Texas State Vita

I. Academic/Professional Background

A. Name: Daniel Schumacher Title: Professor of Instruction, General Manager/Faculty Adviser, KTSW-FM 89.9

B. Educational Background

Degree Year University Major Thesis/Dissertation

M.A. 1996 University of South Dakota, Mass Communication

B.A. 1990 Wayne State College, Broadcasting Communications

C. University Experience

Position University Dates

Professor of Instruction, Texas State University, San Marcos, TX, August 2001-Present

General Manager/Faculty Adviser, KTSW-FM 89.9, Texas State University, San Marcos, TX, August 2001-Present

Full-Time Interim Instructor University of South Dakota, Vermillion, SD, January-May 1997

Faculty Advisor, KAOR-FM University of South Dakota, Vermillion, SD, 1996-1997

Graduate Assistant University of South Dakota, Vermillion, SD, 1993-1994, 1996

Full-Time Interim Instructor, Wayne State College, Wayne, NE, 1994-1995

Faculty Adviser, KWSC-FM, Wayne State College, Wayne, NE, 1994-1995

D. Relevant Professional Experience

Position Entity Dates

On-Air Announcer 107. 1 KGSR-FM, Austin, TX, April 1998-May 2009

On-Air Announcer KSEZ-FM (Z-98), Sioux City, IA, 1996-1997 PPS 8.10 Form 1A

On-Air Announcer, Assistant Program Director, Music Director, KSEZ-FM (Z-98), Sioux City, IA, 1988-1993

Voice Talent, Various Entities, 1989-2002

II. TEACHING

A. Teaching Honors and Awards:

Dave Black Award for Excellence in Advising, College Broadcasters, Inc., October 2025

Texas State Student Foundation, Foundation of Excellence Award, April 2007

Alpha Chi Favorite Professor, April 2019

B. Courses Taught:

Audio Production, Management of Electronic Media, Introduction to Mass Communication, Broadcast Production, Historical and Contemporary Mass Media, Writing for the Electronic Media, Fundamentals of Communication, Principles of Human Communication, Writing for the Mass Media, Radio Workshop, Broadcast Management, Advertising Media Sales

III. SCHOLARLY/CREATIVE

D. Fellowships, Awards, Honors:

Superior Graduate Scholar, University of South Dakota, 1996

Outstanding Graduate Assistant, University of South Dakota, 1994

Blue Key Honor Society, Wayne State College, 1990

Lambda Delta Freshman Honor Society, Wayne State College, 1988

IV. SERVICE

A. University:

General Manager/Faculty Adviser, KTSW-FM 89.9, Texas State University-San Marcos, August 2001-present

Chairperson, KTSW-FM 89.9 Advisory Committee, August 2001-Present

Commencement Reader, Texas State University-San Marcos, Spring 2002-Present

Member, Commencement Team, Summer 2009-Present

Member, Texas State University Honor Code Council, 2015-Present

Team member, KTSW Studio-to-Transmitter Link Relocation project, August 2019-August 2022, October 2024-Present

Team member, Verizon Wireless at the KTSW Tower Site Project, August 2020-May 2021

Chairperson, KAT Radio/KTSW 89.9 Alumni Reunion Planning Committee, 2017-Present

MR Fest Music Festival Supervisor, 2008-2017

Project Manager/Supervisor/Coordinator, KTSW Transmission System Upgrade Project, 2011-2016

Voice Talent, 50th Anniversary Higher Education Act Committee, Fall 2015

Project Manager/Coordinator, KTSW Office/Studio Remodel Project, 2013-2015

Project Supervisor, KTSW Transmitter Structure Replacement Project, 2013-2014

Project Supervisor/Coordinator, KTSW Transmitter Replacement Project, 2011-2012

Team Member, KTSW Tower Project Committee, 2001-2009

B. Departmental:

General Manager/Faculty Adviser, KTSW-FM 89.9, Fall 2001-Present

Member, Technology and Facilities Committee – Fall 2001-Present

Member, Advisory/Alumni Committee – Fall 2008-Present

Member, Indoor Recreation Committee – Fall 2009-Summer 2012

D. Professional:

Panel Member, 50 Promotions Ideas in 50 Minutes, CBI National Student Electronic Media Convention, Denver, CO, October 22-25, 2025

Panel Member, *Radio/TV/Multimedia Show and Tell*, CBI National Student Electronic Media Convention, Seattle, WA, October 23-26, 2024

Panel Member, *Radio/TV/Multimedia Show and Tell*, *50 Promotions Ideas in 50 Minutes*, CBI National Student Electronic Media Convention, Orlando, FL, October 19-21, 2023

Panel Member, *50 Promotions Ideas in 50 Minutes*, CBI National Student Electronic Media Convention, Baltimore, MD, October 27-29, 2022

Panel Member, *Roundtable: Radio Station Advisers Only, 50 Promotions Ideas in 50 Minutes*, CBI National Student Electronic Media Virtual Convention St. Louis, MO, October 27-29, 2021

Listen San Marcos/Music Friendly Community Committee, San Marcos, TX, March '21-Present

Panel Member, *50 Promotions Ideas in 50 Minutes*, CBI National Student Electronic Media Virtual Convention, October 28-30, 2020

Panel Member, *Roundtable: Radio Station Advisers Only, 50 Promotions Ideas in 50 Minutes*, *Radio/TV/Multimedia Show and Tell*, *Radio and Streaming Programming Roundtable,* CBI National Student Electronic Media Convention, St. Louis, MO, October 31-November 2, 2019

Panel Member, *Roundtable: Radio Station Advisers Only, 50 Promotions Ideas in 50 Minutes*, *Radio/TV/Multimedia Show and Tell*, *Radio and Streaming Programming Roundtable,* CBI National Student Electronic Media Convention, Seattle, WA, October 2018

Panel Member, *50 Promotions Ideas in 50 Minutes*, *Radio/TV/Multimedia Show and Tell*, *Radio and Streaming Programming Roundtable,* CBI National Student Electronic Media Convention, San Antonio, TX, October 2017

Panel Member, *50 Promotions Ideas in 50 Minutes*, *Radio Show and Tell*, CBI National Student Electronic Media Convention, Philadelphia, PA October 2016

Panel Member, *50 Promotions Ideas in 50 Minutes*, *Radio Show and Tell*, CBI National Student Electronic Media Convention, Minneapolis, MN October 2015

Panel Member, *Recruitment, Orientation and Training: Getting Volunteers on Board*, *50 Promotions Ideas in 50 Minutes*, *Radio Show and Tell*, CBI National Student Electronic Media Convention, Seattle, WA, October 2014 PPS 8.10 Form 1A

Panel Member, *They Just Do Not Understand Us: College Media in a Changing Academic Environment*, *Radio Show and Tell*, CBI National Student Electronic Media Convention, Atlanta, GA, October 2013

Panel Member, *Radio Show and Tell*, ACP/CMA/CBI National College Media Convention, Atlanta, GA, October 2012

Panel Member, *Radio Show and Tell*, ACP/CMA/CBI National College Media Convention, Orlando, FL, October 2011

Planner/Coordinator, First Night Advisor/Student Reception, ACP/CMA/CBI National College Media Convention, Austin, TX, October 2009

Producer, Student Cybercast, 2005 Associated College Press/College Media Advisers/Collegiate Broadcasters Inc. National College Media Convention, Kansas City, Missouri

Producer, Student Cybercast, 2004 Associated College Press/College Media Advisers/Collegiate Broadcasters Inc. National College Media Convention, Nashville, Tennessee

Producer, Student Cybercast, 2003 Associated College Press/College Media Advisers/Collegiate Broadcasters Inc. National College Media Convention, Dallas, Texas

E. Organizations

2. Professional:

College Broadcasters, Inc.

College Media Association

Texas Association of Broadcasters