

# DR. MARJORIE L. YAMBOR

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## Curriculum Vitae

### ◆ CONTACT INFORMATION:

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### ◆ EDUCATION:

PhD (mass media), Michigan State University, East Lansing, MI (2006).  
Dissertation title: Subversive Supremacy: A Pop Culture Kaleidoscope of Somatic Sentiment

MA (telecommunication and film), University of Alabama, Tuscaloosa, AL (1994). Thesis title: Network News Correspondents: Frequency and Duration of Appearances by Male and Female Reporters

BA (radio/television broadcasting & English literature), Western Kentucky University, Bowling Green, KY (1991)—magna cum laude

### ◆ CONFERENCE PAPERS:

Yambor, M.L. (2011 forthcoming). *Playing with Prezi: Pump Some Pomp Into Presentations*. Visual Communication national conference, Taos, New Mexico, June.

Yambor, M.L. (2010). *Dissecting Dexter: Diurnal Duties Display Diabolical Delights*. Visual Communication national conference, Portland, Oregon, June.

Yambor, M.L. (2009). *Mining Visual Memes: Exploring the Evolution of Interactive Internet Narratives*. Visual Communication national conference, Jackson Hole, Wyoming, June.

Yambor, M.L. (2008). *South Park: Privileging the Power of the Puerile*. Popular Culture Association national conference, San Francisco, California, March.

Yambor, M.L. (2007). *Contesting Capitalism: The Gallant Grotesque of Fight Club*. Visual Communication national conference, Estes Park, Colorado, June.

Yambor, M.L. (2007). *Radical Revolution via Somatic Self-Destruction: Fight Club's Power/Knowledge*. Popular Culture Association national conference, Boston, Massachusetts, April.

Yambor, M.L. (2005). *Skin Symbols: Body Modification as Communication*. Visual Communication national conference, Banff, Canada, June.

Yambor, M.L. (2004). *Regalia, Razzmatazz, and Red Lipstick: Ritual and The Rocky Horror Picture Show*. Visual Communication national conference, Pacific Grove, California, June.

Yambor, M.L. (2003). *Fangs, Fishnets, and Filigrees: The Decadent Dramaturgy of Gothic Subculture*. Visual Communication national conference, Sandpoint, Idaho, June.

Yambor, M.L. (2002). *Ally's Animation: The Masquerade of McBeal*. Visual Communication national conference, Holcombe, Wisconsin, June.

Yambor, M.L. (2001). *Think Ink: The Symbolic Subculture of Tattoos*. Michigan Academy annual meeting, University of Michigan-Dearborn, March.

Yambor, M.L. (2000). *Night Fever in the 1990s: The Evolution of the Narratives and Images of Disco Film*. Visual Communication national conference, Chico Hot Springs, Montana, July, as well as Michigan State University Research Recognition Day, January—**1<sup>st</sup> place award in Humanities Section**.

Yambor, M.L. (2000). *Death Films Talking: The Death Penalty in American Film*. Michigan Academy annual meeting, Saginaw Valley State University, March.

Yambor, M.L. (1999). *Talking in Golden Tongues: An Economic Analysis of the Rush Limbaugh Show and the Howard Stern Show*. National Communication Association, Chicago, Illinois, November, as well as Michigan State University Research Recognition Day, January—**2<sup>nd</sup> place award in Social Science Section**.

Yambor, M.L. (1999). *The Visual Construction of South Park: Normalizing the Abnormal*. Visual Communication national conference, Lake Tahoe, California, June, as well as Michigan Academy annual meeting, Grand Valley State University, March.

Yambor, M.L. (1998). *A Virtual Fetish: Themes of a Virtual Community as Presented in Time and Wired*. Association for Education in Journalism and Mass Communication, Baltimore, Maryland, August, as well as Michigan State University Research Recognition Day, January.

◆ **NATIONAL PANELS:**

Panelist/Session Moderator: *Molding a Mission: Blending Visual and Rhetorical Imaging to Build a Bold College Brand*. (2011). Broadcast Education Association national conference, Las Vegas, Nevada, April.

Invited Panelist: *Chics, Tech, and Respect: Juggling Gender Dynamics in College Media*. (2011). Broadcast Education Association national conference, Las Vegas, Nevada, April.

Panel Session Moderator: *Student Media Advisors Division Business Meeting*. (2011). Broadcast Education Association national conference, Las Vegas, Nevada, April.

Panelist/Session Moderator: *Leveraging Leadership: A Spectrum of Successful Strategies for Advising College Media*. (2010). College Broadcasters Inc./College Media Advisers national conference, Louisville, Kentucky, October.

Invited Panelist: *College Radio: Centers of Research and Development*. (2010). College Broadcasters Inc./College Media Advisers national conference, Louisville, Kentucky, October.

Panelist/Session Moderator: *Strange Station Situations: Methods for Managing the Quirks of College Media*. (2010). Broadcast Education Association national conference, Las Vegas, Nevada, April.

Invited Panelist: *Emergency Communication: Student Media Covering the Crisis*. (2010). Broadcast Education Association national conference, Las Vegas, Nevada, April.

Panel Session Moderator: *Student Media Advisors Division Paper Competition*. (2009). Broadcast Education Association national conference, Las Vegas, Nevada, April.

Invited Panelist: *Crafting Commendable College Radio: Developing Viable Station Visions*. (2009). Broadcast Education Association national conference, Las Vegas, Nevada, April.

Invited Panelist: *Nurturing the Nexus: Aligning Administrators, Professors, Managers, Staff Members...and College Radio*. (2009). Broadcast Education Association national conference, Las Vegas, Nevada, April.

Invited Panelist: *Crowd-Sourcing: Cheap content for a Media-Manic Age*. (2009). Broadcast Education Association national conference, Las Vegas, Nevada, April.

Invited Panelist: *Mayhem & Moxie: Student Coverage of a College Radio Music Festival*. (2008). Broadcast Education Association national conference, Las Vegas, Nevada, April.

Invited Panelist: *Let's Get Our Tunes Right: How to Make Your College Radio Station Compelling in Your Local Market*. (2008). Broadcast Education Association national conference, Las Vegas, Nevada, April.

Panel Session Chair: *Animation and Real Life?* (2008). Popular Culture Association national conference, San Francisco, California, March.

Invited Panelist: *From Potty Prattle to Personal Pride: Terminating Trash Talk in College Radio*. (2007). Broadcast Education Association national conference, Las Vegas, Nevada, April.

Panelist/Session Moderator: *The Campus Radio Station Format: Ideas and Warnings*. (2006). Broadcast Education Association national conference, Las Vegas, Nevada, April.

Invited Panelist: *Radio Broadcasting Courses: Do They Fit in Today's Broadcast Curriculum?* (2006). Broadcast Education Association national conference, Las Vegas, Nevada, April.

Panelist/Session Chair: *Station Budgets and Finances*. (2006, 2005, 2004). Intercollegiate Broadcasting System national conference, New York City, March.

Invited Panelist: *Academic Planning for Career Media Choices*. (2006, 2005). Intercollegiate Broadcasting System national conference, New York City, March.

Invited Panelist: *The Role of Faculty Advisors*. (2006, 2005). Intercollegiate Broadcasting System national conference, New York City, March.

Panel Session Moderator: featuring papers about Barbie, suffrage imagery, and CSI. (2004). Visual Communication national conference, Pacific Grove, California, June.

Invited Panelist: *Media Facility Management and Budgets*. (2004). Broadcast Education Association national convention, Las Vegas, Nevada, April.

Panelist/Session Chair: *Creative Success Stories for College Stations*. (2004). Intercollegiate Broadcasting System national conference, New York City, March.

Invited Panelist: *Is Your Station Having an Identity Crisis? How Better Branding and Imaging Can Create a Stronger Presence for College Stations*

and Lead to Better Promotions and Fundraisers. (2003). College Music Journal national convention, New York City, October.

Panel Session Chair: *The Eyes Have It*. (2003). Visual Communication national conference, Sandpoint, Idaho, June.

◆ **BOOK REVIEWS:**

Yambor, M.L. (2010). Review of Phylis Johnson's *KJLH-FM and the Los Angeles Riots of 1992: Compton's Neighborhood Station in the Aftermath of the Rodney King Verdict* for the *Journal of Radio & Audio Media*. Vol. 17:2, pp. 257-259

Yambor, M.L. (2010). Review of Thomas Allen's *Uncovered: Photographs by Thomas Allen* for *Visual Communication Quarterly*. Vol. 17:1, pp. 60-61.

Yambor, M.L. (2008). Review of Craig Denton's *Bear River: Last Chance to Change Course* for *Visual Communication Quarterly*. Vol. 15:4, pp. 287-289.

◆ **TEACHING EXPERIENCE:**

November 2009: Assistant Project Coordinator/Newsflow Coordinator, WKU iTeam multiblog coverage of the WAN-IFRA conference in Hyderabad, India.

March 2008: Guest Lecturer, Comenius University in Bratislava, Slovakia. Course: Television Journalism (undergraduate).

2007: faculty, Innovation Incubator Project, Knight Foundation, Ithaca College.

October 2003: Guest Lecturer, School of Journalism and Broadcasting, Western Kentucky University. Course: Freshman Seminar (undergraduate).

August 2001-present: Instructor, School of Journalism and Broadcasting, Potter College of Arts & Letters, Western Kentucky University, Bowling Green, KY. Courses: American Popular Arts, Advanced Radio Performance, Writing for Radio and TV, Process and Effects of Mass Communications, Introduction to Broadcasting (currently developing as an online offering in addition to the traditional classroom), and Introduction to Popular Culture Studies (all undergraduate).

April 2001: Guest Lecturer, College of Communication Arts and Sciences, Michigan State University. Course: Qualitative Research Methods (graduate).

February 1998: Guest Lecturer, College of Communication Arts and Sciences, Michigan State University. Course: Principles of Advertising (undergraduate).

January 1998-May 2001: Instructor, Department of Advertising, College of Communication Arts and Sciences, Michigan State University, East Lansing, MI. Courses: Creative Strategy in Advertising, Advertising and Social Responsibility, and Principles of Advertising (all undergraduate).

August 1997-December 1997: Teaching Assistant, Department of Advertising, College of Communication Arts and Sciences, Michigan State University, East Lansing, MI. Course: Creative Strategy in Advertising (undergraduate).

January 1995-May 1995: Adjunct Instructor, School of Mass Communications, University of South Florida, Tampa, FL. Course: Writing for Radio and Television (undergraduate).

August 1992-May 1994: Instructor and Teaching Assistant, Department of Journalism, University of Alabama, Tuscaloosa, AL. Course: Media Writing (undergraduate).

#### **>>>Seminars, Workshops, and Additional Training>>>**

2009: Faculty Center for Excellence in Teaching Workshop: "Study Abroad as a Natural Environment for Interdisciplinary Teaching," Western Kentucky University.

2007: Faculty Center for Excellence in Teaching Workshop: "Application of a Positive Teaching Model to Improve Learning," Western Kentucky University.

2007: Faculty Center for Excellence in Teaching Workshop: "Developing an Assessment Action Plan," Western Kentucky University.

2007: Faculty Center for Excellence in Teaching Workshop: "Fundamentals of Academic Program Assessment," Western Kentucky University.

2007: Faculty Center for Excellence in Teaching Workshop: "Intention versus Impact: Diversity in the College Classroom," Western Kentucky University.

2006: Faculty Center for Excellence in Teaching Workshop: "Developing a KIIS or CCSA Study Abroad Program," Western Kentucky University.

2006: Faculty Center for Excellence in Teaching Workshop: "Putting Together a Study Abroad Program," Western Kentucky University.

2006: Faculty Center for Excellence in Teaching Workshop: "Using MySpace in Teaching," Western Kentucky University.

2006: Faculty Center for Excellence in Teaching Workshop: "Reading Comprehension and Study Skills Strategies that Work," Western Kentucky University.

2005: Faculty Center for Excellence in Teaching Workshop: "Working It Out! Managing Disruptive Student Behavior," Western Kentucky University.

2005: Faculty Center for Excellence in Teaching Workshop: "Using Jeopardy in the Classroom," Western Kentucky University.

2005: Faculty Center for Excellence in Teaching Workshop: "Creating a Teaching Portfolio," Western Kentucky University.

2005: Faculty Center for Excellence in Teaching Workshop: "Disciplinary Actions and Student Appeals, Understanding Students' Rights and Your Own," Western Kentucky University.

2005: Faculty Center for Excellence in Teaching Workshop: "Civility in the Classroom: Tips for Creating a Positive Learning Environment," Western Kentucky University.

2004: Faculty Center for Excellence in Teaching Workshop: "Strategies to Improve SITE Evaluations," Western Kentucky University.

2004: Faculty Center for Excellence in Teaching Workshop: "Guiding First-Year Students to College Heights," Western Kentucky University.

2003: Center for Teaching and Learning Workshop: "Contract Grading," Western Kentucky University.

2003: Women's Studies Colloquia Luncheon Series: "genDerations," Western Kentucky University.

2000: College Teaching Certification Course, College of Communication Arts and Sciences, Michigan State University.

2000: Lilly Faculty Seminar Program: "Creative Instruction and Artful Training," Michigan State University.

2000: Teaching Assistant Program Workshops for TAs: "Planning a Course," Michigan State University.

2000: Teaching Assistant Program Workshops for TAs: "Grading Papers: Surviving with Integrity Intact," Michigan State University.

1995: The Media School: The Dynamics of Media, Tampa, FL.

◆ **PROFESSIONAL EXPERIENCE:**

February 2011: Voice Talent, "Tweak" promotional intro for Student Radio 92.2 FM, Aalborg University, Denmark.

June 2004: Voice Talent, United Way campaign for Image West, Bowling Green, KY.

August 2002-May 2007: Specialty Show Host, WWHR-FM, Bowling Green, KY.

- ~Hosted a specialty music show weekly
- ~Corresponded with national music labels
- ~Attended College Music Journal Conventions (New York City, 2002-2006)

August 2001-present: General Manager, WWHR-FM, Bowling Green, KY.

- ~Passed referendum to increase annual budget from \$7,000 to \$100,000 annually
- ~Oversee annual budget
- ~Ensure FCC compliance with EAS requirements, public file standards, and on-air practices
- ~Advise student management staff on all facets of station operations
- ~Travel with students to present at/attend national conferences, including NAB/BEA, SXSW, CMJ, CMA, IBS
- ~Coordinated upgrade from 100 to 1,300 watts (3,000 watt equivalent) power
- ~Coordinated remodeling of and transition into new studio facilities
- ~Recruited local radio executives/managers/talent to the station's professional advisory board
- ~Transformed station philosophy from "academic broadcasting lab" to "market competitive station"
- ~Launched Revolution's (WWHR-FM) internet sister station: Evolution
- ~Launched a live 24/7 schedule throughout the year (except for a winter hiatus and summer overnights)
- ~Opened air talent opportunities to all students/staff of the university, regardless of discipline for academic study
- ~Formulated a station operations manual with comprehensive management and staff guidelines
- ~Introduced recurrent charity festivals and community events to the annual agenda

January 2001-August 2001: Freelance Disc Jockey.

February 2000-August 2001: Freelance Reporter, *University Reporter-Detroit*, Detroit, MI.



August 1999-December 2000: Disc Jockey and Specialty Show Host, WDBM-FM, East Lansing, MI.

- ~DJed regular rotation shifts weekly
- ~Hosted a specialty show weekly
- ~Corresponded with national music labels
- ~Interviewed international bands

March 1995-August 1997: Advertising Account Coordinator, DynaMedia, Inc., Tampa, FL.

- ~Coordinated, executed, and managed promotional events for clients
- ~Prepared package and co-op materials for clients
- ~Edited radio and television commercial scripts
- ~Edited and prepared storyboard copy
- ~Handled traffic to radio and television stations
- ~Prepared orders for radio and television time
- ~Conducted post-buy analyses

August 1993-August 1994: Station Manager, WVUA-FM, Tuscaloosa, AL.

- ~Managed overall staff of 80
- ~Handled FCC concerns (quarterly issues, public inspection file)

August 1992-August 1994: Disc Jockey and Specialty Show Host, WVUA-FM, Tuscaloosa, AL.

- ~DJed regular rotation shifts weekly
- ~Hosted a specialty show weekly
- ~Corresponded with national music labels
- ~Interviewed bands from around the world
- ~Attended College Music Journal Conventions (New York City, 1993 and 1992)

January 1991-December 1991: Music Director, Disc Jockey, and Specialty Show Host, WWHR-FM, Bowling Green, KY.

- ~Selected music for rotation
- ~Corresponded with national music labels
- ~DJed regular rotation shifts weekly
- ~Hosted a specialty show weekly

◆ **NATIONAL SERVICE:**

2010-2011: Chair, Student Media Advisors Division, Broadcast Education Association.

2009-2010: coordinator & judge, Student Media Advisors Division Paper Competition, Broadcast Education Association.

2008-2010: Vice Chair, Student Media Advisors Division, Broadcast Education Association.

2007-2011: member, Editorial Board for *Visual Communication Quarterly*.

◆ **UNIVERSITY SERVICE:**

2011: host (with WWHR-FM), Revolution Mayhem, a benefit concert for the Henry F. Moss Middle School music program.

2011: host (with WWHR-FM), Pooch Pageant, a dog show benefit for the Hildreth No-Kill Animal Adoption Center.

2010: host (with WWHR-FM), RevFest, a benefit concert for the Henry F. Moss Middle School music program.

2010: host (with WWHR-FM), Revolution Mayhem, a benefit concert for the Hildreth No-Kill Animal Adoption Center.

2010: host (with WWHR-FM), Pooch Pageant, a dog show benefit for the Hildreth No-Kill Animal Adoption Center.

2010: sponsor (with WWHR-FM), Gameathon, School of Journalism and Broadcasting advertising sequence, Western Kentucky University.

2009: host (with WWHR-FM), RevFest, a benefit concert for the Hildreth No-Kill Animal Adoption Center.

2009: host (with WWHR-FM), Revolution Mayhem, a benefit concert for Courageous Kids.

2009: sponsor (with WWHR-FM), Gameathon, School of Journalism and Broadcasting advertising sequence, Western Kentucky University.

2009, 2006: mentor, New Faculty Mentor/Mentee Program, Western Kentucky University.

2008: host (with WWHR-FM), RevFest, a benefit concert for Courageous Kids.

2008: host (with WWHR-FM), Revolution Mayhem, a benefit concert for the Bowling Green Humane Society.

2008-2011: Chair, Revolution 91.7 Advisory Board, School of Journalism and Broadcasting, Western Kentucky University.

2008-2011: member, Popular Culture Curriculum Committee, Potter College of Arts & Letters, Western Kentucky University.

2007: host (with WWHR-FM), RevFest, a benefit concert for the Public Theater of Kentucky.

2007-2009: Chair, Assessment Committee, School of Journalism and Broadcasting, Western Kentucky University.

2007: host (with WWHR-FM), Revolution Mayhem, a benefit concert for the Barren River Imaginative Museum of Science.

2006: host (with WWHR-FM), RevFest, a benefit concert for the Very Special Arts of Kentucky.

2006: host, Mock Presentation by Jordanian international journalism students.

2006: host (with WWHR-FM), Revolution Mayhem, a benefit concert for the Dream Factory.

2006: host (with WWHR-FM), The Birthday Massacre, an international tour.

2006-2009: member, Search Committees for faculty positions, School of Journalism and Broadcasting, Western Kentucky University.

2005: host (with WWHR-FM), RevFest, a benefit concert for the Barren River Area Safe Space.

2005: host (with WWHR-FM), Revolution Mayhem, a benefit concert for the Warren County No-Kill Animal Shelter.

2005-2011: Chair, Travel Committee, School of Journalism and Broadcasting, Western Kentucky University.

2005: member, Student Research Grant Committee, School of Journalism and Broadcasting, Western Kentucky University.

2005: member, Search Committee for faculty positions, School of Journalism and Broadcasting, Western Kentucky University.

2005: sponsor (with WWHR-FM), wrestler and journalist Mick Foley visit, School of Journalism and Broadcasting, Western Kentucky University.

2005: co-sponsor (with WWHR-FM), Gameathon, School of Journalism and Broadcasting, Western Kentucky University.

2004: participant (with WWHR-FM), DebateWatch 2004.

2004: host (with WWHR-FM), RevFest, a benefit concert for the Muscular Dystrophy Association.

2004: host (with WWHR-FM), Gaining Early Awareness and Readiness for Undergraduate Programs—GEAR UP, a government grant program for low-income students.

2004: host (with WWHR-FM), Revolution Mayhem, a benefit concert for St. Jude's Research Hospital.

2002: member, Search Committee for Director, School of Journalism and Broadcasting, Western Kentucky University.

2001-2004: member, Media Advisory Board, Western Kentucky University.

2001: representative at the Kentucky Broadcasting Association conference and awards luncheon, Louisville, Kentucky.

September 1998-May 2000: Peer Consultant, Teaching Assistant Program, Michigan State University.

- ~Consulted with graduate teaching assistants
- ~Videotaped lectures and recitation sessions
- ~Counseled graduate teaching assistants about suggestions for improvement and areas of strength in their communication of content and style of presentation in the classroom

August 1998-August 2000: orientation facilitator, Teaching Assistant Program, Michigan State University.

- ~Introduced incoming graduate teaching assistants to MSU policies
- ~Offered suggestions for successful first-time teaching
- ~Answered questions and addressed concerns of incoming graduate teaching assistants
- ~Videotaped incoming graduate teaching assistants and advised them on areas of improvement and strength

1998 & 1999: judge, Advertising 486 Campaign Presentations, Department of Advertising, Michigan State University; December.

1998: copywriter & designer of full-page ad for the College of Communication Arts and Sciences, Michigan State University, that appeared in the Autumn 1998 issue of *Journalism & Mass Communication Quarterly*.

1998: coordinator for Museum of Television and Radio University Satellite Seminar Series, Michigan State University, College of Communication Arts and Sciences.

- ~*Gay and Lesbian Images on Television*; Panelists: Rhona Berenstein, John Catania, Tim Doyle, Richard Kramer, Donna Red Wing, Howard Rosenberg; October 15.

~A Conversation with the Creators of The Simpsons, King of the Hill, and South Park; Panelists: Matt Groening, Mike Judge, Trey Parker, Matt Stone; October 8.

◆ **AWARDS AND HONORS:**

2007: Nominated for Faculty Award for Public Service, Western Kentucky University.

2000: Nominated for Excellence-in-Teaching Citation, Michigan State University.

2000: First-place paper award, *Night Fever in the 1990s: The Evolution of the Narratives and Images of Disco Film*, Michigan State University Research Recognition Day.

1999: Second-place paper award, *Talking in Golden Tongues: An Economic Analysis of the Rush Limbaugh Show and the Howard Stern Show*, Michigan State University Research Recognition Day.

1993-1994: Outstanding Graduate Teaching Assistant, University of Alabama, Department of Telecommunication and Film.

1988-1991: National President's and Dean's Scholar, Western Kentucky University.

1988-1991: Academic Scholarship Recipient, Western Kentucky University.

◆ **ASSOCIATION MEMBERSHIPS:**

2004-2011: BEA (Broadcast Education Association), Member

2002-2011: PCA (Popular Culture Association), Member

2001-2011: College Broadcasters, Inc., Member

2001-2011: Intercollegiate Broadcasting System, Member

2002-2005: ACA (American Culture Association), Member

2002-2003: AEJMC (Association for Education in Journalism and Mass Communication), Member