

Mapping of the history of both television as hardware/technology and its content. Focus on the symbolic elements of its advances. Projects include reading history to predict the future of television.

CMN 3920: Public Relations in Society (Fall 2012, Spring 2014)

Examination of the role of Public Relations in American culture. Project and portfolio-based course where students applied a wide array of theories to a single organization's PR pieces throughout a semester.

CMN 3940: Advertising: Theory and Practice (Fall 2016, Fall 2017)

Analysis and critique of the advertising industry, the meanings constructed in its mediated messages, its evolution through various channels, and the various effects on audiences, both micro and macro.

CMN 3950: Conferences and Event Planning (Fall 2016)

An applied course designed to introduce students to the planning process, sponsorships, promotion, and creative strategies that are part of events. In groups, the students conceptualize and execute a music-driven philanthropy for a charity in Charleston.

CMN 4030: The Mediated Myths of Pop Music (Summer 2012)

Examination of the cultural texts that construct societal understandings of music as well as the subcultural study of musicians in various genres.

CMN 4750: Contemporary Approaches in Mass Communication (Fall 2012)

Theory-driven course on conducting media studies analyses with focuses on producer studies, textual analysis, and audience studies. Included foundational readings of theories and perspectives and resulted in a full research paper.

CMN 4770: Television Criticism (Fall 2013, Fall 2015)

Upper-level course focusing on examining television as content and environment. Students define television, trace genres historically, and deconstruct television texts through semiotics, representation, and narrative theories.

Undergraduate Honors Theses Advised

Pruemer, D. (2016). Mitchell Robert's House: A Hybrid Absurdist Children's Show Pilot

Grube, J. (2013). Battle of the Brands: Producing Medium-Specific Video Promotion of Music Commodity Signs for the New Media Epoch.

Graduate Courses Taught

CMN 5040: Communication Research Methods (Spring 2018)

Core course that teaches the theoretical underpinnings and application of various research methodologies and paradigms. Students construct and refine a research protocol (RQs, sample, method, analysis, etc.) and conduct original research.

CMN 5160: Seminar in Mass Media (Fall 2014, Fall 2016)

Seminar in media audiences focused on contemporary media theory, epistemological constructions of audiences, and data collection/analysis. The course included IRB-approved data collection and a complete research paper.

CMN 5610: Media Criticism (Fall 2013, Fall 2017)

Theory-driven course on the theoretical foundations of media studies and mass communication research. Applied projects include data-driven analysis of producer studies, textual analysis, and audience influence.

Masters Theses Advised

- Wilcox, C. D. (2017). Of music and media: A producer study of promotional encoding on social media through the lenses of paratext and medium theory.
- Richardson, A. (2017). Long strange trip through the evolution of fan production, fan-branding, and historical representation in the online Grateful Dead Archive
- Mattson, J. K. (2013). Video game cultivation: Sowing the Seeds of Consumer Behavior.
- Janowski, M. J. (2013). Those who slay together, stay together: A thematic analysis of concert fan narrative and the I-57 youth punk music scene.

Graduate Teaching Assistant, University of Missouri

(2007-2011)

Independent Instructor:

COMM 4618: Television Criticism. (Spring 2010)

Course examined multiple theoretical lenses of applied television criticism including semiotics, ideology, cultural myth, and representation.

COMM 3395: Television Field Production (Fall 2009, Spring 2010, Fall 2010, Spring 2011)

Video and television production course that incorporated pre-production, production, and post-production into complete audiovisual projects driven by media aesthetics and narrative structures.

COMM 3310: Message Design and Writing for the Media. (Summer 2009)

A media writing course for scripting television and radio, designing for visual communication, and writing press releases (AP style). Students storyboarded, wrote one and two column scripts and assembled a press pack.

COMM 1200: Introduction to Speech Communication. (Fall 2007, Summer 2008, Fall 2010, Spring 2011)

Required speech course for the university with requisite informational, group, and persuasive speeches.

Teaching Assistant:

COMM 3100: Controversies in Communication. (Spring 2008, Fall 2008).

Writing-intensive course that focused on the discursive element of social controversies. Assistant to Dr. Mitchell S. McKinney and Dr. Jon A. Hess in large lecture and independently instructed lab sections. Delivered a guest lecture each semester.

COMM 2100: Media in Society (Fall 2009).

Introductory course to media students looking at textual meaning and cultural impact. Assistant to Dr. Michael J. Porter in large lecture / independently instructed lab sections.

Graduate Teaching Assistant, Illinois State University

(2005-2007)

Independent Instructor:

COMM 110: Communication as Critical Inquiry. (Fall 2005, Spring 2006).

Teaching Assistant:

COMM 161: Media Writing and Presentation. (Fall 2006, Spring 2007).

A general media writing course for scripting television and radio as well as hard/feature print news and press releases (in AP style). Assistant to Dr. John P. McHale in large lecture and independently instructed lab sections.

Scholarship

Publications

- Walus, S. M. (2017). The Narrative Machine: Constructing Narratives and Deconstructing Ideology. In J. S. Seiter, J. Peeples, & M. L. Sanders (Eds.). *Communication in the Classroom: A Collection of GIFTS*. Boston, MA, Bedford/St. Martin's.
- Walus, S. M., & Click, M. A. (2016). "I Can't Think of a More Unlikely Rock Star Than Me": Representations of "Averageness" in the Myth of Rock. *Rock Music Studies*, 3(3), 248-265.
- Walus, S. M., & Furstenau, N. E. (2015). The Spectacle of Rock and Roll Hybridity in Southeast Asia: An Ethnographic Study of Rock and Roll-ness in Thailand. *Iowa Journal of Communication*, 46(2).
- Aubrey, J.S., Walus, S. M., & Click, M.A. (2010). Twilight and the Production of the 21st Century Teen Idol. In M. A. Click, J. S. Aubrey, & E. Behm-Morawitz (eds.). *Bitten by Twilight: Youth Culture, Media, & the Vampire Franchise*. New York: Peter Lang.

In Revision

- Walus, S.M. (2017) Facing the Heels: Fannish Producers Constructing an Alternative "Shoot" History of Professional Wrestling through New Media. Under revise and resubmit from *Television and New Media*.

Recent Creative Activity

Video Production

- Alt-TV – Episodes 1-11 (2012-2018) – Television program with public screenings in Charleston, IL. Responsible for overseeing all productions, sequencing episodes, and independently producing video contributions.
- Promotional videos for Cavetone Records including a mockumentary, a fake news report, commercials & gear demonstration videos. (2012-present)
- Television commercial for Diepholz Auto Group (2017)
- Promotional videos for The Ex-Bombers (2012, 2013, 2015) and Malt Liquor (2013).
- Music videos for Cedar Plank Salmon (2013) and Monte Carlos (2014).
- Overseeing hundreds of student video projects at the graduate and undergraduate level in courses, theses, and independent studies.

Brand development and visual communication

- Cavetone Records: Print design, digital design, web design, content writing, brand development, and media relations.
- Bands: Brand development, copy writing, and visual communication for multiple bands including The Ex-Bombers, Apathy Wizards, The Down-fi, Cedar Plank Salmon, Monte Carlos, The Tim Blys, and Bowling Alone. Logos, posters, album artwork, electronic press kits, and copy written for many other musical acts.
- The Vault/Sound Bank in Tuscola, IL: Includes brand construction, signage, trade dressing, media campaigns, and a fundraising campaign (Art Music Project Series).
- Free Music Friday (events at Top of the Roc in Charleston, IL): Print/digital design, media relations, and promotions for monthly free live music showcase. 36 shows (including the annual

- festival Top of the RocStock) with over 100 musical acts.
- Friends & Co. (Charleston, IL) – Brand consulting, print design, promotional videos, and programming for music venue.
- Lancaster Amplification: Boutique guitar amplifier company (Peoria, IL). Brand development and print/web design.

Note: Social media accounts and campaigns run for several of the above organizations. Media relations handled for several organizations with articles run in dozens of magazines, newspapers, web sites, and broadcast sites.

Audio Production:

Audio engineer and producer for the following vinyl releases:

- Bowling Alone - “Long Distance” (7” / 2017)
- Apathy Wizards - “Real Live Human Beings” (12” LP / 2016)
- The Tim Blys - “Dead Horse Town” (7” EP / 2015)
- The Ex-Bombers - “Five Star Night” (12” LP / 2015)
- The Down-fi - “Roadmaster” (7” / 2014)
- Malt Liquor / The Ex-Bombers – Split (7” / 2013)
- Cedar Plank Salmon – “Oh Baby” (7” EP / 2013)
- The Ex-Bombers - “The Tightwire” (12” LP / 2012)
- Blackbelts/Pat Boone's Farm – Split (7” EP / 2010)
- Wild Cat Daddies - “Wham! Bam!” (7” EP / 2010)
- Cavetone Records Monofesto Vol. 1 (7” EP / 2009)
- Monte Carlos - “I Think You Know What I Mean” (7” EP / 2009)
- Monte Carlos - “Guilty of Love” (7” EP / 2008)
- Pat Boone's Farm - “Garage * Dance * Loud” (7” EP / 2008)

Recording credits also include various releases for the Royal Son of a Guns, Just Free, Diablo Blanco, Matt VanHam, Paul & John, The Animal Party, Spectrum of Life, The Turn Offs, Captain Captain, Kelsey Hutton, and several others. Other audio engineering projects have included video scoring (“Wobble,” “Plurals”), television show theme songs (“Alt-TV,” “It's A Television Show”), and audio demonstrations (Lancaster Amplification, gear from Cavetone Analog Recording Studio).

Event Planning and Management

- Cavetone Records label anniversary spectacular (2008-present) – Annual live music celebration with bands from multiple states converging to a single location. Has been held in locations such as Charleston, IL, Columbia, MO, Tuscola, IL, and Chicago, IL.
- Sound Bank / The Vault Arts Collective anniversary (2016) – Assisted in planning/managing overall anniversary celebration of 12,000 square foot art gallery / record store / music space in Tuscola, IL. Conceptualized and executed rock and pop music trivia tournament.
- Art Music Project (2015) – Fundraising campaign for the Vault Arts Collective for a live music space. Assisted in planning and executing of multiple events.
- Free Music Friday (2013-2015) – Free Music Friday was the longest running live music showcase in Charleston, IL. On one Friday each month, Cavetone Records ran a free concert at Top of the Roc on the square in Charleston. Each bill featured the best local and touring artists, and true to the name, there was never a cover charge. It was home to the music festival Top of the RocStock, two Cavetone Records Anniversary Spectaculars, and the annual Doppelgängers

- Ball. Worked with hundreds of artists, ran live sound, supervised and engaged in promotion.
- Alt TV Screenings (2012-2017) – Twice a semester, the RSO Alt TV puts together an episode of original television. I supervise its production and assembly as well as securing a venue off-campus to screen it, staging the venue, and promoting the event.
- Various concerts (2000-2017) – I have booked, ran production/live sound and promoted 300+ live music concerts in over 20 states, with multiple cities in each state.

Conference Presentations

- Walus, S. M. (2016). Get Smart and Start Shooting: Fannish Producers and the Alternative History of Professional Wrestling. Presented at the Media Studies Interest Group at 2016 Central States Communication Association conference in Grand Rapids, MI. **Top Paper Award in Division.**
- Walus, S. M. (2015). Dead Media, New Uses and Gratifications: Displaced Media Audiences and the Case for Divergence. Presented in the Media Studies Interest Group at 2015 Central States Communication Association conference in Madison, WI.
- Walus, S. M. & Potter, S. (2015). Constructing Narratives and Deconstructing Ideology. GIFT presented at 2015 Central States Communication Association conference in Madison, WI.
- Walus, S.M. (2015). TMI? How Much Personal Information Should a Professor Share in the Classroom? Panel presented in the Instructional Resources Interest Group at 2015 Central States Communication Association conference in Madison, WI.
- Walus, S. M. (2014). The Gendered Rise and Fall: Negotiating Gender in the Myth of Rock and Roll Success. Presentation at the 2014 Console-ing Passions conference in Columbia, MO, an international feminist media conference.
- Walus, S. M., & Click, M. A. (2014). “I Can't Think of a More Unlikely Rock Star Than Me”: Representations of “Averageness” in the Myth of Rock and Roll. Presented at the 2014 Central States Communication Association conference in Minneapolis, MN. **Top papers panel for Media Studies Interest Group.**
- Walus, S. M. & Jacobs, A. (2014). Creation of Space and Place in *The Office*: An examination of Humor as a Mechanism for Creating Space, Resistance, and Incorporation. Presented at the 2014 Central States Communication Association conference in Minneapolis, MN.
- Walus, S. M. (2014). Elevating Course Communication & Content: Traditional, Online, & Hybrid Use of Course Management Software. Presented at the 2014 Central States Communication Association conference in Minneapolis, MN.
- Walus, S. M., & Mattson, J. (2013). The New Pirate TV: Examining the Online Narrowcasting 2.0 of Justin.TV in the New Media Environment. Presented at the 2013 Central States Communication Association meeting in Kansas City, MO.
- Furstenau, N. E., & Walus, S. M. (2013). The Spectacle of Rock and Roll Hybridity in Southeast Asia: An Ethnographic Study of Rock and Roll-ness in Thailand. Presented at the 2013 Central States Communication Association meeting in Kansas City, MO.
- Walus, S. M., & McDonald, J. (2013). Tracing media ownership and synergy. GIFT presented at the

2013 Central States Communication Association meeting in Kansas City, MO.

- Walus, S. M. (2013). Slacktivism: The Conflation of Clicking with Action in Social Media. Presentation at the 2013 Central States Communication Association meeting in Kansas City, MO.
- Walus, S. M. (2012, April). Tune in, Fuzz out: The Sonority of the First Wave of Garage Punk and Its Enduring Rejection of Mainstream Commodification. Paper presented at the Popular Culture Association meeting in Boston, MA.
- Walus, S.M. (2012, March). "Wait a Minute Mr. Postman: Popular Mediated Culture's Changing Articulations of the Postal Carrier and Purpose of the USPS. Paper presented at the Central States Communication Association meeting in Cleveland, OH.
- Walus, S. M. (2012, March). 1000 Ways to Die: Vilifying the Deceased in Order to Enjoy the Grotesque Spectacle of their Demise. Paper presented at the Central States Communication Association meeting in Cleveland, OH.
- Walus, S. M. (2012, March). Connecting the Stages of Video Production. GIFT presented at the Central States Communication Association meeting in Cleveland, OH.
- Walus, S. M. (2010, November). When citizens attack: Toward an understanding of the myths and codes deployed by a U.S. president during heckling. Paper presented at the National Communication Association meeting in San Francisco, CA.
- Walus, S. M. (2010, November). A Cross-Cultural Comparison of the Relationship between a Salesperson and a Receptionist on the American and British Versions of *The Office* Paper presented at the National Communication Association meeting in San Francisco, CA.
- Delbert, J., Kristiansen, L., & Walus, S. M. (2010, November). Punk as ideograph: Examining through NOFX's Backstage Passport and various 'focus forum' audience decodings. Paper presented at the National Communication Association meeting in San Francisco, CA.
- Walus, S. M. (2010, May). President Obama's Rhetorical Transformation of the Health Insurance Industry into an Anti-American Big Government Bureaucracy. Presented at the Rhetoric Society of America meeting in Minneapolis, MN.
- Walus, S.M. (2010, April). 8-Bit Patriarchy: A Trend Content Analysis of Female Presence in Three Decades of Video Games. Presented at the Central States Communication Association meeting in Cincinnati, OH.
- Walus, S.M. (2010, April). Drawing first blood: An encoding/decoding approach to celebrity construction and articulation as found in twilight coverage on TMZ. Presented at the Central States Communication Association meeting in Cincinnati, OH.
- Walus, S. M. (2010, April). Cult-Aural Capital: Exploring the Sign of the Electric Guitar Through Bourdieu's Cultural Capital. Presented at the Central States Communication Association meeting in Cincinnati, OH. **Top papers panel in Graduate Student Caucus.**

- Smith, S., & Walus, S. M. (2009, April). Order in the Syndicourt!: A Mixed Methods Rhetorical Examination of Gender, Race, and Relationships in the Television Courtroom. Presented at the Cultural Studies Association in Kansas City, MO.
- Walus, S. M. (2009, April). Getting “Real:” Audience Reactions to the Levels of Simulacra Presented by Different Presidential Debate Formats 1996-2004. Presented at the Central States Communication Association meeting in St. Louis, MO. **Top papers panel in Political Communication/J. Jeffery Auer Award Winner for top graduate student paper.**
- Walus, S. M. (2009, April). “It’s Like I’m Playing an Old Friend:” A Grounded Theory of the Attachment of Meaning to Electric Guitar. Presented at the Central States Communication Association meeting in St. Louis, MO.
- Walus, S. M. (2008, October). Nominating the Ideology of Mass Corporatization as Progress as Portrayed on *The Office*. Presented at the Midwest Popular Culture Association meeting in Cincinnati, OH.
- Walus, S. M. (2007, November). Spin Control: A Qualitative Uses and Gratifications Exploration of the Contemporary Vinyl Niche and the Compact Disc Functional Alternative. Presented at the National Communication Association meeting in Chicago, IL.
- Hunt, S., Poggi, S. T., Walus, S. M., Strong, C., Wilkinson, M. L., & Smith, T. (2006, November). Communication and Information Literacy: Assessing Information Literacy Instruction in the Basic Communication Course Presented at the National Communication Association meeting in San Antonio, TX. **Top Competitive Paper in the Basic Course Division .**

Honors and Awards

- Top paper award in the CSCA Media Studies Interest Group. (April 2016)
- The Frank & Lila Gilman Memorial Fellowship Award for intellectual curiosity in the field of rhetorical studies in the Department of Communication at The University of Missouri. (May 2009)
- J. Jeffrey Auer Award from the Political Communication Interest Group of Central States Communication Association for top graduate student paper. (April 2009)
- ICOM (Intercollegiate Communication Organization) recognition for outstanding performance as a teaching assistant in the Department of Communication at The University of Missouri. (April 2008)
- Recognition by the American Democracy Project at Illinois State University's Civic Engagement Celebration for inserting civic engagement into the classroom. (April 2006)

Service

Communication Field

- Member of the Iowa Journal of Communication editorial board (2016-present)
- Chair of the Media Studies Interest Group at Central States Communication Association and Program

Planner for the 2015 annual conference. Formerly secretary and vice-chair. (2012-2015)

Paper Reviewer for Central States Communication Association (2008-present)

Invited reviewer for the Broadcasting Education Association's Festival of Media Arts (2016)

University Service

Advisor for the Alternative Television and Film Club at EIU, a registered student organization that provides the space for production students to collaborate in production. Club has a screening every semester in Charleston community. (2012- present)

College of Arts and Humanities Curriculum Committee departmental representative. The CAHCC is the curriculum committee for the college. (2016-present)

Eastern Illinois University Radio-Television Advisory Board (2016-present)

EIU Committee of Brand Champions (2016-present)

Eastern Illinois University Financial Aid/Grants Committee (2013-2016)

Judge for University Board Student Film Festival (2016)

Eastern Illinois Campus Recreation Board (2012-2015)

Advisor for CE News, a registered student organization that focuses on college entertainment news at Eastern Illinois University. (2012-2013)

Staff member of the interdisciplinary Body Project Conference run through the GSA at the University of Missouri. Responsible for helping organize the conference. (2008)

Departmental Service

Member of the Departmental Executive Committee at Eastern Illinois University. Responsible for acting as the chair's cabinet in guiding decisions in department. (2012-2013, 2016-present)

Judge for the EIU Department of Communication Studies Multimedia Contest (2011-present)

Communication Studies Webmaster. (2014-2016). Responsible for updating content, creating new content, supervised video practicums, graphic manipulation, and coordinating with department / technology center for redesigns.

News Blog Editor (2014-2016). Responsible for writing content about departmental news and upcoming events that function as press releases (in AP style). Also responsible for securing visual content.

Member of EIU Department of Communication personnel search committee:

Mass Communication position. (2012)

Organizational communication position. (2016)

Communication Day Coordinator (2013-2014) Responsible for organizing annual Communication Day

event.

Department of Communication Studies Colloquium Coordinator (2013-2014) Responsible for lining up departmental speakers and presentations.

Undergraduate Curriculum Committee at Eastern Illinois University. Reviewed and revised departmental course proposals. Member (2011-2012) and Chair (2012-2013).

Coordinated and facilitated panels at EIU Communication Day. (2012-2017)

Member of Department TSA/GIA committee at EIU. Responsible for allocating funds to students to promote various academic activities. (2012-2013).

Member of the Scholarship and Awards Committee at EIU. (2012)

Judge at Balasi Persuasive Speaking Competition. (2011-2012, 2015-2016)

Judge at Smith Merritt Persuasive Speaking Competition. (2012)

Department of Communication representative in the Graduate Student Association at the University of Missouri. Informed fellow colleagues of graduate issues. Voted on and debated policy. (2008-2009)

Community Service

Brand consultant for the Vault / the Sound Bank in Tuscola, IL. (2015-2017). Responsible for brand development, implementing a live music program, consulting in media promotions, and brand aesthetics. Also responsible for supervising EIU internships.

Brand consultant for Top of the Roc and Free Music Friday (May 2013-Oct. 2015). Responsible for event coordinating, producing, and promoting 36 full music events with over 100 musical acts. Responsibilities included connecting EIU Communication Studies interns to the venue to extend media relations, promotional, graphic design, and live audio engineering skills. Responsible for social media outlets, running production, booking, talent relations, audio engineering, graphic design, and supervising promotional efforts for monthly music events.

Brand consultant to Friends & Co. music venue in Charleston, IL. Responsible for communicating revised brand identity through multiple platforms and event coordination, promotion, and production. Responsible for supervising university interns through multiple live music events. (2012-2013)

Professional Associations

Central States Communication Association

Related Work Experience

Cavetone Records, Charleston, IL (2008 - present)

Founder and leader of non-profit, all-vinyl record label as featured in national press with artists around the Midwest. Current responsibilities include branding, public relations/media relations (with dozens of stories in multiple outlets), media oversight and production, graphic design

including www.cavetone.com, and audio engineering.

Cavetone Analog Recording Studios Recording Engineer, Charleston, IL (2004-present)

Responsibilities include working knowledge of all elements of both analog and digital recording including signal chains, microphones, acoustics, frequencies, maintenance/troubleshooting, processing (both outboard and in the box). Credits include multiple vinyl records and various digital releases.

Sound Bank, Tuscola, IL (2015-2017). All-vinyl record store and all ages music venue located in The Vault Arts Collective. Responsibilities include curating vinyl, brand consulting, trade dressing, training individuals in running live sound, and talent relations.

Lancaster Amplification, Peoria, IL (2007-2013)

This is a boutique tube amplifier company. Responsibilities included web building and maintenance (lancasteramplification.com), product development and branding, designing ads and webspace in Adobe CS, capturing sound clips, and generating copy for products.

Imagemaker Video Productions, Normal, IL (May 2004-August 2005)

Video production agency with commercial and private accounts. Duties included on-site video production, editing on both linear and non-linear systems, various formats of audiovisual media transfers, and graphic design.

Graphic Design Lab Assistant at Illinois State University (September 2002-May 2004)

Responsibilities included assisting students with visual communication projects in Adobe Photoshop, Quark Xpress, Dreamweaver and with general printing.

Journalist at *The Daily Vidette* at Illinois State University (August 2000-September 2001)

Wrote primarily features, soft news, and CD reviews in addition to a column on classic albums.

References

Stephen King, Ph.D.

Professor at EIU and Chair of Communication Studies

saking@eiu.edu

Carrie Wilson Brown

Senior Media Faculty at Eastern Illinois University

cawilsonbrown@eiu.edu

Angela Jacobs, Ph.D.

Associate Professor at Eastern Illinois University

asjacobs@eiu.edu