

Margaret S. Kirby, JD

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Communication Professional and Educator

*Higher Education * Media Relations* Creative Writing * Journalism*

Offers more than 25 years of major-market experience within the competitive media, television, corporate communications industry, and higher education. Wide range of experience includes network television, major market local TV, higher education and the legal profession.

PROFESSIONAL EXPERIENCE

TENURED ASSISTANT PROFESSOR OF COMMUNICATIONS & MEDIA, 2012 – Present SOUTH PLAINS COLLEGE, Levelland, TX

Full-time assistant professor with emphasis in writing across platforms for mass media, journalism, and broadcast * Department curriculum development * Arts and Sciences Assessment Team * Title V Guided Pathways/Transfer Guide Advisor* Institutional Effectiveness Committee * Scholarship Committee * Faculty Senate Representative * Ongoing course assessment reports

ONLINE CRIMINAL JUSTICE INSTRUCTOR, 2011 - 2013 CLOVIS COMMUNITY COLLEGE, Clovis, NM

Part-time instructor * Prepare all course materials * Develop assignments and projects designed to engage the online learner using Canvas Learning Management System * Provide students with clear course expectations through carefully written syllabi and grading rubrics * Develop fair assessments of all assignments * Provide clear and timely reports to all students upon completion of study

ASSISTANT PROFESSOR OF COMMUNICATION, Aug. 04 – Aug. 11 EASTERN NEW MEXICO UNIVERSITY, Portales, NM

Full-time assistant professor with an emphasis in mass media, communications & journalism, composition/rhetoric, and broadcast communication * Faculty Media Advisor, *Houndbytes* student online magazine * Online course development, Comm 102 – Public Speaking, 2007 - 2008 * Course development, Comm 212 – Intro to Digital Photography * Faculty Senator, 2008- 2009, 2004 -2007 * Faculty Senate Treasurer, 2006-2007 * Comm. Center Media Lab Supervisor * Comm. department library representative * Media Advisor, ENMU Peanut Project, supervised the writing of radio and television copy * Foreign student department liaison 2007 – 2008 * Department Advisor, Comm 101 – Interpersonal Comm. graduate student teachers 2007 – 2008 * Faculty judge, news writing contest, Communications Festival 2005 * Faculty judge, film contest, Communications Festival 2006

PRODUCER, Oct. 99 – July 01 COURT-TV, New York, NY

Recruited to help develop Court TV's No. 1 daily program, "**Catherine Crier Live**" * Senior Segment Producer for program * Produced show segments/ booked guests * Supervised writing of show segments * Produced tape elements

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PRODUCER, 1997 – 1999

COURT-TV, New York, NY

Responsible for developing, writing and producing video inserts to introduce discussion topics for daily talk show program, “**Johnnie Cochran Tonight**” * Booked guests for program * Field produced interviews and video elements * Traveled with Mr. Cochran to Los Angeles and other location sites * Coordinated field production of anchor stand ups and interviews * Supervised editing

PRODUCER, 1995 - 1997

COURT-TV, New York, NY

Responsible for developing, writing and producing newsmagazine-style packages for nationally syndicated, daily program, “**Inside America’s Courts**” * Field produced trial coverage, interviews and video elements * Supervised editing

OTHER PROFESSIONAL POSITIONS

CONSTITUENT SERVICES LIAISON, Congresswoman **Leslie L. Byrne**, 11th District, Constituent Services Office, Annandale, VA; Responsible for researching constituent complaints and drafting letters of inquiry to various government agencies

SUBSTITUTE TEACHER, High School and Junior High School, Fairfax County, VA

SOUTHEASTERN REGIONAL BUREAU CHIEF, **WWAY-TV**, Wilmington, NC (ABC News Affiliate) Reporter, anchor, videographer, and editor * Wrote and produced daily tv scripts

PRODUCER, **KSAT-TV**, San Antonio, TX (ABC News Affiliate) Managed assignment desk evenings and weekends * Initiated story leads * Supervised news staff * Coordinated live news coverage * Wrote on-air copy * Supervised editing

NATIONAL SALES, **KSAT-TV**, San Antonio, TX

MAEBIUS & DUNCAN, Attorneys at Law, San Antonio, TX Researched and drafted legal memoranda regarding business/ contract/ tax law issues

McGOUGAN, WRIGHT & WORLEY, Attorneys at Law, Tabor City, NC Researched and drafted appellate briefs regarding personal injury claims

ACADEMIC PUBLICATIONS

The Use of Critical Thinking in Journalism: Where Does it Start? In Mike Shaughnessy (Ed.), (2014) *Critical Thinking and a Higher Order Thinking: A Current Perspective*. Hauppauge, NY: Nova Science Publishers.

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PROFESSIONAL AFFILIATIONS

Texas Community College Teachers Association, 2012 – Present
Texas State Bar, 1986 - Present

ACADEMIC PRESENTATIONS

Accepted Presenter, Panel Member, "Best Practices for Engaging the Online Learner", New Mexico Higher Education Assessment and Retention (NMHEAR) Conference, Albuquerque, NM, February 2009

Accepted Presenter, Panel Member, "Legal & Ethical Impact of Blogs on News", College Media Advisors (CMA) Spring National Convention, New York, NY, March 2009

Accepted Presenter, Panel Member, "New Era in Journalism- Online News", Western Social Science Association (WSSA) Spring Annual Conference, Albuquerque, NM, April 2009

Presenter, Panel Member, "Assessing General Education Competencies across Disciplines - Rubrics and Results", New Mexico Higher Education, Assessment, and Retention (NMHEAR) Conference, Albuquerque, NM, spring 2008

Accepted Presenter, Panel Member, "New Era in Journalism- Online News", College Media Advisors (CMA) Spring National Convention, New York, NY, spring 2008

Presenter, Panel Member, "News or Propaganda?" ENMU's First Amendment Conference on War and Truth: The Media's Role When America Goes to War, fall 2006

Presenter, Panel Member, "The Blurring of Ethics and Law on College Campuses", College Media Advisors (CMA) Spring National Convention, New York, NY, spring 2007

Presenter, ENMU I-CON support staff leadership workshop, fall 2006: topic included talking to superiors or other employees about problems and positive communication in difficult situations

Presenter, panel member, "Media and Race Relations", Western Social Science Association (WSSA) 48th Annual Conference, Phoenix, AZ, April 2006

Presenter, Panel Member, "Intercultural Communication" workshop through ENMU Leadership Program, spring 2006

Presenter, Panel Member, "Free Speech in an Era of Terrorism", ENMU's First Amendment Conference, fall 2005

Presenter, Communication in the Workplace workshop through ENMU Leadership Program, spring 2005

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COURSES TAUGHT

Writing for Radio, TV & Film	News/Media Writing	News Reporting
Online Journalism	Broadcast Journalism	Public Speaking (online)
Intro to Digital Photography	Intermediate Television Production	Interpersonal Comm. (online)
Electronic News Gathering	Scriptwriting for the Electronic Media	Communication Theories - (grad/undergrad levels)
Media Management	Intro to Advertising	Computer Assisted Reporting
Media Ethics (online)	Convergent Technologies (online)	Intro to Corrections
Intro to Mass Communication	Announcing	
News Photography		
Radio/TV News		

EDUCATION

Juris Doctorate, Campbell University School of Law, Buies Creek, NC

Honors and Activities: ABA-LSD, Member of Forum Committee on Communications Law; National Moot Court Competition; Honor Court Representative; Winner of Second Prize Nathan Burkan Memorial Competition at Campbell University School of Law for paper titled, "The Use of Experts in Proving Copyright Infringement".

Admitted to State Bar of Texas / Admitted to State Bar of North Carolina

Bachelor of Arts, George Mason University, Fairfax, VA

Honors and Activities: News Director, George Mason University Radio; Ranked Third Speaker in the Nation, Intercollegiate Forensics Competition

CIVIC ORGANIZATIONS

Member: ENMU Women; Portales Women's Club; P.E.O.

Volunteer: Southwest Wildlife Rehabilitation Center Parent Supervisor; Lubbock Food Bank; Meals on Wheels; Christ the King Cathedral School - Fall Festival Advertising Committee, CTK Academic Booster Club co-president, Class of 2019 CTK Parent Fundraiser Representative; West Texas Children's Chorus Chaperone; Clovis Christian School PACE Parent

Participant: Alzheimer's Walk Lubbock; Down Syndrome Buddy Walk Lubbock; Operation Christmas Child, a project of Samaritan's Purse

