TEXAS STATE VITA

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

I. Academic/Professional Background

A. Name: Larry A. Carlson Title: Senior Lecturer

B. Educational Background

Bachelor's Degree in Journalism, Southwest Texas State University
Master's Degree in Educational Administration, Southwest Texas State University

Degree	*Year*	*University*	*Major*	*Thesis/Dissertation*
B.A.	1976	Texas State Univ.	Journalism	n/a
M.Ed.	1990	Texas State Univ.	Educational Administration	n/a

C. University Experience

Position	*University*	*Dates*
Senior Lecturer	Texas State University	1984-present

D. Relevant Professional Experience

Position	Entity	Dates
Senior Writer	The History of Longhorn Sports (texaslsn.org)	2020-present
Columnist	Longhorns 24/7 (CBS Sports)	2017-2020

Position	*Entity*	*Dates*
Interviewer	Austin American-Statesman's College Football coverage (University of Texas at Texas Tech, Lubbock)	2014
Interviewer	Austin American-Statesman's College Football coverage (Oklahoma State at Texas Tech, Lubbock)	2013
	Austin American-Statesman's FBS Championship Game coverage (LSU vs. Alabama, New Orleans, LA)	2012
	Austin American-Statesman's FBS Championship Game coverage (Oregon vs. Auburn, Glendale, AZ)	2011
Co-host	Longhorn Pipeline (KZDC, San Antonio)	2009-2011
Weekly co-host	ESPN Radio (KZDC, San Antonio)	2008-2011
Public Relations Consultant & Presenter/Clinician	Texas Agricultural Lifetime Leadership, San Antonio City Employees Federal Credit Union, Generations Federal Credit Union, etc.	1993-present
Executive Producer	Big Game Hunters Sports Travel on ESPN 2 and HDNet	2001-03
Feature Writer	Fiesta Magazine, SA Express-News	1999-2001
Marketing Writer	San Antonio Express-News	1999-2000
Producer	San Antonio Texans Radio Network (Canadian Football League)	1995
Phone Assistant Director	San Antonio Spurs telecasts	1994
Sports Columnist	San Marcos News	1991-93
Assistant to Torch Run Director	San Antonio Olympic Festival	1992
Editor/Publisher	Texas Hill Country View Magazine	1982-90
Sports Editor	The Northwest Leader newspaper	1981-90
Live Correspondent	Associated Press Radio Network	1988
Columnist	San Antonio Executive	1984-85
Editor	South Texas Football Magazine	1981-84
Sports Information Director	University of Texas at San Antonio	1981-82
Sports Director/Anchor	KVET/KASE Radio, Austin	1977-79

Live Correspondent	CBS Radio Sports Network	1977-79
Live Correspondent	NBC Radio Sports Network	1977-79
Bureau Chief	KCSW-FM Austin/San Marcos	1976-77

E. Other Professional Credentials (licensure, certification, etc.)
n/a

II. TEACHING

A. Teaching Honors and Awards:
Honored at Texas State "PAWS Preview" as one of ten outstanding professors, 2005

Foundations of Excellence Award presented by the Student Foundation, 2005

"Outstanding Teacher of the Department," 1992, Department of Journalism, Texas State U.

B. Courses Taught:
MC 1100 SM Sports Broadcast
MC 1313 Writing for the Mass Media
MC 2111 Media Practicum
MC 2374 Information Gathering and Analysis
MC 3306 Writing for the Electronic Media
MC 3307 Audio Production
MC 3310 Radio News
MC 3320 Advanced Media Reporting & Writing
MC 3343 Introduction to Public Relations
MC 3367 Advertising
MC 3368 Advertising Copy for Print
MC 3373 Broadcast Commercial and Promotion Writing
MC 3375 Programming in Electronic Media
MC 3394 Management of Electronic Media
MC 4302 History of Mass Media
MC 4356D, MC 4357D Special Topics in Reporting: Sports as News

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

D. Courses Prepared and Curriculum Development:

E. Funded External Teaching Grants and Contracts:

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

G. Funded Internal Teaching Grants and Contracts:

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

I. Other:

III. SCHOLARLY/CREATIVE

A. Works in Print

1. Books (if not refereed, please indicate)
a. Scholarly Monographs: n/a
b. Textbooks: n/a
c. Edited Books: n/a

d. Chapters in Books:
"There's An Opportunity Born Every Minute"
Broadcast Media chapter in Linda F. Radke's "Promote Like A Pro"
Published 2000
Five Star Publications, Inc.
Chandler, AZ

e. Creative Books:
The Lee Vols: A History of the Winning Tradition
Published 1981
Lammert Publications
San Antonio, TX
-
2. Articles

a. Refereed Journal Articles:
b. Non-refereed Articles:

3. Conference Proceedings

a. Refereed Conference Proceedings:

b. Non-refereed:

4. Abstracts:

5. Reports:

6. Book Reviews:

7. Other:

B. Works not in Print

1. Papers Presented at Professional Meetings:

2. Invited Talks, Lectures, and Presentations:
"Creating a Creative Stampede"
Presentation on creativity in magazine ad headlines
Livestock Publications Council workshop
La Cantera Resort, San Antonio 2001

"Talking Loud and Saying Nothing"
Presentation on avoiding broadcast news pitfalls
Media Seminar
San Antonio 2002

"Sports Interviewing 101"
Presentation on improving and refreshing interview skills for sports journalists
San Antonio Spurs TV/Radio Broadcast Team
San Antonio 2010

3. Consultancies:
San Antonio City Employees Federal Credit Union, 2005-07
Generations Federal Credit Union, 2008

4. Workshops:
KTSW News Symposium 2014-2016
Prepared and presented material to staff

KTSW Sports Symposium 2014-2016
Prepared and presented material to staff

KTSW Sports Symposium 2013-2016
Panelist along with area media members to help prepare sports staff for upcoming year

5. Other:

C. Grants and Contracts

1. Funded External Grants and Contracts:

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

3. Funded Internal Grants and Contracts:

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

D. Fellowships, Awards, Honors:
RIAS Fellow, 2009
Visiting American Journalist Program
Berlin Program for U.S. News Directors and Gate Keepers
Presented by the RIAS (Radio in the American Sector) Berlin Commission, a bi-national organization for the promotion of German-American understanding in the field of broadcasting.

IV. SERVICE

A.University
KTSW Advisory Board, 2009-present

Invited to participate in faculty committee for Texas State University's application to the NCAA Football Bowl System, 2008

Faculty Advisor, Sigma Tau Gamma, 1990- present

B. Departmental:

Communication Week Committee, 2002-16

Alumni Relations Committee, 2006-09 (Chair, 2008-09 academic year)

C. Community:

D. Professional:

E. Organizations:

1. Honorary:

2. Professional:

F. Services Honors and Awards: