TEXAS STATE VITA
(with Fine Arts components)

I. Academic/Professional Background

A. Name: Bob Bajackson Title: Director, Student Publications, Senior Lecturer

B. Educational Background

Degree	Year	University	Major	Thesis/Dissertation
M.A.	1987	East Texas State	Journalism	The Thirty Sixth NBA All-Star Game from the viewpoint of the Working Press
B.A.	1975	North Texas State	Journalism	

C. University Experience

Position	University	Dates
Director, Student Publications; Senior Lecturer	Texas State University	1999-2016
Director, Student Publications, Professor	Eastfield College	1987-1999
Director, Student Publications	Tarrant County College	1984-1987
Texas Wesleyan College	Public relations officer	1979-1984

D. Relevant Professional Experience

Position	Entity	Dates
Sports Writer, Feature Writer	Temple Daily Telegram	1976-1978
Sports Writer, Designer	Lubbock Avalance-Journal	1978-1979
Sports Information/ Public Information officer	Texas Wesleyan College	1979-1984
Free Lance Writer	UPI	1983-1984
Media Relations Assistant-Statistics	Dallas Cowboys	1989-Current
Media Relations Assistant-Statistics	Dallas Mavericks	1980-Current

II. TEACHING

A. Teaching Honors and Awards:

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B. Courses Taught:

Introduction to Mass Communication, News Writing and Reporting, Layout and Design, Writing for the Mass Media, Editing for Clear Communication, Information Gathering

C. Graduate Theses/Dissertations or Exit Committees (if supervisor, please indicate):

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D. Courses Prepared and Curriculum Development:

Created course curriculum and degree in communication at Eastfield College

E. Funded External Teaching Grants and Contracts:

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F. Submitted, but not Funded, External Teaching Grants and Contracts:

Ethics in Excellence in Journalism Foundation

G. Funded Internal Teaching Grants and Contracts:

Texas State University Parents Association-$3,443

H. Submitted, but not Funded, Internal Teaching Grants and Contracts:

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I. Other:

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III. SCHOLARLY/CREATIVE

A. Works in Print

1. Books (if not refereed, please indicate)

a. Scholarly Monographs:

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b. Textbooks:

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c. Edited Books:

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d. Chapters in Books:

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e. Creative Books:

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2. Articles

a. Refereed Journal Articles:

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b. Non-refereed Articles:

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3. Plays:

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4. Abstracts:

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5. Reports:

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6. Commissioned Design Work:

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7. Book Reviews:

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8. Other:

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B. Works not in Print

1. Papers Presented at Professional Meetings:

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2. Invited Talks, Lectures, Presentations:

Often lecture about transition to college live at various high schools each year.

3. Musical Compositions, Publications, or Recordings:

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4. Musical Performances (international, national, regional, and/or state; if not refereed, please indicate):

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5. Theatrical Productions (design, directing, and/or performance; international, national, regional, and/or state; if not refereed, please indicate):

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6. Films (directed, performing, and/or consulting):

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7. Multimedia Design Productions (web-based and/or electronic media):

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8. Exhibitions (title; date; location; solo, 2-, 3-, 4-person or group; curated, juried, or invitational-list curator, jury, or inviter; and scope-international, national, regional, and/or state):

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9. Collections, Commissions, Gallery Representation, Residencies:

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10. Published Photos and Reviews of Creative Works:

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11. Consultancies:

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12. Workshops:

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13. Other:

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C. Grants and Contracts

1. Funded External Grants and Contracts:

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2. Submitted, but not Funded, External Grants and Contracts:

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3. Funded Internal Grants and Contracts:

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4. Submitted, but not Funded, Internal Grants and Contracts:

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D. Fellowships, Awards, Honors:

2009-Was named Texas Intercollegiate Press Association Adviser of the Year
2013-Was inducted into the Fred W. Adams Hall of Fame

IV. SERVICE

A. University:

The most exciting change to the student publications area is the announcement of convergence to its home. KTSW radio moved to the Trinity Building Fall 2016 semester. Thus, both media will be under one roof giving their respective news departments the opportunity for expanded skills to deliver the news.

The University Star made the transition during the last year to reorganize its operating structure during the fiscal year. That restructuring focused on emphasizing a digital news gathering operation with the print product providing more in-depth and analysis pertaining to content featured on the website. The Star went from printing three to two editions a week while increasing digital coverage to seven days a week. The change debuted following a redesign to the Star's website. The new site features more visual and multimedia platform material along with incorporating some multimedia packages similar to The New York Times. A couple of those expanded visual presentations included a "Walk Through" still frame slide show along with an in-depth combination of multimedia, still frame and video on how victims are coping and rebuilding eight months after the Memorial Day floods. One month into the redesign revealed

amazing results on acceptance to the product. Prior to the change, the Star was averaging 30,000 page views a month. The new website received more than 82,000 page views in its initial month of operation.

The Star's digital reporting efforts were recognized during the flood coverage as a student staff reporter was featured on The Weather Channel providing updates on the damage. Digital changes to student publications were not solely limited to the editorial area of the publication. The Star's advertising department expanded its sales efforts to include "tweets" giving student account executives three possible bundles of advertising outlets for clients to choose from.

News and sports podcasts along with "From the Field to the Fans" videocast were produced on a regular basis through the online site. Production was expanded to include weekly podcasts for each section of the paper during the Fall semester. Approximately 110 students work in student publications, which is located in the Trinity Building. The print and online products continue to receive recognition from professional media outlets.

Advertising is another where convergence has occurred in the student publications area. The restructuring of the advertising area includes housing all student media advertising under the direction of the Star's advertising manager. Thus, all online, print and radio advertising is located in student publications allowing student account executives to offer more variety to advertising clients. The Star has received more than 470 awards from the Texas Intercollegiate Press Association and the Society of Professional Journalists during the past decade. When I first arrived at The University Star in 1999, the paper received $24,565 in Student Service Fee funding. Several proposals later has resulted in an increase in the paper's permanent funding. The University Star now receives $110,556 in permanent funding.

All students working at the Star are paid for their efforts. The student wage line item averages $90,000 during the last 10 years. Thanks to the help of the student staff, eligibility for becoming a member of the staff has been modified. Each student must serve a six-week probation period before being officially approved for hire. Section editors then make the final determination whether to officially hire a student editorial employee. Five areas of operation comprise the Star. Students are hired for the front office, as account executives, editorial employees, videographers and the website. During the 2012 academic year, The University Star was honored with a national award by the Society of Professional Journalists. Meanwhile the Star's online property has been recognized for two consecutive years as the top online site in Region 8 by The Society of Professional Journalists. The Star continues to be respected by members of the print journalism field. Students working at the Star are often recruited for either internships and/or full-time jobs in Central and South Texas. In fact, Debbie Hiott, former Star managing editor, is now the editor-in-chief at the Austin American-Statesman. Following Spring 2014 graduation, Star staffers were hired as full-time employees in Bryan-College Station, Waco, Houston and San Antonio. I started and continue to host an annual critique session during the fall semester. Members of the Austin American-Statesman, San Antonio Express-News, San Marcos Daily Record along with various advertising agencies in the area come to campus and visit with members of the Star staff. The professional journalists and advertising executives serve as mentors critiquing their work, giving them tips on internships and writing recommendation letters. I also am responsible for an annual advisory board meeting. The meeting includes the director of the School of Journalism and Mass Communication, the assistant director of the School of Journalism and Mass Communication, the dean or his/her representative of the College of Fine Arts and Communication, a student selected by the vice president of student affairs and a print medium professional. During the meeting, I present a "State of the Star" report, which is a rundown on the editorial and financial status of student publications.

B. Departmental:

I have been appointed as the director of broadcasting for Gruene Methodist Church's weekly services. My duties include working with a three-camera setup, a technical director along with creating various slides that appear on stage during the service. My role includes directing the Internet streaming broadcasts for the church each Sunday morning. Made the transition to full-time faculty that began Fall 2016 semester. In that role, I inherited the responsibility of the department's equipment checkout room. I inherited the responsibility during a time of transition for the way equipment was disseminated to students. During the Fall 2017 Fall semester, the room's equipment inventory had been transitioned to Cheqroom, a digital inventory management system. Now, student workers release equipment using an iPad that allows inventory tracking to be more effective.

I have or am serving on the Communication Week, print accreditation, scholarship golf , Technology and Student media reunion committees. Was responsible for compiling the team that planned the third University Star and first Student Media reunion. Approximately 100 people attended the event. Created the format for the program, which included a formal dinner and hall of fame induction. Former Star students representing decades between the 1930s through 2010 attended the event. I created the plaques that were awarded to the three inductees into the hall of fame. The three people inducted into the hall are Heber Taylor, former professor and dean of the school of Journalism; Sharon Henderson, wife of former student publications director Jeff Henderson; and Jim Moss, former sports writer at the San Antonio Express-News. Then, unbeknownst to me, former Star members voted and surprised yours truly with one of the greatest honors I have ever received with my induction joining so many talented people in the Fred W. Adams Hall of Fame.

Creator and continued fundraiser of The University Star Endowment for Scholarship and Excellence in Memory of Jeff Henderson. The reunion is an outlet in recruiting funds for the scholarship. Currently, more than $40,000 has been raised for the grant-in-aid.

C. Community:

George Green, an African-American New Braunfels City Councilman, invited me to speak to his constituency at an open forum meeting. His zoning district is in a minority neighborhood of town. The conversation focused around a variety of topics including discussion including The University Star's commitment of hiring a diverse print and online student staff. Parents in the audience asked a lot of questions about Texas State including having children who are interested in digital communication. Feedback from the crowd was positive including parents telling me that are aware of the university's commitment to diversity and that they have students wanting more information about attending the university. I explained during the question and answer period anyone who has further interest in learning more about the university or student publications can either phone or send me an email.
Serve as the director of District 24 University Interscholastic League judging; serve as director of the regional University Interscholastic League journalism competition. I reserve the contest room making sure the structure complies with UIL standards; hire all the judges; monitor all the contest competition. Other community service events include hosting open houses for elementary and middle schools who visit the Star throughout the year. I speak at community college functions and visit local two-year schools to answer transfer questions and the structure of a four-year institution newspaper. I also speak in high school journalism classes each year.

D. Professional:

I am a member of the planning team for the Texas Intercollegiate Press Association's annual conventions. My role is in the canned contest competition pertaining to getting categories judged along with any other duties assigned by the executive director of the organization. I served for 13 years as Executive Director of the Texas Community College Journalism Association. I ended my tenure in 2018. As executive director, I administer an association consisting of 17 Texas junior and community college journalism programs. Those responsibilities include, but not limited to, recruiting, budgeting, live contest judging, convention planning and maintaining the organization's current policies and procedures. I created and update website content for the organization. Website category fields updated on a regular basis include, home page, contest, convention, Journalist of the Year and directory fields. I helped save the Eastfield College Journalism program when the president of the institution decided to threaten both the faculty adviser and student editor for publishing material she did not like. I served in an advocacy role contacting the chancellor of the Dallas County Community College District who opened an investigation. The chancellor reversed the president's decision. The action caused others to speak out at the college with the end result of being the removal of the president of Eastfield College.

planning of convention sites. Four-year colleges and universities in Texas are now hosting conventions. I worked with College Media Advisers and Associated Collegiate Press as TCCJA's event was held in conjunction with those two organizations convention. The convention was held in Austin in late October. Planning is in the works for next year's TCCJA convention which will be hosted at the University of Houston-Clear Lake. Each convention site shares programming responsibility with Texas State University. I travel to the next year's host site to make the final preparations for the convention. Convention sites have been booked through 2018. Texas State handles the live contest preparation and all financial arrangements. Finances for each convention is obtained through TCCJA's annual dues and contest registration fees each participating junior or community college submits to Texas State prior to attending a convention. I continue to make lobbying efforts with the Corpus Christi Caller-Times that sponsors a 10-week paid internship for TCCJA's Journalist of the Year recipient. Other duties include regular dissemination of emails to the member colleges pertaining to upcoming events during each academic year. Regular communication is sent to advisers reminding member institutions of such organization sponsored events such as the journalist of the year, distinguished hall of honor nominees along with convention and live contest material updates. I created eight live news contests for the convention along which concentrates on a digital emphasis. The Texas Intercollegiate Press Association has now adopted the live event formats with a focus on computers rather than blue book entries.I am in my eighth year as Executive Director of the Texas Community College Journalism Association. As executive director, I administer an association consisting of 17 Texas junior and community college journalism programs. Those responsibilities include, but not limited to, recruiting, budgeting, live contest judging, convention planning and maintaining the organization's current policies and procedures. I created and maintain a website for the organization. Website category fields updated on a regular basis include, home page, contest, convention, Journalist of the Year and directory fields. I am responsible for recruiting and planning of convention sites. Four-year colleges and universities in Texas are now hosting conventions. I travel to the next year's host site to make the final preparations for the convention. Convention sites have been booked through 2019. Texas State handles the live contest preparation and all financial arrangements. Finances for each convention is obtained through TCCJA's annual dues and contest registration fees each participating junior or community college submits to Texas State prior to attending a convention. Live contest competition includes news writing, news photo, editorial writing, layout and design and feature photo. I continue to make lobbying efforts with the Corpus Christi Caller-Times that sponsors a 10-week paid internship for TCCJA's Journalist of the Year recipient. Other duties include regular dissemination of emails to the member colleges pertaining to upcoming events during each academic year. Regular communication is sent to advisers reminding member institutions of such organization sponsored events such as the journalist of the year, distinguished hall of honor nominees along with convention and live contest material updates.

E. Organizations

1. Honorary:

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2. Professional:

Serve as an executive officer for the Texas Intercollegiate Press Association

Please note: For all entries, list most recent items first.