

EDUCATION

Ph.D. in Mass Communication and Journalism (May 2011)

The School of Mass Communication and Journalism

The University of Southern Mississippi

Dissertation: "Full Court Press: How Mississippi Newspapers Helped Keep State College Basketball Segregated, 1955-1973"

Advisor: David R. Davies, Ph.D.

Research areas: Media coverage of sports as a forum of political protest, the history of sports reporting, the press and the Civil Rights Movement, and literary journalism.

M.A. in Journalism (May 2004)

The Grady College of Journalism and Mass Communication

The University of Georgia

Thesis: "News Learning: A Study on Retention Levels in Print and Television Audiences"

Advisor: William Griswold, Ph.D.

Research areas: Learning and retention from media exposure and media history.

B.A. in Mass Communication (May 2001)

Georgia College & State University

Advisor: Ginger Carter Miller, Ph.D.

Journalism sequence

A.A. in Mass Communication (June 1998)

Macon State College

TEACHING EXPERIENCE

Associate Professor and Program Coordinator

August 2025 to present

Department of Business and Communication Studies

University of South Carolina-Beaufort

Bluffton, South Carolina

As Program Coordinator, I am responsible for the oversight and assessment of the Communication Studies curriculum.

Courses taught at USCB, both in-person and online:

- Introduction to Communication Studies (COMM B190)
- Writing Across Media Platforms (COMM B210)
- Media and Society (COMM B240)
- Communication Law (COMM B303)
- Introduction to Public Relations (COMM B328)
- Communication in Sports (COMM B342)
- Communication and Popular Culture (COMM B400)

Chair and Associate Professor
August 2018 to August 2025
Department of Communication
Charleston Southern University
Charleston, South Carolina

As Department Chair, I was responsible for the overall assessment and evaluation of the courses within the Department of Communication. The department averaged 86 majors annually since 2018, making it the fourth largest within the College of Humanities and Social Sciences and 13th among CSU's top twenty majors. Created and implemented both the learning outcomes for the department and the corresponding measures of assessment, which have been observed since 2018. Added courses in Social Media (COMM 120), Video Production (COMM 260), Communication Law (COMM 380), and Communication Ethics (COMM 450) to the department's catalog of offerings. Charged with writing the department's annual report for submission to the university. Successfully argued against the administration's proposed relegation of the major to a minor and the curricular move to a public relations-specific emphasis in 2024. Proposed and helped create a converged student media outlet, the *Buc News Network*, with the university's Office of Marketing and Communication. *BNN* officially launched in January 2025.

Courses taught at CSU, both in-person and online:

- Media Literacy and Criticism (COMM 115)
- Mass Media (COMM 214)
- Sports Communication (COMM 220)
- Multimedia Reporting and Writing (COMM 225)
- Multiplatform Editing (COMM 235)
- Multimedia Production (COMM 335)
- Advanced Reporting (COMM 325)
- Communication Law (COMM 380)
- Communication Ethics and Professional Development (COMM 450)
- Academic Internship (COMM 469/470)

Assistant Professor
August 2017 to August 2018
Department of Communication
Jacksonville State University
Jacksonville, Alabama

Courses taught at JSU, both in-person and online:

- Introduction to News (COM 315)
- Internet Production (COM 375)
- Communication Law (COM 380)
- Global Journalism and Ethics (COM 395)
- Internship (COM 491)

Assistant Professor/Adjunct Instructor
August 2014 to August 2018
Department of Communication
Charleston Southern University
Charleston, South Carolina

Courses taught at CSU, both in-person and online:

- Public Speaking (COMM 110)
- Media Literacy and Criticism (COMM 115)
- Mass Media (COMM 214)
- Sports Communication (COMM 220)
- Multimedia Reporting and Writing (COMM 225)
- Multiplatform Editing (COMM 235)
- Introduction to Public Relations (COMM 240)
- Advanced Reporting (COMM 325)
- Advanced Public Relations Writing (COMM 340)
- Media Criticism and Professional Development (COMM 450)
- Academic Internship (COMM 469/470)

Instructor/Assistant Professor

August 2006 to August 2014

Department of Communication

Berry College

Mount Berry, Georgia

Courses taught at Berry College:

- First-Year Seminar (BCC 100)
- Reporting and Writing (COM 301/250)
- Sports Communication (COM 225)
- Editing (COM 303)
- Multimedia Production (COM 305)
- Public Affairs Reporting (COM 306)
- Feature Writing (COM 322)
- Advanced Reporting (COM 323)
- Public Relations Writing (COM 380)
- Academic Internship (COM 496)
- Honors Thesis (HON 450 & 451)

Teaching Assistant

August 2003 to May 2004

The Grady College of Journalism and Mass Communication

The University of Georgia

Athens, Georgia

Courses assisted at UGA:

- Introduction to Production Basics (TELE 3210)
- Introduction to Telecommunications (TELE 3010)

PUBLICATIONS/PRESENTATIONS

Books (1)

Peterson, J. *Full Court Press: Mississippi State University, the Press, and the Battle to Integrate College Basketball*. Jackson, MS: University Press of Mississippi, September 2016.

Book Chapters (1)

Peterson, J. "A 'Race' for Equality: Print Media Coverage of the 1968 Olympic Protest by Tommie Smith and John Carlos," in *From Jack Johnson to LeBron James: Essays on Sports, Race, and the Media*, Chris Lamb (ed.), Lincoln, NE: University of Nebraska Press, January 2016.

Peer Refereed Journal Articles (5)

Peterson, J. "Flying Under the Radar: Wilbert Jordan, Jr., the Press, and the Integration of Mississippi Collegiate Athletics." *Southeastern Review of Journalism History* 6, no. 1, (Fall 2022/Winter 2023): 14-49.

Peterson, J. "A Closed Incident: Mississippi Newspaper Coverage of Jackson State College's 1956-57 Basketball Season." *Southeastern Review of Journalism History* 4, no. 1, (Spring/Summer 2021): 30-63.

Peterson, J. "Mississippi's Forgotten Son: Billy Barton and his Journalistic Battle for Redemption in the Closed Society." *American Journalism* 37, no. 1 (Winter 2020): 66-97.

Peterson, J. "'They Deserve a Stinging Defeat': Mississippi Newspaper Coverage of Jones County Junior College's Appearance in the Integrated 1955 Junior Rose Bowl." *American Journalism* 29, no. 2 (Spring 2012): 93-123.

Peterson, J. "A 'Race' for Equality: Print Media Coverage of the 1968 Olympic Protest by Tommie Smith and John Carlos." *American Journalism* 26, no. 2 (Spring 2009): 99-121.

Book Reviews (3)

Peterson, J. *The Freaks Came Out to Write: The Definitive History of The Village Voice, the Radical Paper That Changed American Culture*, by Tricia Romano, in *Southeastern Review of Journalism History*, in press.

Peterson, J. *Sam Lacy and Wendell Smith: The Dynamic Duo That Desegregated American Sports*, by Wayne Dawkins, in *American Journalism*, in press.

Peterson, J. *The Road to Madness: How The 1973-1974 Season Transformed College Basketball*, by J. Samuel Walker and Randy Roberts, in *The Journal of Southern History* 83, no. 4 (November 2017): 1020-1021.

Contributor (1)

Peterson, J. "John Carlos and Tommie Smith: Mexico City Olympics" in *America in the World, 1776 to the Present: A Supplement to the Dictionary of American History*, Edward J. Blum (ed.), Farmington Hills, MI: Charles Scribner's Sons, 2016.

Conference Paper Presentations (Refereed)

Peterson, J. (September 2025)

"Rebel with a Cause: Jimmie Robertson's editorship of *The Daily Mississippian*, 1961-1962." Paper presented at the American Journalism Historians Association Annual Convention. Long Beach, CA.

Peterson, J. (September 2023)

"I May Just Want to Take the Chance of Being Fired': Mississippi Southern's 1960-1961 Basketball Season, the Unwritten Law, and the Press." Paper presented at the American Journalism Historians Association Annual Convention. Columbus, OH.

Peterson, J. (June 2021)

"Savior of the Squared Circle: CM Punk's Televised Vilification of Faith." Paper presented at the 2021 Popular Culture Association National Conference. Virtual.

Peterson, J. (October 2019)

"Flying Under the Radar: Wilbert Jordan, Jr., the Press, and the Integration of Mississippi Collegiate Athletics." Paper presented at the American Journalism Historians Association Annual Convention. Dallas, TX.

Peterson, J. (October 2017)

"Mississippi's Forgotten Son: Billy Barton and his Journalistic Battle for Redemption in the Closed Society." Paper presented at the American Journalism Historians Association Annual Convention. Little Rock, AR.

Peterson, J. (October 2011)

"A Closed Incident: Mississippi Newspaper Coverage of Jackson State College's 1956-57 Basketball Season." Paper presented at the American Journalism Historians Association Annual Convention. Kansas City, MO.

Peterson, J. (October 2009)

"'They Deserve a Stinging Defeat': Mississippi Newspaper Coverage of Jones County Junior College's Appearance in the 1955 Junior Rose Bowl and Mississippi's First Brush with Integrated Athletics." Paper presented at the American Journalism Historians Association Annual Convention. Birmingham, AL.

Peterson, J. (October 2006)

“Full Court Press: Newspaper Coverage of the 1963 Mississippi State Basketball Team’s Participation in the NCAA Tournament and the Beginning of Integration in Southeastern Conference Athletics.” Paper presented at the American Journalism Historians Association Annual Convention. Wichita, KS.

Peterson, J. (August 2006)

“Education and Injustice: Mississippi Newspaper Coverage of Clyde Kennard and his Efforts to Integrate Mississippi Southern College.” Paper presented at the Association for Education in Journalism and Mass Communication 2006 Annual Conference. San Francisco, CA.

Peterson, J. (October 2005)

“Convicted in the Court of Public Opinion: Print Media Coverage of the 1968 Olympic Protest by Tommie Smith and John Carlos.” Paper presented at the American Journalism Historians Association Annual Convention. San Antonio, TX.

Peterson, J. (August 2001)

“Reality Television Goes Interactive: The Big Brother Television Audience.” Paper presented at the Association for Education in Journalism and Mass Communication 2001 Annual Conference. Washington, D.C.

Presentations & Speaking Engagements

Peterson, J. (April 2025), panelist

“Gen Z and Public Relations.” South Carolina Public Relations Society of America 2025 Mercury Awards, Charleston, SC.

Peterson, J. (March 2017)

“[Sports and Society: A Reflection of Values and Beliefs.](#)” TEDxYouth@Columbia, Columbia, SC.

Peterson, J. (August 2016), panelist

“Full Court Press: Mississippi State University, the Press, and the Battle to Integrate College Basketball.” Mississippi Book Festival, Jackson, MS.

Peterson, J. (October 2012)

“Full Court Press: How Mississippi Newspapers Helped Keep State College Basketball Segregated, 1955-1973.” Presentation in recognition of receiving Honorable Mention, The Margaret A. Blanchard Doctoral Dissertation Prize, the American Journalism Historians Association Annual Convention, Raleigh, NC.

Peterson, J. (October 2012), panelist

“Digital Media Convergence: A Curricular Model.” College Broadcasters, Inc. National Student Electronic Media Convention, Atlanta, GA.

Peterson, J. (February 2009), panelist

“When the Going Gets Weird, the Weird Turn Pro: Arthur Kaul’s Interpretation of Gonzo Journalism and the Work of Hunter S. Thompson.” Panel on literary journalism as a part of “Subverting the Dominant Paradigm: Celebrating the Legacy of Arthur J. Kaul,” The University of Southern Mississippi, Hattiesburg, MS.

Peterson, J. (February 2006)

“Education and Injustice: Mississippi Newspaper Coverage of Clyde Kennard and his Efforts to Integrate Mississippi Southern College.” Paper presented at the American Journalism Historians Association Southeast Regional Conference.

Panama City, FL.

Peterson, J. (February 2005), panelist

“New Technologies in the Classroom.” Panel for the Georgia Communication Association, Georgia College & State University, Milledgeville, GA.

RESEARCH AWARDS

2025

Honorable Mention, Wm. David Sloan Award for Outstanding Faculty Paper, “Rebel with a Cause: Jimmie Robertson’s editorship of *The Daily Mississippian*, 1961-1962.” Presented by the American Journalism Historians Association.

2017

Honorable Mention, The J. William Snorgrass Memorial Award for Outstanding Paper on a Minorities Topic, “Mississippi’s Forgotten Son: Billy Barton and his Journalistic Battle for Redemption in the Closed Society.” Presented by the American Journalism Historians Association.

2012

Honorable Mention, The Margaret A. Blanchard Doctoral Dissertation Prize, “Full Court Press: How Mississippi Newspapers Helped Keep State College Basketball Segregated, 1955-1973.” Presented by the American Journalism Historians Association.

2009

Winner, The J. William Snorgrass Memorial Award for Outstanding Paper on a Minorities Topic, “‘They Deserve a Stinging Defeat’: Mississippi Newspaper Coverage of Jones County Junior College’s Appearance in the 1955 Junior Rose Bowl and Mississippi’s First Brush with Integrated Athletics.” Presented by the American Journalism Historians Association.

2005

Honorable Mention, Robert Lance Memorial Award for the Outstanding Student Paper, “Convicted in the Court of Public Opinion: Print Media Coverage of the 1968 Olympic Protest by Tommie Smith and John Carlos.” Presented by the American Journalism Historians Association.

2001

Winner, Best Undergraduate Student Paper in the Entertainment Studies Division, "Reality Television Goes Interactive: The Big Brother Television Audience." Presented by the Association for Education in Journalism and Mass Communication.

FELLOWSHIPS, HONORS, & AWARDS

2009

Second place, New Teaching Ideas Competition, Newspaper Division, Association for Education in Journalism and Mass Communication for "Virtual Newsroom: Using Blogs and Wikis for Cross-course Collaboration."

2007

American Press Institute Storytelling Innovation Seminar, University of Minnesota School of Journalism. Funded by a \$2,000 grant through Berry College, this API seminar focused on the changing media landscape and how new technological innovations have forced a change in the way the journalist tells stories.

Teaching Fellow, School of Journalism, Indiana University

One of 20 educators selected nationally to participate in a five-day workshop that focused on the teaching of writing, reporting, and editing.

2005

Induction into Phi Kappa Phi (University of Southern Mississippi chapter), a national honors society devoted to the recognition of academic excellence.

2001

First runner-up, College Journalist of the Year for *The Colonnade* (Georgia College & State University), Southeast Journalism Conference.

First place, General Excellence for *The Colonnade* (Georgia College & State University), Georgia College Press Association.

First place, Most Improved for *The Colonnade* (Georgia College & State University), Georgia College Press Association.

First place, Community Service for *The Colonnade* (Georgia College & State University), Georgia College Press Association.

Student Leader of the Year 2000-2001, Georgia College & State University.

Mass Communication Student of the Year 2000-2001, Georgia College & State University

2000

Participant, 2000 Cox Institute's Management Seminar for College Newspaper Editors, The University of Georgia, Athens, GA.

1998

Recipient, Atlanta Press Club scholarship.

Second Place, Feature Article for *The Commuter* (Macon State College), Georgia College Press Association.

Second Place, Sports Article for *The Commuter* (Macon State College), Georgia College Press Association.

1997

First Place, Investigative News Article for *The Commuter* (Macon College), Georgia College Press Association.

First Place, News Article for *The Commuter* (Macon College), Georgia College Press Association.

GRANTS AWARDED

2007

Faculty Development Grant

Received a \$2,000 grant through Berry College for the American Press Institute seminar on Storytelling Innovations.

STUDENT RESEARCH

Carlo Perruzza, 2024. *Does the Journalist Consider the Audience?* Dissertation committee member, College of Education, Charleston Southern University.

Audra Frady, 2014. *Pinterest's Effects on Mothers: A Uses and Gratifications Analysis of Social Media*. Honors Thesis director, Berry College.

April Gunn, 2011. *Teen Girl Horror: Blood, Gore, Screaming, and Empowerment*. Honors Thesis committee member, Berry College.

Jessica Edwards, 2008. *The Discrimination of Knowledge: Book Publishing in a Digital Age*. Honors Thesis director, Berry College.

SERVICE TO DISCIPLINE

2023-present

Editorial Board, *Southeastern Review of Journalism History*

Reviewer, *American Journalism*

Reviewer, American Journalism Historians Association Annual Convention

2022

Reviewer, *University of South Carolina Press*

2013

Contributor, editing assignments on the companion website for the third edition of *Contemporary Editing* by Cecilia Friend.

2011

Reviewer, Association for Education in Journalism and Mass Communication Sports Communication Division.

2010

Reviewer, *The Journal of Sport and Media*

2007

Judge, American Press Institute design competition, Arts & Entertainment division.

SERVICE TO INSTITUTION

Charleston Southern University, August 2024-August 2025

- The College of Humanities and Social Sciences representative and Co-Chair, Faculty Welfare Committee
- Member, Liberal Arts Task Force
- Member, Academic Council
- Faculty Advisor, *Buc News Network*

Charleston Southern University, August 2023-August 2024

- The College of Humanities and Social Sciences representative and Chair, Faculty Senate
- Member, Strategic Planning Committee
- Member, Academic Council

Charleston Southern University, August 2022-August 2023

- The College of Humanities and Social Sciences representative and Chair, Faculty Senate
- Member, Vice President of Academic Affairs Search Committee
- Associate Member, Academic Council
- The College of Humanities and Social Sciences representative, Athletics Committee
- Contributing Editor, *CSU Magazine*

Charleston Southern University, August 2019-August 2022

- The College of Humanities and Social Sciences representative, Faculty Senate (served as vice chair for the 2021-2022 academic year)
- The College of Humanities and Social Sciences representative, Athletics Committee
- Associate Member, Academic Council
- Contributing Editor, *CSU Magazine*

Charleston Southern University, August 2018-August 2019

- The College of Humanities and Social Sciences representative, Athletics Committee
- Associate Member, Academic Council

Charleston Southern University, August 2016-August 2017

- The College of Humanities and Social Sciences representative, Admissions Committee
- Apple CORE Team
- The College of Humanities and Social Sciences representative, Curriculum Committee

Charleston Southern University, August 2015-August 2016

- The College of Humanities and Social Sciences representative, Admissions Committee
- Apple CORE Team

Charleston Southern University, August 2014-August 2015

- The College of Humanities and Social Sciences representative, General Education Committee

Berry College, August 2013-August 2014

- Faculty Advisor, Omicron Delta Kappa
- Evans School of Fine Art, Humanities, and Social Sciences representative, Faculty Development Committee
- Evans School of Fine Art, Humanities, and Social Sciences representative, Student Publications Board
- Evans School of Fine Art, Humanities, and Social Sciences representative, Instructional Technology Advisory Committee

Berry College, August 2012-May 2013

- Faculty Advisor, Omicron Delta Kappa
- Faculty Assembly representative, Student Life Council
- Evans School of Fine Art, Humanities, and Social Sciences representative, Faculty Development Committee
- Evans School of Fine Art, Humanities, and Social Sciences representative, Student Publications Board
- Evans School of Fine Art, Humanities, and Social Sciences representative, Instructional Technology Advisory Committee

Berry College, August 2011-May 2012

- Faculty Advisor, Student Government Association
- Faculty Advisor, Omicron Delta Kappa
- Faculty Assembly representative, Student Life Council
- Evans School of Fine Art, Humanities, and Social Sciences representative, Student Publications Board
- Evans School of Fine Art, Humanities, and Social Sciences representative, Instructional Technology Advisory Committee

Berry College, January 2011-March 2011

- Selection Committee, Leadership Fellows Scholarship

Berry College, August 2008-May 2010

- Evans School of Fine Art, Humanities, and Social Sciences representative, Writing Across the Curriculum Committee
- Faculty Assembly representative, Student Life Council.

SERVICE TO SCHOOL/DEPARTMENT

- Program Coordinator, Department of Business and Communication Studies, University of South Carolina-Beaufort, August 2025-present.
- Department Chair, Department of Communication, Charleston Southern University, August 2018-August 2025.
- Department of Communication representative, Charleston Southern University's First Look, 2018-present.
- Co-Advisor, Zeta Phi Eta, Beta Lambda Chapter, Jacksonville State University, January 2018-August 2018.
- Webmaster, Jacksonville State University, Department of Communication, August 2017-August 2018.
- Chair, Jacksonville State University Communication Department's Grievance Committee, August 2017-August 2018.
- Member, Jacksonville State University Communication Department's Publication Board, August 2017-August 2018.
- Communication and Theatre Department representative, Charleston Southern University's First Look, 2014-2017.
- Assisted with the creation and implementation of the Charleston Southern University Communication and Media Arts Department's new curriculum, including the formation of classes such as Media Literacy and Criticism (COMM 115), Sports Communication (COMM 220), Multimedia Reporting and Writing (COMM 225), Advanced Public Relations Writing (COMM 340), Multimedia Editing (COMM 235), and Media Criticism and Professional Development (COMM 450), which later became Communication Ethics and Professional Development.
- Assisted with the planning and implementation of the Berry College Communication Department's Sports Communication major.
- Assisted with the planning and implementation of the Berry College Communication Department's converged curriculum, including writing a comprehensive plan for the reconfiguration of Reporting and Writing (COM 301/COM 250).
- Lecturer, Berry College Communication Department, Firsthand Friday, 2007-2014. Provided a discussion on the benefits of getting a communication degree at Berry College to prospective students.
- Communication Department representative, Discover Berry, 2007-2014. Discussed the opportunities and benefits associated with attending Berry College and getting a degree in communication to prospective students.
- Judge, National Forensics Tournament, April 2007.

AFFILIATIONS/MEMBERSHIPS

- American Journalism Historians Association
- Popular Culture Association
- Phi Kappa Phi
- Omicron Delta Kappa

PROFESSIONAL EXPERIENCE

Publications and Marketing Coordinator, The College of Education and Psychology, The University of Southern Mississippi, Hattiesburg, Mississippi

Responsible for creating publications for use by the college's development officer in fundraising campaign and assisted in developing fundraising campaigns and marketing strategies for the college. Also created and maintained the college's bi-yearly newsletter and was responsible for assisting the university's public relations department on news releases about the employees of the college. (August 2004 to July 2006)

Education and Police Reporter, *The Daily Herald*, McDonough, Georgia

Served as the beat reporter for the 32 schools in the Henry County school system. Was also responsible for covering police departments in McDonough, Stockbridge, Locust Grove, and Hampton, Georgia. Wrote a weekly column for the newspaper and composed two to three feature articles a week. Also published in *The Daily Herald's* sister publication, *The News-Daily* in Jonesboro and the publications' multicounty weekend edition. (August 2001 to August 2002)

General Assignment Reporter, *The Macon Telegraph*, Macon, Georgia

Worked as a general assignment reporter for the Metro section of the *Telegraph* while serving an internship. Covered a wide variety of topics including breaking news, features, and arts and entertainment. (June 2001 to August 2001)

SPECIAL SKILLS

Software packages including Adobe InDesign, Photoshop, Dreamweaver, Blackboard, and Jenzabar.

REFERENCES (IN ALPHABETICAL ORDER)

Brian Carroll, Ph.D.
Professor, Department of Communication
Berry College
CB 299
Mount Berry, GA 30149-0299
Email: bc@berry.edu
Phone: 706.368.6944

David R. Davies, Ph.D.
Professor, School of Mass Communication and Journalism
The University of Southern Mississippi
CB 5162
Hattiesburg, MS 39406
Email: dave.davies@usm.edu
Phone: 601.266.6237

Amy King, Ph.D.
Professor of Communication
Savannah College of Art and Design
P.O. Box 2072
Savannah, GA 31402-2072
Email: amking@scad.edu
Phone: 704.609.7250

J. Patrick McGrail, Ph.D.
Professor, Department of Communication
Jacksonville State University
181 Self Hall
700 Pelham Road North
Jacksonville, AL 36265
Email: jmcgrail@jsu.edu
Phone: 256.782.8512