Aug. 16, 2008
- B. Years at other Colleges/Universities: 11
 - Michigan State University, East Lansing, 2003-2008 (Journalism Instructor and College of Communication Arts and Sciences Director of Multicultural Affairs, 2004-2006)
 - Wayne State University, Detroit, 1997-2003 (Journalism Instructor and Director of Journalism Institute for Minorities)
 - Ohio University, Athens, Ohio, lecturer for three years for portions of the 10-week Midwest Newspaper Workshop for Minorities sponsored by the E.W. Scripps School of Journalism and led by Dr. Ted Pease
- C. Courses taught at ASU, MSU and WSU
 - Diversity and Media, formerly known as Race, Gender & Media (graduate and undergraduate)
 - Multimedia Reporting (graduate and undergraduate)
 - Public Opinion & Propaganda in Mass Media (graduate and undergraduate)
 - News In Social Media
 - Practicum I
 - Practicum II
 - Practicum III
 - News Design
 - News Editing
 - News Writing/Media Writing/Reporting Words
 - News Reporting/Multimedia Reporting
 - Public Affairs Reporting/Advanced Reporting
 - Feature and Magazine Writing
 - Sports Reporting
 - Multimedia Storytelling
 - Reporting in the British Isles (5-6-week summer study abroad course open to all U.S. students), 2004, 2005, 2006, 2007, 2008
 - News Writing and Reporting I
 - News Writing and Reporting II (graduate and undergraduate)

Reporting Race, Sex and Culture (graduate and undergraduate)
History of the Minority Press (I developed this class)
Independent Study on Feature and Magazine Writing, Spring 2013
(graduate)
The South End Workshop (WSU independent student newspaper class)

II. Publication

A. Books/Chapters

“Black Americans” chapter in “The Diversity Style Guide,” published January 2018 (Sage)

B. Editorships of Books/Proceedings

“Empowering Citizenship Through Journalism, Information and Entertainment in Iberoamerica” 2009

The Chicago Defender special edition of Barack Obama, November 2008

“Reporting and Writing: Basics For The 21st Century,” by Christopher Scanlan

C. Journal Articles Published

1. Refereed Journals

“African American weeklies see paid circulation decline,” (Stephen Lacy, Sandra L. Combs & Daniel Krier), Newspaper Research Journal 2017, Vol. 38 (4), pp. 406-416, 2017.

“The Other American: African American Women Living in Poverty” (Brenda A. Randle and Sandra L. Combs), A Race Gender & Class Journal, Vol. 23, No. 1-2, 2016

“The American Dream: Divisible Economic Justice For All” A Race Gender & Class Journal, Vol. 22, No. 1-2, 2015, pp. 228-235.

“FLOTUS: Media Darling or Monster?” A Race Gender & Class Journal, Race, Gender & Class, Vol. 20, No. 1-2, 2013, pp. 266-280.

“The Meaning of ‘Angry Black Woman’ in Print Media Coverage of First Lady Michelle Obama,” (Lillie M. Fears and Sandra L. Combs), Journal of Research on Women and Gender, Vol. 6, March 2013.

“The Top Two: Their Tweets and How They Focused on Women in the 2012 Presidential Campaign” (Sandra L. Combs and Mary Jackson Pitts), A Race Gender & Class Journal, Vol. 21, No. 1-2, 2014, pp. 169-184.

2. Nonrefereed Journals

“African American News Media,” Sage Reference Encyclopedia of Journalism 2020

“White men say they feel discrimination’s sting,” NABJ Journal, Sept./Oct. 1997, pp. 22-24. Article documenting how white male journalists felt about the push for diversity in the newsrooms and what affect the ASNE Goal 2000 of parity of races in the nation’s newsrooms had on the diversity push.

D. Book Reviews Published

1. Magazines/Newspapers/Online

“Policing The Campus: Academic Repression, Surveillance, And The Occupy Movement,” Journal for Hip Hop Studies (online) Spring 2015

Numerous in The Oakland Press (Pontiac, MI), August 1997-August 2002

“The Enemy Next Door,” by Robert L. Boyer, book review, Wayne State Magazine, Winter 1998

E. Invited Seminars or Lectures (major)

Constitution Day focus group: “Freedom of the Press in the Age of Social Media,” Arkansas State University Student Union Auditorium, Sept. 18, 2014

“Acting Black” panel, sponsored by the Black Students Association and Arkansas State Association of Black Journalists, Arkansas State University Student Union, Oct. 2, 2013

National Association of Black Journalists High School Journalism Workshop (J-SHOP), Orlando, FL, July 28-Aug. 1, 2013

Baccalaureate Speaker, “Dream to Dream,” First Baptist Church, Jonesboro, May 5, 2013

National Association of Black Journalists High School Journalism Workshop (J-SHOP), New Orleans, June 17-21, 2012

Constitution Day Media Panel: “Media and Politics,” Arkansas State University Student Union, Sept. 19, 2012

Constitution Day focus group: “*The Help*,” ASU Student Union, Spring River Room, Sept. 14, 2011

“Media Writing 101,” Central Arkansas Association of Black Journalists Journalism Workshop,” Little Rock, Ark., April 23, 2011

“Media Writing 101,” Tulsa Regional Journalism Workshop, Tulsa Okla., June 26, 2011

“Making Diversity A Priority Across the Curriculum,” AEJMC, San Francisco, Radio-TV Journalism Division and Commission on the Status of Women, Aug. 2, 2006

Keynote luncheon speaker for ASNE Spirit of Diversity Workshop, Atheneum Hotel, Detroit, Nov. 19, 2004

“Sunshine Week” presentation (panelist), League of Women Voters and the Detroit Chapter of the Society of Professional Journalists, 2004

“The Future,” UNITY Journalists of Color Mentor Program, Grand Westin Hotel, Washington, D.C., March 18, 2001

“The ‘F’ Word: Forgiveness,” First Presbyterian Church, Pontiac, Lenten Luncheon Series, April 5, 2000

“Lack of Diversity in the Canadian Media,” (Panelist) University of Windsor, Windsor, Ontario, March 22, 2000

“Order My Steps,” First Presbyterian Church, Pontiac, Lenten Luncheon Series, March 3, 1999

ASNE Diversity Roundtable: Hiring and Recruitment, Atheneum Hotel, Detroit, Nov. 21, 1998

“Through These Eyes,” (Panelist) Women in Communications of Detroit, Birmingham, Oct. 27, 1998

“Clinton in Crisis,” The Detroit News Reader Roundtable, Detroit, Sept. 21, 1998 (published with mugshot 9/21/98)

“Let’s Talk Education” with Cliff Russell (12-12:30 p.m.), WDTR (90.0 FM). Live telephone interview about the WSU Journalism Institute for Minorities, March 3, 1998

F. Other Published Journalistic Work

- “Mask it, vax it or choose the casket,” The Guardian US, Sept. 21, 2021 (<https://www.theguardian.com/us-news/2021/sep/21/arkansas-black-community-vaccines-reverend>)
- “We’ve come this far by faith: Vaccines, religion, and community in Arkansas,” Sept. 21, 2021 (<https://scalawagmagazine.org/2021/09/covid-cases-arkansas/>)
- “Financial Planning,” African American Perspective magazine, Spring 2013
- “You’ve got breast cancer,” African American Perspective magazine, Summer 2012
- “Multiple Myeloma,” African American Perspective magazine, Summer 2012
- “Eddie Mae Herron Museum/Center,” African American Perspective magazine, Spring 2012
- “Why Observe African American History Month in Arkansas?” African American Perspective magazine, Winter 2012
- “Will just any African American man do as a rapist?” African American Perspective magazine, Winter 2011
- “The second tragedy of murder,” The Jonesboro Sun, Sept. 3, 2011
- “Annenberg professors highlight research and practice,” SPIG newsletter, Fall 2011
- “Caution: Social Media postings could be hazardous to your career and employment,” African American Perspective magazine, Fall 2011
- Columns, articles and editorials in The Oakland Press, Detroit Free Press and The Detroit News (1997-2008)
- “President’s Column,” Detroit Chapter SPJ newsletter (2002-2004)
- “Building Transatlantic Bridges,” AEJMC News, March 2002 (photo and story about London, England international meeting of ASJMC/AEJMC/AJE)
- “The Waste that was Whitewater,” Minorities and Communication News (AEJMC Division newsletter), Fall 2000
- “Saturday Night at Charlene’s,” Essence Magazine, August 2000 (1.2 million circulation)

III. Presentations

- “African Americans & the Media”, Black Politics Class (Peggy Robinson-Wright, instructor), Sept. 2022
- College Media Association Spring Convention, March 18, 2021, “Leadership Panel” (virtual)
- “African Americans & the Media”, Black Politics Class (Peggy Robinson-Wright, instructor), Sept. 22, 2021
- Associated Collegiate Press Town Hall on Fall Semester Survival Stories, Virtual, Dec. 16, 2020
- Alpha Phi Alpha Breast Cancer Panel Discussion (with Dr. Jill Simons & P. Elliott-Aboagye), Zoom, Oct. 16, 2020
- “African Americans & the Media”, Black Politics Class (Peggy Robinson-Wright, instructor), Sept. 22, 2020
- “Safe Zones” training for students, faculty and staff, Arkansas State University, Fall 2015-present

“Fake News” panel, Arkansas Humanities Council, Spring 2018 (videotaped for future broadcasts)

“The American Dream: Divisible Economic Justice For All,” Race, Gender & Class conference, New Orleans, 2015

“Black Lives Matter” panel (with Dr. Lonnie Williams), Feb. 19, 2015

“The Top Two: Their Tweets and How They Focused on Women in the 2012 Presidential Campaign,” Race, Gender & Class conference, New Orleans, 2014

“Safe Zone Training” facilitator. (Safe Zone is a voluntary program that trains ASU faculty and staff about how to create a safe and supportive campus environment for LGBTQA students and how to respond to LGBTQA student issues.) ASU Multicultural Center, Feb. 25 and Feb. 26, 2014.

“The American Dream: Divisible Economic Justice For All”, Race, Gender & Class 2014 Conference, New Orleans, March 28, 2014.

“George Zimmerman Standing Ground: Shaky or Solid?” Western Social Science Association (Mass Communication), Albuquerque, New Mexico, April 3, 2014.

“You Say ‘Obama’ and They Say ‘Die’”, Western Social Science Association (African, African-American Studies), Albuquerque, New Mexico, April 4, 2014.

“The Top Two: Their Tweets and How They Focused on Women in the 2012 Presidential Election”, co-author Dr. Mary Jackson Pitts, Race, Gender & Class 2013 Conference, New Orleans, March 7-9, 2013

“Twitter: ‘That’s how we campaigned, and that’s who we are’”, co-author Dr. Mary Jackson Pitts, Western Social Science Association (Mass Communication), Denver, Colo., April 19, 2013

“From Victim to Villain: The Trayvon Martin Story”, Western Social Science Association (African, African-American Studies), Denver, Colo., April 20, 2013

“FLOTUS: Media Darling or Monster,” Race, Gender & Class conference, New Orleans, 2013

“On the Outside Looking In,” ASU Multicultural Center “Blacks in Academia Lecture Series,” Feb. 15, 2012

“FLOTUS: Media Darling or Monster?” Race, Gender & Class 2012 Conference, New Orleans, March 1-3, 2012

“Why Trayvon”, Dr. Lillie Fears and Diversity Office, ASU Student Union, April 5, 2012

“*The Help*: How historically accurate is it?” Western Social Science Association (African, African-American Studies), Houston, Texas, April 12, 2012

“Michelle Obama: Media Darling or Monster?” Western Social Science Association (Mass Communication), Houston, Texas, April 13, 2012

“Diversity Panel: Difficult Dialogues” on ASU-TV, Feb. 15, 2011

“WANTED: Two African-American Males. No other information available,” Western Social Science Association (African, African-American Studies), Salt Lake City, Utah, April 14, 2011

“The Race to Call Racism: Shirley Sherrod and the edited video,” Western Social Science Association (Mass Communication), Salt Lake City, Utah, April 15, 2011

“Two Kings Making News Beyond the Grave,” Western Social Science Association (Mass Communication), Reno, Nev., April 15, 2010

“Media Writing 101,” Central Arkansas Association of Black Journalists Journalism Workshop,” Little Rock, Ark., April 23, 2011

“Media Writing 101,” Tulsa Regional Journalism Workshop, Tulsa Okla., June 26, 2011

“Mobilizing, Mentoring and Ministering to Women,” First Baptist Church, Jonesboro, Aug. 21, 2011

“Sound & Fury: Mediated Racial Discourse and the Case of Shirley Sherrod” AEJMC, St. Louis, Mo., Aug. 10, 2011

Constitution Day focus group: “*The Help*,” ASU Student Union, Spring River Room, Sept. 14, 2011

“The Positive Approach to Teaching Diversity Beyond Black and White,” Western Social Science Association (Mass Communication), Albuquerque, N.M., April 16, 2009

“Examining affective dispositions in online comments readerships of sporting events,” (Po-Lin Pan and Sandra Combs), Paper accepted for presentation at the 60th Convention of International Communication Association. Singapore. 2010 (Pan).

IV. Service

A. Committee assignments

1. A-State Title IX Adviser (Fall 2020-2021)
2. A-State Employee Benefits Committee (2017-2020, Secretary 2019)
3. ASU University Diversity and Affirmative Action Committee, co-chair (2010-2012), interim chair (2012), member (2010-present)
4. Dr. Joel T. Gambill Alumni Speaker Series Coordinator (2014-present)
5. School of Media & Journalism/Multimedia Journalism Accreditation Committee for national ACEJMC (2021)
6. School of Media & Journalism/College of Media and Communication (College of Liberal Arts & Communication) Comprehensive Examination Committee Chair and Member (2009-present)
7. ASU Safe Zone Trainer (Fall 2015-present)
8. Arkansas College Media Association conference planning committee (Summer 2015-present)
9. National Association of Black Journalists Region III conference planning committee (Spring 2015-2012023)
10. ASU Undergraduate Enrollment & Academic Policy Committee (Fall 2013-Fall 2021)
11. Multimedia Journalism Program Scholarship Committee (2008-present)
12. Department of Media (Multimedia Journalism Program) Curriculum Committee (2018-present)
13. School of Media PRT Committee (2014-present)

14. College Media Association Critique Adviser at National Conventions (Spring 2016-Spring 2020)
15. Graduate Thesis Committee (Emma Williams, 2023)
16. Graduate Thesis Committee (Jake Williamson, 2022)
17. Graduate Thesis Committee (Chelsea Hays, 2022)
18. Graduate Thesis Committee (Kimberely A. Blackburn and Ahmed Makhraesh), (2017-2018)
19. Honor Senior Thesis Committee (Tucker Crain) (2017-2018)
20. College Communications Day (2013-present) for High School students
21. ASU Academic Calendar Committee (2010-2014)
22. ASU Undergraduate Enrollment and Academic Policies Committee (2013-present)
23. Girls of Promise: Women's Foundation of Arkansas, ASU Partnership (2010-2013)
24. College of Communications Homecoming Tailgate Committee Chair (Oct. 15, 2011)
25. Undergraduate Graduation and Academic Credit Appeals Committee (2011-2013)
26. Journalism Broadcast Day Committee (2009-2012)
27. Department of Journalism Curriculum Committee (2011)
28. Strong-Turner Alumni Association Scholarship Committee (2010-present, Chair-2013)
29. College of Communications Ice Cream Social Committee (Aug. 25, 2012)

B. Advising

1. Co-adviser for the Arkansas State Association of Black Journalists chapter of the National Association of Black Journalists (2008-present)
2. Annually Advise School of Media & Journalism/Department of Media (Journalism) majors (2008-present)

C. Positions held in professional associations

Secretary of the College Media Association Board (January 2021-2022)
 Secretary of the Central Arkansas Association of Black Journalists (2011-present)
 Co-editor of the SPIG newsletter, affiliated with AEJMC (2011-2014)
 Board member of the Michigan Journalism Hall of Fame (1998-2004)
 Past President of Detroit Chapter of SPJ

D. Memberships/Offices held in public or private agencies related to discipline

Arkansas State University Museum Advisory Council (originally appointed by Chancellor K.D. and a \$100 annual dues)
 Lifetime Member of the NAACP
 American Civil Liberties Union of Arkansas, Past Board of Directors
 Communications Specialists, Craighead County Branch of the NAACP
 Co-editor of the First Baptist Church newsletter, Jonesboro, AR
 Public relations manager for the Pontiac Oakland Symphony Board of Directors

Past President of the Rosa Parks Scholarship Foundation Board of Directors
Past Editor of Trinity Tribunal, bi-monthly newsletter of the Trinity Missionary Baptist Church, Pontiac, MI

E. Professional consultation

Writing coach for various media companies and private individuals
New York Times, NY, Arkansas area freelancer (2022-present)

F. Other professionally related service:

College Media Mega (PowerPoint Online) Workshop – “Recruitment, Retention, Training,” July 19-20, 2021, (Dr. Peg Achterman & Sandra L. Combs, Instructors)

NABJ High School Journalism Workshop (J-SHOP), Curriculum Director, Instructor and Mentor, Boston, Mass., July 27-31, 2014

NABJ High School Journalism Workshop (J-SHOP), Curriculum Director, Instructor and Mentor, Orlando, Fla., July 28-Aug. 1, 2013

Baccalaureate keynote speaker (“Dream to Dream,”) First Baptist Church, Jonesboro, May 5, 2013

Co-Editor of the AEJMC Small Programs Interest Group’s quarterly newsletter (2011-2014)

NABJ High School Journalism Workshop (J-SHOP), Instructor and Mentor, New Orleans, June 17-21, 2012

“You’ve Got Talent” contest, ASU-TV, Carey Byars, instructor (5 weeks, Spring 2012)

WBCA “Pink Zone” promotion, ASU Convocation Center, Feb. 5, 2011

2002 Sigma Delta Chi Awards Judge

Coordinator of the Detroit Chapter of NABJ’s Broadcast Short Course, Wayne State University, Manoogian Hall, Sept. 30, 2000

Coordinator of the Detroit Chapter of NABJ’s Print Short Course, Wayne State University, Manoogian Hall, Oct., 16, 1999