



A. Kix Patterson, M.A.

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EDUCATION

Doctor of Philosophy in Mass Communications, Expected May 2025

College of Journalism and Communications, University of Florida

Dissertation: How We Report Today is Tomorrow's Historical Representation: A past, present and future look at LGBTQ+ representation in newsphotography, historical remembrance and ethical reporting.

Roxane Coche, Adviser

Master of Arts in Journalism and Strategic Media, May 2021

Department of Journalism and Strategic Media, University of Memphis

Bachelor of Arts in Creative Mass Media, May 2019

Department of Journalism and Strategic Media, University of Memphis

ACADEMIC EXPERIENCE

Graduate Assistant

College of Journalism and Communications, University of Florida

Spring 2024, Instructor of Record for one section of Sports Media Law and Ethics in Department of Media Production, Management and Technology.

Fall 2022-Fall 2023, Instructor of Record for three sections of Branding for Department of Advertising.

Spring 2022, Teaching Assistant for one section of Branding for Department of Advertising

Fall 2021, Research Assistant for Roxane Coche.

Graduate Assistant

Department of Journalism and Strategic Media, University of Memphis

Fall 2020-Spring 2021, Instructor of Record for two sections of Graphics for Strategic Media

Spring 2020, Research Assistant for Ruoxu Wang. Teaching Assistant in Media Writing

Fall 2019, Research Assistant for Ruoxu Wang. Teaching Assistant in Media Writing and Food Writing

INVITED BOOK CHAPTER

Patterson, A. K. (in press) Intersectional Coverage Learning Through Movement Reporting. In N.S. Rodriguez (Ed). *Instructing Intersectionality: Critical and Practical Strategies for the Mass Communication Classroom*. Rowman & Littlefield

REFEREED CONFERENCE PAPER

Jackson, S., Chen, X., Nam, G., Yang, Q., **Patterson, A. K.**, Makata, E., Wu, X., Ibrahim, N., & Johnson, B. K. (2024). That moment when your university blocks TikTok: Student perceptions of app restrictions, privacy, and politics. International Association for Media and Communication Research, Christchurch, New Zealand

Patterson, A. K. (2020) "No Fats, No Fems, No Asians: A comparison of minority casting representation in MTV reality dating shows," LGBTQ+ Interest Group of the Association for Education in Journalism and Mass Communication, Virtual.

IN PROGRESS RESEARCH

Patterson, A. K. (2023). 14 Feet Deep: How Media-Created Stigma Affected the Mortuary Processing of HIV Victims during the AIDS Crisis. Manuscript submitted for publication.

Patterson, A. K. (2024). A Critical Analysis of Troye Sivan's Rush Music Video and its Impact on LGBTQ+ Cultural Identity. Manuscript submitted to conference.

Patterson, A. K. (2024). Getting off of the Mainstream: Reclaiming queer and trans identities in the internet porn space. Manuscript submitted to conference.

CONFERENCE PANEL

Patterson, A. K. (2024, August 10). *Expanding Journalism Education: Balancing Hard, Soft & Intangible Skills to Effectively Train Student Journalists*. [Journalism educators emphasize teaching tangible and intangible skills for students]. Association for Education in Journalism and Mass Communication, Philadelphia, PA

AWARDS AND HONORS

Outstanding Graduate Teaching Assistant Nominee

University of Florida, 2024

Dr. Sandy Utt Excellence in Teaching Award, Non-Tenured August 2023

Visual Communications Division, Association of Education in Journalism and Mass Communication

Outstanding Member Award, December 2020

National Board, Public Relations Student Society of America

Outstanding Creative Mass Media Student, May 2019

Department of Journalism and Strategic Media, University of Memphis

Emerging Media Professional Award, October 2018

University of Memphis Journalism and Strategic Media Alumni Association

NATIONAL SERVICE

Association for Education in Journalism and Mass Communication

LGBTQ+ Interest Group

Research Chair 2023-Present, Newsletter Editor 2022-23, Conference Paper Reviewer 2021-23

Mass Communication and Society Division

Webmaster 2021-Present

Southeastern Colloquium

Conference Paper Reviewer 2022

Public Relations Society of America

International Conference Committee

Student Involvement Member, 2020

Public Relations Student Society of America

International Conference Committee

Director, 2020

International Communication Association

Feminist Scholarship Division

Conference Paper Reviewer 2023

Visual Communication Studies Division

Conference Paper Reviewer 2023

UNIVERSITY OF FLORIDA SERVICE

College of Journalism and Communications Graduate Committee

Ph.D. Student Representative, 2023-24

Graduate Students in Mass Communication Association, Florida Chapter

Research Friday Coordinator (in collaboration with Assoc. Dean of Research), 2023-24

President, 2022-23

Director of Communication, 2021-22

University of Florida Graduate Student Appreciation Week Committee

CJC Student Representative, 2022-23

PUBLIC SPEAKING

External Consulting

Social Media Marketing and Business Web Presence, Tishomingo County Rotary Club, August 2022

Linking Internship to Workforce, North Alabama Radio-Education Committee, July 2019

Invited Lectures

Quinnipiac University

-Personal Branding (November 2023)

-Sonic Audio Branding (October 2023)

University of Florida

-LGBTQ+ History Crash-Course (October 2023)

-Sonic Audio Branding (April 2022, October 2022, February 2023),

-Creating Amazing Audio Content for Radio and Digital (February 2022, January 2023)

-Finding Your Radio Voice (February 2022, January 2023)

University of Memphis

Voiceover Scripting and Production (February 2020, October 2019)

PROFESSIONAL EXPERIENCE

The Eagle Radio Network, Iuka, Mississippi, Vice President of Operations and Programming (April 2022-present), Operations Manager (September 2018-April 2022), Creative Services Manager (September 2017-August 2018), Programming and Digital Associate (January 2015-August 2017), On-Air Intern (August 2014-December 2014)

Manage the day-to-day operations, including programming, creative and traffic/billing for four radio stations and its translators that cover three radio markets, three states and nearly 750,000 potential listeners daily. Handle FCC compliance requirements including online public filing, renewals and non-commercial station standards. Consult with board of the nonprofit station to ensure compliance with underwriting rules. Oversee the creation of digital content for social media, websites and mobile applications. Correct technical issues for web players and in-studio streaming systems under supervision of senior broadcast engineer. Act as the media liaison with city, county and state government about community issues. Manage outreach to local high schools, community colleges and universities.

The Crosstown Radio Partnership (WYXR-FM), Memphis, TN, Production and Talent Volunteer (June 2020-May 2022)

Hosted specialty program focused on underground punk, alt and noise rock. Coordinated on-air imaging production. Produced live events and special programming.

The Daily Memphian, Memphis, TN, Contract Multimedia Producer (March 2020-present)

Contract fill-in producer of five daily radio updates for two community stations. When on-call, produce five weekly podcasts including food, politics, arts, culture, and news. Handle embeddable and story-telling connections between articles and podcasts. Edit video stories involving time-sensitive body camera footage.

Kix Patterson and Associates, LLC., Tishomingo, MS, Founder (April 2019-present)

Design web and visuals, create social media content and strategize digital decisions for small-business.

Meeman 901 Strategies, Memphis, TN Firm Director (August 2018 - May 2019), Graphic Design Lead (August 2017 - May 2018),

Developed and implemented the company's vision, oversaw financial performance, recruited and retained talent, identified new business opportunities, supervised content creation, ensured legal compliance, represented the company publicly, integrated technology, and mitigated potential risks to the firm's reputation and operations.

PROFESSIONAL REFERENCES

Larry Melton, President, Eagle Radio Network

email:larry@eagleradiogroup.net

cell:(731) 441-6962

Robby Grant, Executive Director, WYXR-FM

email:robby@wyxr.org

cell:(901) 830-4788

Natalie Van Gundy, Multimedia Director, The Daily Memphian

email:nvangundy@dailymemphian.com

cell:(901) 692-4953

ACADEMIC REFERENCES

Roxane Coche, Interim Chair and Associate Professor,

Department of Media Production, Management, and Technology, University of Florida

email: rcoche@ufl.edu

office: (352) 392-5059

Rhonda Gibson, Professor,

Hussman School of Journalism and Media, University of North Carolina

email:gibsonr@email.unc.edu

office:(919) 699-6567

Kay Colley, Chair and Professor,

Department of Mass Communication, Texas Wesleyan University

email:kcolley@txwes.edu

office:(817) 531-6525