

# BRITTNEY NIX-CRAWFORD, MS

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138 Cassius Drive  
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## EDUCATION

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- PH. D** Student, Clemson University August 2024  
Rhetoric, Communication, and Information Design,  
Critical Cultural Communication
- MS** Drexel University, Television Management. December 2017  
Thesis: “The Trust Factor Between Meteorologists and Viewers and the Effects on Local  
Television Audience Retention”  
Advisor: Al Tedesco
- BA** Temple University, Broadcast Journalism May 2008  
Minored in African Studies

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## TEACHING/LEADERSHIP EXPERIENCE

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- University of North Carolina Charlotte, Charlotte, NC** July 2024-Current  
**Lecturer Professor of Journalism and Public Relations**  
Teaching various courses in Communication Studies
- Drexel University, Philadelphia, PA** June 2022-June 2024  
**Adjunct Professor of Television Management**  
Teaching: Diversity in the Media
- Rosemont College, Rosemont, PA** January 2019-May 2024  
**Assistant Professor and Advisor of New Media Communications**  
**Discipline Chair for the Department of Communications**  
**Co-Director Cultural Heritage Gallery**  
**Chair of the Curriculum Committee**  
**Advisor and Professor of Africana and Black Studies**  
**Interdisciplinary Program**  
**Executive Board Member of Diversity and Belonging**  
**Catholic Climate Covenant Committee Office** September 2023-May 2024  
**Division Chair of Visual Arts and Language** August 2021-May 2024

- Planned, developed, and presented organized learning tools and teachings for students in accordance with approved course outlines.
- Prepared curriculum materials, syllabi, and other instructional materials.
- Created new program curriculum for Undergraduate School New Media Communications
- Chaired all department needs while developing new courses and programs of study at the Department level.
- Created and Revised the major as a whole
- Serve all faculty committee duties
- Served additional committee duties when requested
- Developed and utilized outcomes assessment measures.
- Actively involved in student advising.
- Maintained accurate student records, including attendance and grades.
- Comply with institutional deadlines.
- Cultivated updates to the communication department.
- Changing the curriculum for the department as needed.
- Monitor student placement in courses and student progress.
- Provided students with meaningful feedback in a timely manner.
- Maintain office hours and availability to students.
- Communicate the cancellation of class meetings according to all procedures.
- Participated in college trainings as relevant.
- Focus on continuous improvement of one's course curriculum, content delivery, assessment, and responsiveness to student needs.
- Serving of various committees to uphold certain standards of the college
- Manage classroom activities appropriately and monitor student conduct in accordance with policy and procedure.
- Specializing in concentrations of Broadcasting, Production, Media and Law, journalism and Mass Media, public relations, communication research and digital media studies.
- Participated in a Faculty Life Design Course with Stanford University with colleagues.
- Focused on improving Communications online courses
- Created and executed diversity and belonging programs
- Honorable mentioned by the President for my service and teaching.
- Developed and launched the Africana and Black Studies Interdisciplinary Program
- Researched and launched the Rosemont College Dr. Tina Bizarro Cultural Heritage Gallery
- Facilitated diversity and inclusion principles for conduct and programming.
- Collaborated with the Black Student Union to implement and create DEIB programs.
- Served on the executive board of DEIB

**Courses Taught (\*indicates the design of a new course)**

- COM 0270 Broadcast Production and Writing
- COM 0160-Public Speaking
- COM 0220-Public Relations
- \*COM 0222-Principles of Journalism
- \*COM 0355-Reporting, Editing, Producing
- \*COM 0263-New Media Writing
- COM 0275-Introduction to Mass Media
- COM 0235-Communication Research
- COM 215-Intercultural Communication

- COM 0283-Media Law and Regulation
- \*COM 0250-Multimedia Journalism
- \*COM 0286-Digital Storytelling
- COM-0279-Communication/Media Ethics
- \*COM 0287-Digital Analytics
- \*COM 0310-New Media as A Tool for Social and Political Change
- \*COM-217-Digital Media and Social Theory
- \*COM-210-Theory of Mass Communication
- \*COM 0222/AFR-Black Masculinities and Femininities in the U.S. Media
- \*COM 120- Intro to New Media Communication
- \*COM 0221-New Media and Public Relations
- \*COM 210-Introduction to Documentary Filmmaking
- \*AFR 100-Introduction to Africana and Black Studies
- \*AFR 175-African Civilizations a Cultural Perspective

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## PROFESSIONAL EXPERIENCE

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**Sprout Children's Network, Philadelphia, PA** April 2013 to April 2014  
**Marketing and Events Coordinator**

- Handled overall event budgets ranging from \$10,000-\$200,000
- Generated over one million promotional impressions in support of monthly company priorities including: on-air, promos, direct mail and online marketing
- Developed and managed all marketing for events to help drive attendance and awareness to Sprout events
- Worked with production team on travel projects with shows

**Comcast/NBC 10, Philadelphia, PA** May 2010 to April 2013  
**Promotions Assistant/Digital Editor/Producer**

- Conducted hiring, training, and scheduling of external marketing team (Street Team) consisting of 15-20 employees
- Managed on-air talent for all marketing events and promotions
- Liaison between community partners and newsroom for approximately 30 events per year
- Edit and uploaded news segments to the website after every news cast for more viewership opportunities.
- Maintained NBC 10 promotional event calendar for NBC 10.com.
- Edit and produced 3 ½ minute review segments for new movie releases on NBC 10 non-stop.
- Coordinated meetings with host, program director and engineer to ensure show quality.
- Directed backgrounds, setting development, supervise lighting and cameras.

**Fox 29 WXTF, Philadelphia, PA** January 2007-January 2009  
**Production Assistant/News Editor/Reporter Assistant**

- Maintained the news desk for a 24/7 news operation.
- Assist editors and management in all aspects of newsroom operations
- Conduct phone interviews with news makers

- Download and edit video and audio from our news partners for broadcast
- Answer telephones and handle listener questions
- Assist journalists in story verification and writing

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## PUBLICATIONS

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Nix-Crawford, Brittney E., (2018) *“The Trust Factor between Meteorologists and Viewers and the Effects on Local Television Audience Retention”* published at Drexel University Library Publications.

Nix-Crawford, Brittney E., (2023) *Audience effects of cultural media concentrating on social media and racial spectatorship on black bodies”*. Journal Submission (In Progress)

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## RECOGNITIONS AND AWARDS

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- Honorable mentioned by the President for my service and teaching (2021-2022)
- Faculty Advisor of the year (2020-2021)
- Presidential Service Award for Faculty (2021-2022)

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## PRESENTATIONS

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**Las Vegas, NV.** *Intentional Inclusion for Journalists (2022)*  
**Session presented at the Broadcast Educators Association Conference in the News Division of BEA.**

*Abstract: Inclusion is becoming a buzzword or a box to check. It needs to be something we do intentionally. How do we teach journalism students and ourselves to be inclusive? It’s about the intention and learning how to think inclusively when interviewing.*

**Manhattan, New York.** *Inclusivity in Journalism (2022)*

**Invited as distinguished speaker at the National Annual NAMIC conference.**

*Abstract: Studies have shown a growing distrust in national and local news and the whole field of journalism. Age-old Journalism practices have often over-criminalized people of color and have been guilty of perpetuating stereotypes that do more harm than good. Many industries have been closely examining their D&I footprints and adjusting, and the local news industry is no different. This session will detail the importance of inclusive journalism – the set of normative discourses, editorial policies, and practices that are being adopted, to provide diversity of voices and thought in the media. Learn how diversity change agents are reshaping the local news landscape and bringing equity and inclusion to the forefront of our newsrooms.*

**Nairobi, Kenya.** *Content Co-Curation of Visual Cultural Heritage as a Countermeasure to the McDonaldization of Higher Education (2023)*

**Session presented at the International Visual Sociology Conference**

*Abstract: Colleges and Universities have been the predominant location for enriching cultural studies. Higher Education Institutions have produced graduates who are proven to be more*

*culturally aware when exposed to cultural education. Given the radical changes in higher education brought about by Artificial Intelligence, student enrollment decline, student retention and Covid 19 we examine alternative frameworks that counter measure the McDonaldization higher education model. This study presents a Temporal Analysis of the pilot program creating the Cultural Heritage Gallery at Rosemont College. This presentation draws on the McDonaldization thesis and alternative concepts from the work of other theorists as we explore the idea of co-creating learning and using the physical space as a counter measure. This presentation concludes with future considerations, strategies, and expansion of the CHG that builds on experiential learning in cultural studies, and suggests the benefits that has been overlooked.*

**Orlando, Florida.** *The importance of ethics and equity in the media (2023)*

**Session presented at the College Broadcasters Inc.**

**Abstract:** Today the media serves as an information vessel to the public and government. It serves as a leader, motivator, or informant for a robust democracy at all levels. For proper broadcasting, preventing information misrepresentation, and avoiding conflicts of interest, media ethics and ideals of equity are crucial. It is crucial to promote equality under the law, truthfulness, accountability, and universal ideals. Ethics maturity develops through the identification of values, subjects, and evaluation of several opinions while tolerating opposing points of view.

**Las Vegas, NV.** *Adding Diversity to Course Content (2024)*

**Sessions presented at the Broadcasters Educators Association**

**Abstract:** Making your course curriculum more diverse doesn't have to be a heavy lift. Sometimes a few tweaks to existing course material or the addition of one new assignment can go a long way toward raising awareness to issues of diversity and inclusion. In this session, panelists shared success stories from the classroom of small changes that made a big impact on students.

**Las Vegas, NV.** *Preparing Students for life after college through senior capstone (2024)*

**Session presented at the Broadcasters Educators Association**

**Abstract:** Senior year can be challenging for our students. This panel focused on the teaching and professional development and the importance of providing senior capstone courses that allow students to enhance and hone not just production skills, but interview and job preparation. This panel provided best practices on how these capstone courses should build on previous student media experience and the course benefits to university and department curriculum.

**Philadelphia, PA.** *Diversity and Inclusion as a classroom practice (2024)*

**Session presented at the Association for Education in Journalism and Mass Communication**

**Abstract:** The panel focused on diversity and inclusivity as foundational element of classroom teaching. The panelists discussed ways to support these aims in the classroom throughout the academic term, from overall teaching approaches/methods to specific assignments and daily activities.

## PROFESSIONAL AFFILIATIONS

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- Screen Actors Guild, 1991-2013
- National Association of Black Journalists, 2006-Present
- Graduate Television Student Association, 2011-2017
- Philadelphia Association of Black Journalists-2015-2021
- Journalism Educators Association-2020-2021
- Broadcast Education Association-2020-Present
- International Communication Association-2020-Present
- National Communication Association-2021-2023
- University of Delaware Graduate Student Government-2021-2022
- International Visual Sociology Association-2023-Present
- AEJMC-2023-Present

