

**BRETT A. BORTON, Ph.D.**  
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## **AREAS OF SPECIALIZATION**

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Sustainability of Journalism  
Cross-Platform Writing & Storytelling  
Integrated Communication Strategies & Campaigns

Media Law & Ethics  
Media History  
Journalism, Sports & Culture

## **EDUCATION**

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Ph.D., Mass Communications, University of South Carolina, 2013  
Master's degree, Mass Communications, University of South Carolina, 2009  
Bachelor's degree, Journalism, Ohio University, 1981

## **ACADEMIC EXPERIENCE**

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### **MAY 2018 – Present**

Program Coordinator, Communication Studies  
Department of Social Sciences  
University of South Carolina Beaufort  
Bluffton, SC

### **JANUARY 2014 - Present**

Assistant Professor, Communication Studies  
Department of Social Sciences  
University of South Carolina Beaufort  
Bluffton, SC

### **AUGUST 2013 - JANUARY 2014**

Visiting Assistant Professor, Communication Studies  
Department of Social Sciences  
University of South Carolina Beaufort  
Bluffton, SC

### **AUGUST 2010 - JUNE 2013**

Graduate Instructor, School of Journalism and Mass Communications  
University of South Carolina  
Columbia, SC

## **COURSES TAUGHT:**

COMM B140	Public Communication
COMM B190	Introduction to Communication Studies
COMM B201	Interpersonal Communication
COMM B210	Writing Across Media Platforms
COMM B220/400	Communication & Popular Culture
COMM B240	Media and Society
COMM B250	Theories of Communication
COMM B255	Communication Research
COMM B303	Communication Law
COMM B328	Introduction to Public Relations
COMM B342	Communication in Sports
COMM B398	Special Topics – Crisis Communication
COMM B399	Independent Study
COMM B401	Public Relations Campaigns
COMM B490	Communication Studies Capstone
COMM B495	Internship in Communication Studies

Overall Teaching Effectiveness (based on 4.00 scale):

- Summer 2022 4.00
- Spring 2022: 3.85
- Fall 2021: 3.92
- Summer 2021: 3.89
- Spring 2021: 3.92
- Fall 2020: 3.87
- Spring 2020: 3.68
- Fall 2019: 3.78
- Summer 2019: 3.96
- Spring 2019: 3.85
- Fall 2018: 3.82
- Spring 2018: 3.82
- Fall 2017: 3.66
- Spring 2017: 3.69
- Fall 2016: 3.67
- Spring 2016: 3.74
- Fall 2015: 3.80
- Spring 2015: 3.79
- Fall 2014: 3.86
- Summer 2014: 3.95
- Spring 2014: 3.79
- Fall 2013: 3.88

## **NEW COURSE/CURRICULUM PROPOSALS:**

COMM B220 – Professional Communication

In development for submission to Courses & Curricula Committee November 2022

COMM B401 – Public Relations Campaigns

Approved by USCB Faculty Senate 10/27/17

COMM B210 – Writing Across Media Platforms

Approved by USCB Faculty Senate 3/27/15

Revised Core Curriculum, Communication Studies (with Dr. Pamela Cooper Hoel)  
Approved by USCB Faculty Senate 3/27/15

COMM B303 -- Communication Law  
Approved by USCB Faculty Senate 3/28/14

COMM B328 -- Introduction to Public Relations  
Approved by USCB Faculty Senate 4/25/14

## **RESEARCH & SCHOLARSHIP**

### **CONFERENCE PRESENTATIONS**

**Borton, B.,** Goodier, B., Kopfman, J., Nathaniel, D., Ruth-McSwain, A., Violette, J., & Wilson, C. (2018, Sept.). "On Your Mark, Get Set...: Analyzing Communication Capstone Courses Across the Carolinas." Panel discussion at the 2018 Carolinas Communication Association Annual Conference, Charlotte, NC, Sept. 28, 2018.

**Borton, B.,** Violette, J., & Meiners, E., (2018, April). "Are You Teaching "Number 22? Muses, Musings and Music of Veteran Students Experiencing PTSD." Panel presentation at the 2018 Southern States Communication Association Annual Conference, Nashville, TN., April 6, 2018.

**Borton, B.,** Folckemer, G., Violette, J., & Gleason, J. (2017, April). "It Could Happen On Your Campus: A Case Study of Campus Terrorism, Media Convergence, and Crisis Communication." Presented at Southern States Communication Association Annual Conference, Greenville, SC, April 6, 2017.

**Borton, B.,** Kingsbury, S., Sawyer, C., & Violette, J. (2016, September). "Let's work together: Partnering with university initiatives for experiential learning." Panel presentation at the 2016 Carolinas Communication Association Annual Conference, Wilmington, NC. Sept. 30, 2016.

**Borton, B.** (2014, May). "All You Can Eat Media Consumption for \$150,000." Presented at the Hilton Head Island Tourism Summit, Sea Pines Resort.

**Borton, B.** (2012, August). "Ain't it so? 'Shoeless' Joe Jackson, collective memory, and the shaping of an American hero." Presented at the annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Chicago, IL.

**Borton, B.** (2012, August). "Free at last: Media frames and the evolution of free agency in Major League Baseball." Presented at the annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Chicago, IL. Second-place award, Warren Price Student Paper Competition, History Division of AEJMC.

**Borton, B.** (2011, October). "Should we build the wall? The monetization of content by South Carolina daily newspapers." Presented at the 2011 Media Convergence and Society Conference, Columbia, SC.

**Borton, B. & Tanner, A.** (2010, October). "The adoption of convergent news practices in broadcast capstone courses at AEJMC-accredited universities." Paper presented at the 2010 Media Convergence and Society Conference, Columbia, SC.

## **INVITED CONFERENCE PARTICIPATION:**

**Chair & Respondent**, “Top Papers of 2019,” Carolinas Communication Association Annual Conference, September 2019, Hilton Head Island, SC.

**Discussant**, “Entertainment Media, Audience Engagement, Portrayals and Effects.” High Density Refereed Paper Session, Mass Communication and Society Division, Association of Educators in Journalism and Mass Communications (AEJMC) Annual Conference, August 2018, Washington, DC.

**Moderator/Discussant**, “Audience Engagement in Online News,” Scholar-to-Scholar Panel, Newspaper and Online News Division, Association of Educators in Journalism and Mass Communications (AEJMC) Annual Conference, August 2015, San Francisco, CA.

## **PROFESSIONAL PRESENTATIONS:**

**Borton, B.**, Cohan, D. & Thomas, N. (2018). “Make America Civil Again: Social Justice, Tolerance and Public Discourse in a Volatile Political Climate.” Presentation at Osher Life-long Learning Institute, University of South Carolina Beaufort, Jan. 26, 2018.

**Borton, B.** (2017). "Fake News, Real Trouble: A Digital Communication Dilemma." Presentation at Osher Life-long Learning Institute, University of South Carolina Beaufort, Sept. 25, 2017.

**Borton, B.** & Reynolds, T. (2017). “Grief and Loss.” Presentation to Gender Bender monthly event co-sponsored by Sociology and Anthropology departments, University of South Carolina Beaufort, March 23, 2017.

**Borton, B.** (2015). “The Basics of News Writing,” Seminar sponsored by the Communication Club, University of South Carolina Beaufort, Oct. 1, 2015.

**Borton, B.** (2015). “A Parent’s Perspective on Autism,” Program co-sponsored by Psychology and Sociology clubs, University of South Carolina Beaufort, April 21, 2015.

**Borton, B.**, Violette, J. & Williamson, S. (2015). “Bras, Backlash, & Balance: Multigenerational Perspectives on the 'F' Word,” Two-part program in Gender Bender series co-sponsored by USCB departments of Sociology and Anthropology, January 28 & February 18, 2015.

## **PUBLICATIONS**

Violette, J. & **Borton, B.** (2019). "Reaching and Teaching Each Other: Reframing Instructional 'Best Practices' for Veteran Students with PTSD." *Kentucky Journal of Communication*, 38(2).

Wei, R. & **Borton, B.** (2014). "Dangerous Liaisons: Media Gaming and Violence," in R.S. Fortner and P. M. Fackler (Eds.), *The Handbook of Media and Mass Communication Theory* (1st ed.). West Sussex, UK: John Wiley & Sons.

Salazar, J., Cosley, B. & **Borton, B.** (2014). "The FYI on the Hilton Head Island Affluent Traveler." White paper report from the University of South Carolina Beaufort (USCB) Lowcountry and Resort Islands Tourism Institute (LRITI) for the Hilton Head Island/Bluffton Chamber of Commerce.

## **MANUSCRIPTS ACCEPTED FOR PUBLICATION (IN PRESS)**

**Borton, B.** (In press). "Forward," in P. Marovich & J. Jones, *Shadows of the Gullah Geechee*. American Journal Publishing.

## **SERVICE**

### **SERVICE TO PROGRAM/INSTITUTION:**

- Program Coordinator, Communication Studies, 2018 – Present.
- Member, USCB Courses and Curricula Committee, 2017 – 2019, 2022; Chair, 2018-2019.
- Member, Academic Program Review Committee (APRC), 2018 – Present.
- Member, USCB Women’s Basketball Coach Search Committee, 2022.
- Member, Strategic Plan Implementation Subgroup (Accountability & Transparency), 2019 – 2021.
- Member, Faculty Search Committee, Visiting Assistant Professor of Psychology position, 2019.
- Chair, Faculty Search Committee, Instructor of Communication Studies position, 2019, 2022.
- Chair, Faculty Search Committee, Assistant Professor of Communication Studies position, 2018.
- Member, Faculty Search Committee, Department Chair, USCB School of Nursing and Health Professions, 2016.
- Chair, Faculty Search Committee, Instructor of Communication Studies position, 2015-2016.
- Member, Faculty Search Committee, Professor of Communication Studies position (Open Rank), 2015-2016.
- Faculty Advisory Committee, SCETV/USCB Partnership, 2015-2016.
- Member, Faculty Search Committee, USCB Public Information Officer, 2015.
- Faculty participant, FEMA Campus Emergencies Prevention, Response, and Recovery training, 2015.
- Member, Faculty Search Committee, Associate Professor of Communication Studies, 2015
- Member, Faculty Search Committee, Assistant Professor of Sociology, 2015.
- Member, Faculty Search Committee, Program Director and Adjunct Associate Professor of Sociology, 2015.
- Member, Faculty Search Committee, Assistant/Associate Professor of Sport & Event Tourism, 2015.
- Member, Faculty Search Committee, Instructor of Psychology, 2014.
- Keynote speaker, USCB Fall Convocation, Aug. 20, 2014.

**ADVISEMENT:**

- Faculty mentor (Kayla Smith), Co-Mentor (Rebecca Linam), USCB Research and Scholarship Day, 2018.
- Co-mentor, Faculty advisor, Lambda Pi Eta (Alpha Delta Sigma chapter), National Communications Honor Society, 2017-2018.
- Faculty advisor, USCB Communications Club (chartered by university January 2015), 2015-2017.
- Faculty advisor, *The Lowcountry Chronicle* student newspaper, 2016
- Academic advisor of record to 38 Communications Studies majors.

**HONORS/AWARDS:**

- USCB Soccer Faculty/Staff Appreciation Day honoree, 2017, 2014.

**SERVICE TO DISCIPLINE:**

- Member, Editorial Board, Carolinas Communication Association, 2019-2021.
- Manuscript reviewer, *Mass Communication and Society* peer-reviewed journal, 2013-Present.
- Manuscript reviewer, Association of Educators in Journalism and Mass Communication (AEJMC) Annual Conference: Newspaper and Online News Division (2015-Present), Mass Communication and Society Division (2017-Present), Sports Interest Group (2019).
- Manuscript reviewer, AEJMC Southeast Colloquium, Newspaper and Online News Division, 2014-Present.
- Manuscript reviewer, Carolinas Communication Association (CCA) annual conference, Hilton Head Island, SC, 2019.
- Faculty reviewer: Bender, Davenport, Drager & Fedler (2019). *Writing and Reporting for the Media* (12th Ed.). New York: Oxford University Press. Submitted April 2019.
- Manuscript reviewer, "Watching the watchdogs: Online news commenters' critiques of journalistic performance during the Boston and Paris terrorist attacks." *Journalism* (ID JOU-19-0067), Sage Publications. Review submitted April 2019.
- Manuscript reviewer, Southern States Communication Association Annual Conference, Public Relations Division, 2017.
- Manuscript reviewer, Scott Kuehn and Andrew Lingwall, *The Basics Of Media Writing: A Strategy-Based Approach*. Sage Publications. Textbook published fall 2016.

**SERVICE TO COMMUNITY:**

- Co-Chairman, United Way of Beaufort County Annual Fund-Raising Campaign, 2000-2001.
- Graduate of Leadership Hilton Head, 1993; LHH Board of Regents, 1993-1995; Chairman, 1995.



## PROFESSIONAL EXPERIENCE

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- GMS, Inc.**, Hilton Head Island, SC 2003 – 2010
- Owner of consulting and services firm that created and implemented strategic marketing programs for real estate developments, resorts and hospitality industry clients. Areas of specialization: Market research, branding & positioning, media planning, yield/revenue management, copywriting and public relations.
- Greenwood Communities and Resorts**, Hilton Head Island, SC 1993 – 2003  
Marketing Communications Director -- Amenities Division
- Created and implemented annual marketing plan for GDC golf and tennis operations and Shelter Cove Harbour marina and retail operations.
- LINKS Publishing, Inc.**, Hilton Head Island, SC 1988 – 1993  
Editor, *Southern Links* and *Western Links* magazines
- Co-founder and editor of regional golf & travel magazines (now *LINKS – The Best of Golf*). Managed day-to-day editorial and production operations.
- Sea Pines Company**, Hilton Head Island, SC 1985 – 1988  
Director of Communications
- Created and implemented public relations & marketing communications programs on behalf of Sea Pines Resort and Sea Pines Real Estate Company.
- The Island Packet**, Hilton Head Island, SC 1982 – 1985  
Sports Editor
- Wilmington News-Journal**, Wilmington, OH 1981 – 1982  
Sports Editor

## PROFESSIONAL PUBLICATIONS:

- Borton, B.** (1994). *The Endless Fairway: The Golfer's Guide to the Carolinas*. New York: Fireside/Simon & Schuster.
- Borton, B.** (1993). *The Endless Fairway: The Golfer's Guide to California and Hawaii*. New York: Fireside/Simon & Schuster.
- Borton, B.** (1992). *The Endless Fairway: The Golfer's Guide to the American Southwest*. New York: Fireside/Simon & Schuster.

## MEMBERSHIPS AND AFFILIATIONS

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- Southern States Communication Association, 2016-Present
- Carolinas Communication Association, 2016-Present.
- Public Relations Society of America (PRSA), 2015-Present
- Association for Education in Journalism and Mass Communication, 2009-Present.
- Speaker/Panelist, Crittenden Golf Inc. Conferences, 2002-2009.
- SC Golf Course Owners Association Board of Directors 2008-2009.
- Coastal SC USA International Marketing Consortium Board of Directors 2007-2008.
- Co-Chairman, Golf Steering Committee, Hilton Head Island Visitor & Convention Bureau, 2003-2006.
- Board Member & Long-Range Planning/Membership Chair, Spanish Wells Golf Club, 2005-2008.