

BRUCE ALLAN GETZ, JR., PhD
Co-Owner and Creative Director
[Getz Creative](#)
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Professional Video Production Work Samples: [Demo Reel](#)

Former Student Work Samples: [Student Work Examples](#)

Selected Online Teaching Materials: [ITDS 1145 - Visual Storytelling](#), [COMM 3235 - Interactive Media](#)

EDUCATION

University of Florida

Gainesville, Florida

Doctor of Philosophy, Mass Communication – Telecommunication

August, 2018, 3.92 GPA

Dissertation: [How Motivation and Instructor Presence Affect Learning a Nonacademic Hands-On Task from a Video Tutorial](#)

Columbus State University

Columbus, Georgia

Master of Education, Accomplished Teaching – Curriculum and Instruction

May, 2013, 4.0 GPA

Valdosta State University

Valdosta, Georgia

Bachelor of Fine Arts, Mass Media – Television Emphasis

May, 2004, 3.35 GPA

TEACHING EXPERIENCE

Columbus State University, Columbus, Georgia

Received tenure with exemplary reviews in all areas of assessment. Promoted to

Associate Professor of Integrated Media, May 2023

Assistant Professor of Integrated Media, August 2018 – May 2023

Department of Communication

- Design and deliver student-centered, project-based production curriculum for ITDS 1145 Visual Storytelling, COMM 3257 Video Production I, COMM 4257 Video Production II, COMM 4258 Video Production III, and COMM 4555 Podcasting
- Design and deliver graduate curriculum for the Creative Services Management masters program

- Collaborate with colleagues to design and deliver COMM 3235 Interactive Media which combines a content creation and research-based approach to engage students in using YouTube analytics to inform a strategic approach to production and audience engagement
- Continually redesign and deliver courses including COMM 1110 Public Speaking, COMM 2137 Intro to Mass Communication, COMM 3125 Modern Media and Culture, COMM 3242 Writing for Media, and COMM 4116 Communication Ethics across a variety of delivery formats including in-seat, online, hybrid, and teleconference in order to increase accessibility to these core and major course requirements for traditional, online, and dual enrollment students
- Continue to redesign and create new course materials to create engaging learning experiences for online learners including online lectures, multimedia examples, learning activities and associated rubrics

University of Florida, Gainesville, Florida
Teaching Assistant, August 2015 – August 2017
College of Journalism and Communications

- Instructor of record
 - RTV 3320 Electronic Field Production, Summer 2017
 - RTV 3320 Electronic Field Production, Summer 2016
- Lab instructor
 - RTV 3511 Fundamentals of Production, Spring 2017
 - RTV 3511 Fundamentals of Production, Fall 2016
- Teaching assistant in lecture activities and assessments – RTV 3511 Fundamentals of Production, Spring 2016
- Teaching assistant in lecture and lab activities – RTV 3320 Electronic Field Production, Fall 2015

Columbus State University, Columbus, Georgia
Part-Time Instructor & Executive Producer, January 2014 – May 2015
Department of Communication, Nonprofit and Civic Engagement Center

- Designed and delivered student-centered curriculum for Video I course
- Designed and implemented assessments which effectively measured student knowledge and effectiveness of instruction

W.H. Shaw High School, Muscogee Co. School District, Columbus, Georgia
Video Production Teacher (Grades 9-12) & Magnet Coordinator, July 2008 – May 2015

- Designed and delivered engaging, original curriculum to satisfy Georgia standards for Audio Video Technology and Film courses and inspire student learning and success
- Designed assessments which effectively measured student knowledge and instruction
- Served as advisor for Career Technical Student Organizations
- Effectively marketed and recruited students for Shaw's Mass Communications Academy

- Managed and led magnet academy faculty
- Coordinated with administration and district officials to manage magnet business, satisfy student needs, and monitor and recognize achievement

MASS COMMUNICATION WORK EXPERIENCE

Columbus State University, Columbus, Georgia

Assistant Professor of Integrated Media & WCUG 88.5-FM Faculty Advisor

Department of Communication

- Write, shoot, and edit original creative productions to supplement instruction and meet commercial and nonprofit client needs
- Collaborate with clients to create media project strategies and content, and lead students in the production of that content
- Direct the daily operations of CSU's 23,000 watt broadcast radio station
- Lead the paid student staff who manage the operations, production, programming, and marketing departments
- Lead production of live broadcasts of CSU Athletics events
- Mentor student staff and volunteers and community members in the creation of new on-air content
- Create programming, marketing, and sales strategies to generate sponsorship revenue

Columbus State University, Columbus, Georgia

Part-Time Instructor & Executive Producer, January 2014 – May 2015

Department of Communication, Nonprofit and Civic Engagement Center

- Created, organized, and produced various student-led video productions
- Assisted in maintaining and purchasing video production equipment

W.H. Shaw High School, Muscogee Co. School District, Columbus, Georgia

Video Production Teacher (Grades 9-12) & Magnet Coordinator, July 2008 – May 2015

- Directed programming for in house broadcasting system
- Maintained, managed, and purchased video production equipment
- Shot/edited professional promotional videos for Shaw H.S. and school district offices

WALB / Raycom Media, Valdosta, Georgia

Creative Services Producer, April 2005 - July 2008

- Created advertising concepts and campaign strategies
- Wrote, shot, and edited productions for commercial clients and non-profit organizations
- Cultivated and maintained positive customer relationships by providing excellent customer service
- Oversaw live coverage of special events

WTVM / Raycom Media, Columbus, Georgia

Photographer, Editor, Live Truck Operator, October 2004 - April 2005

- Shot and edited field video for news and sports stories
- Rolled tapes of edited segments during live shows
- Located, setup, and operated live microwave shots

PUBLICATIONS

Lee, Y., Getz, B., & Xiao, M. (2019). Does that sound right? The effects of regulatory fit and nonfit headline frames on motivated information processing. *Communication Monographs*, 86(3), 336-356. doi:10.1080/03637751.2019.1575158

Liu, J., Reif-Stice, C. & Getz, B. (2022). The mediating role of comments' credibility in influencing cancer cure misperceptions and social sharing. *Online Media and Global Communication*. <https://doi.org/10.1515/omgc-2022-0033>

Liu, J. & Getz, B. (2024). The Moderating Role of Value Alignment: How Corporate Social Advocacy Survives the Polarized Public Responses. [Public Relations Journal](#)

CREATIVE ENDEAVORS

Carson McCullers documentary (*in development*) - Feature-length documentary of McCullers' life and work currently in pre-production. In collaboration with Nick Norwood (CSU English Dept.), Adam Bova (CSU Communication Dept.), and Chris Robinson (CSU Communication Dept.) this project received a \$3500 university grant which produced a [short promotional piece](#) and is currently seeking funding.

[Jukebox](#) - Weekly radio show co-produced/hosted with WCUG students and staff.

ADHD Podcast Project (*in development*) - Currently producing the first episodes of a podcast which explores my personal narrative surrounding my recent ADHD diagnosis.

[Live Broadcast](#) coverage of CSU Basketball Games - Designed and implemented a four-camera live production and taught students to operate cameras and direct broadcasts. In the future, students from the Department of Communication will have the opportunity to earn a scholarship by directing live coverage of athletics events.

[Ben Redding's R+J Theory](#) - Documentary short produced as a collaborative effort with three undergraduate students. This piece has been submitted to several juried festivals/competitions.

CURRENT RESEARCH

Liu, J. & Getz, B. (2020). Achieving Legitimacy: How Nike and Gillette Survived the

Tension Between Corporate Social Advocacy and Boycotting Backlash on Twitter. Current manuscript examining how polarized boycotting and advocating messages on Twitter affect interactive engagement and perceptions of corporate social advocacy.

Dissertation: Getz, B. (2017). Motivation and instructor presence in a video tutorial. Extending previous research, this investigation adds the variables of motivation and inhibitory control to instructor presence in order to determine the effects these variables have on the learning outcomes, perceptions of learning, mental effort, and perceptions of instructor for participants who view a hands-on task video tutorial.

Getz, B. (2017). Instructor presence in a video tutorial. Research investigating the effect an on-screen instructor has on the learning outcomes, perceptions of learning, mental effort, telepresence, and perceptions of instructor for participants who view a hands-on task video tutorial.

CONFERENCE PRESENTATIONS

Liu, J., Reif-Stice, C., & Getz, B. (2020). Expert Corrections vs. Peer Corrections: Examining the Role of Perceived Credibility in Mitigating Health Misinformation on Social Media. Manuscript presented at the International Communication Association Conference held virtually (May, 2021).

Liu, J., Reif-Stice, C., & Getz, B. (2020). Fake News as the New Public Health Crisis: Experimental Test of Corrections to Fight Fake Cancer Cures on Social Media. Poster presented at the International Crisis and Risk Communication Conference, Orlando, FL (March, 2020).

Getz, B. (2017). Instructor presence in a video tutorial. Presented at the 2019 BEA National Conference, Las Vegas, NV (April, 2019).

Getz, B. (2018). How Motivation and Instructor Presence Affect Learning a Nonacademic Hands-On Task from a Video Tutorial (Dissertation). CSU Faculty Research Conference, Columbus, GA (November, 2018).

Lee, Y., Getz, B., & Xiao, M. (2016). The Effects of Regulatory Fit on News Engagement and Elaboration in High and Low Motivation Conditions. Presented at the ICA Annual Conference, San Diego, CA (May, 2017).

Getz, B. (2016). Social Media Training in the Television Newsroom. Presented at BEA National Conference, Las Vegas, NV (April, 2017). Presented at the BEA Super-Regional Conference, Columbia, SC (October, 2016).

Getz, B. (2016). Educational Experiences in Online Video Audiences. Presented as a poster at the University of Florida College of Journalism and Communications Research Symposium, Gainesville, FL (March, 2017).

Lee, Y., Getz, B., & Xiao, M. (2016). Challenging read: How regulatory non-fit can increase online news audience engagement. Presented at the AEJMC National Conference, Minneapolis, MN (August, 2016).

Getz, B. (2016). The me in YouTube: A typology of self-expression messages in user generated video content. Presented as a poster at the University of Florida College of Journalism and Communications Research Symposium, Gainesville, FL (March, 2016).

PANEL PRESENTATIONS

The Global Localized, The Neighborhood Internationalized: Practitioners' PR Challenges and Opportunities During a Pandemic. Presented at the 2022 SSCA Regional Conference in Greenville, SC (April, 2022).

Pandemic Video Production: Are Student Solo Projects the Only Way To Fly? Presented at the 2021 BEA National Conference held virtually (April, 2021).

OTHER PUBLICATIONS

Getz, B. (2018). Five Key Steps To Improving Your Leadership. *Ultiworld*.
<https://ultiworld.com/2018/09/25/tuesday-tips-five-key-steps-improving-leadership-presented-spin/>

Getz, B. (2018). Five Steps To Smart Huddling. *Ultiworld*.
<https://ultiworld.com/2018/08/07/tuesday-tips-five-steps-smart-huddling-presented-spin-ultimate/>

Getz, B. (2018). How To Use Classroom Techniques To Teach Ultimate Skills. *Ultiworld*.
<https://ultiworld.com/2018/04/24/tuesday-tips-use-classroom-techniques-teach-ultimate-skills-presented-spin-ultimate/>

SKILLS

Curriculum and assessment development with an emphasis in media production courses

Experienced writer, director, videographer, and editor

Effective manager, leader, and event planner

Experienced producer and director of professional and student production crews

Videographer – studio/live event, ENG/EFP, DSLR, drone

Editor – Premiere Pro, Final Cut Pro, Avid

Proficient in Adobe After Effects, Photoshop, and Audition

Experienced live director, technical director, remote camera operator, and live audio board operator

CERTIFICATIONS

Columbus State University Graduate Faculty
Valid to May 31st, 2027

Georgia Educator Certificate Number 792921
Certificate Level 7, SRT Broadcast and Video Production [FLD652]
Valid to June 30th, 2025

PROFESSIONAL MEMBERSHIPS

The Broadcast Education Association, 2016 – Present

Association for Education in Journalism and Mass Communication, 2015 – 2018

International Communication Association, 2017 – 2018

National Communication Association, 2017 – 2018

Association for Career and Technical Education, Trade and Industrial Educators of Georgia, 2008 – 2015

Professional Association of Georgia Educators, 2010 – 2016

PROFESSIONAL DEVELOPMENT

Participated in CSU Create You Coaching, January - May 2021, a personalized professional development program designed to improve leadership performance supporting the university's strategic goal to provide leadership development.

Completed LeadCSU, January 2020 - December 2020. LeadCSU is designed to enhance professional development and build skills and competencies needed to be an effective leader at Columbus State University. Project completed during LeadCSU is a program designed to support First Generation Students.

SERVICE

Service to the Department

Faculty advisor of WCUG 88.5FM, August 2018 - present

Chair, Department of Communication Curriculum Committee, May 2020 - present

Honors Thesis Chair: Spencer Gilland (2020-22)

Chaired successful faculty search committee, December 2020 - July 2021

Honors Thesis Co-Chair: Cortland Ellis (2019-20)

Department of Communication Curriculum Committee for master's program development, Spring 2019 - Fall 2020 (project completion and approval)

Department of Communication Curriculum Subcommittees for Communication Law & Ethics and Writing courses, 2019-2020

Service to the College

College of the Arts Curriculum Committee, August 2022 - present

T&P Mentoring Workshop for COA Faculty, March 2022

College of the Arts Committee for honors alternative to thesis redesign, December 2019

Service to the University

Hosted Faculty-Staff Awards Program, May 2022

Production consultant and live broadcast director, CSU Athletics, Spring 2022 - present

Created and implementing university-wide mentorship program for First Generation Students, January 2020 - present

Chair, Columbus State University Admissions Committee, 2020 - 2022

Faculty advisor and coach of CSU Club Ultimate Frisbee team, April 2019 - present

Faculty advisor of Columbus State University Wesley Foundation, January 2020 - present

Service to the Community

Production consultant and live broadcast director, St. Paul United Methodist Church, Spring 2019 - present

Judge, Columbus Ledger-Enquirer Page One Awards, January 2021

Host of Muscogee County School District's Career Technical and Agricultural Education Banquet, 2019

Shaw High School Audio Video Technology and Film Advisory Board Member, August 2018 - present

Coordinated production of Active Shooter Training Video, an MCSD initiative involving

Columbus State University, Columbus Emergency Responders, and students from five different high schools, 2013

Service to the Discipline

Judge, BEA Festival of Media Arts, December 2016 - present
Vice President of the UF CJC Graduate Students in Mass Communication Association, July 2017 - May 2018.

Coordinator of the UF CJC Graduate Students in Mass Communication Association's mentor program, January 2015 - May 2018.

Life Coach/Mentor in the University of Florida's First Generation Student Support Program, October 2015 - May 2018.

Led development of Student Learning Objective (SLO) Exemplar Assessment for Audio Video Technology and Film II and III for Georgia Department of Education, 2014-15

Led development of Muscogee County School District's SLO assessments for district Audio Video Technology and Film courses, 2013-14

Led Muscogee County's Audio Video Technology and Film Advisory Committee, 2012-15

Teacher advisor for SkillsUSA, National Technical Honor Society, 2008-15

Led SkillsUSA students in community service projects which won at the State level for three consecutive years, and have placed 3rd, and 2nd in National competition, 2011-13

Led Shaw High School's Broadcast Video Production program through Georgia Department of Education and The New Media Education Foundation of Georgia's Industry Certification, 2012

SkillsUSA Georgia Advisors Association President and member of SkillsUSA Georgia Board of Directors, 2010 – 2012

Instructor/Presenter:

Trade and Industrial Educators of Georgia 2012 Winter Conference

Georgia Association for Career and Technical Education 2011 Summer Conference

HONORS

Manuscript, Instructor Presence in a Video Tutorial, won 2nd place in the Open Category of the Interactive Media and Emerging Technology Division at the 2019 Broadcast Education Association's national convention.

Recipient of University of Florida College of Journalism and Communications' 2018 Julie Dodd Graduate Student Teaching Award which recognizes excellence in teaching for graduate students.

Recipient of University of Florida Graduate School Fellowship, appointment including teaching and research assistantships and full funding, 2015 – 2018

Service to the Columbus State University Department of Communication and NPACE Center Award, 2013

Page One Teacher of the Year, Shaw High School, 2012-13

Muscogee Retired Educators' Scholarship Award Winner, 2013

National Inspireum Football Awards Video Contest winner, 2012

Phi Kappa Phi Honor Society member, Columbus State University

Recipient of the Shaw High School Parent Teacher Association Teachers Making A Difference Award Winner, 2009

Recognized as Shaw High School's First Year Teacher of the Year, and finished second place overall in the Muscogee County School District, 2009

Telly Award Winner, "Charlie Tripper's New Jazz Spot", 2008

Georgia Association of Broadcasters Gabby Award Winner, "Charlie Tripper's New Jazz Spot", 2008