

## CURRICULUM VITA

**BERNARD R. MCCOY**

**2512 Calvert Street | Lincoln, Nebraska 68502 | Phone: 402.613.0614 | [bmccoy2@unl.edu](mailto:bmccoy2@unl.edu)**

### EDUCATION

Master of Arts, Telecommunications Management  
Michigan State University, December 1996, Concentrations: Convergence, The Internet  
Thesis: *TV, The Internet and Education*  
Bachelor of Science, Journalism, The University of Kansas, January 1979

### TEACHING EXPERIENCE

January 2006-present: Position: Professor, Graduate faculty  
University of Nebraska-Lincoln, Lincoln, Neb.  
College of Journalism and Mass Communications | Journalism

2006-2010: Kosovo Institute of Journalism and Communication, Prishtina, Kosovo  
Position: Visiting Associate Professor

2011: American University in Kosovo, thesis supervisor and reviewer

### Courses taught:

JOMC222: Social Justice, Human Rights and the Media, 2018-Present  
JOMC191: Trusting the News in a Hyper-Polarized Era, 2020-Present  
JOUR200A: Beginning Reporting, 2019-Present  
BRDC372: Broadcast News Writing and Videography, 2019-Present  
SPMC250: Beginning Sports reporting, 2020-Present  
JOMC134: Visual Communication Project, 2020-Present  
BRDC472: Advanced Broadcast News, 2019-Present  
JOMC132: Visual Communications, Video, Mobile, Audio, Photography, 2019-Present  
BRDC370: Broadcast News Writing, 2006-2018  
JOUR304: Multimedia Reporting 2014-2018  
BRDC369: News Videography, 2013-Present JOUR201: Editing 2- 2015-Present  
JOUR348: Real World I- 2014-Present  
JOUR350: NewsNetNebraska, 2006-Present  
JOMC491: State Games of America, 2015  
JOUR448: Real World II, 2015  
JOMC 487: Mass Media & Society, 2013-2014  
JOMC163: Visual Literacy Video, 2012-2013  
JOUR498: Special Olympics National Games, 2010  
JOUR101: Mass Media Principles, 2008-2012  
JGRD896: TV Production, 2010  
JOUR607: Newspaper and Web Production (Kosovo), 2007-2010  
JOUR605: Web Journalism (Kosovo), 2006  
JOUR204: Information Gathering, 2006-2007  
JOUR498: Germany Depth Reporting Project, 2010  
JOUR202: Beginning Reporting, 2006-2007  
JOUR498: Investigative Reporting/ Computer Assisted Reporting, 2006  
JGRD896: Story Telling for TV News, 2008

**Faculty Development:**

Content Analysis Methodology Training, Ad Fontes Media, Denver, Colorado, July 8-Sept. 23, 2020. A 10-week Media Analyst Training program that included methodology training and six-hours spent each week studying and rating news articles for bias and accuracy.

**Licensures and Certifications:**

Content Analysis Methodology, Ad Fontes Media  
Date Obtained: September 20, 2020

UNL Summer Institute of Online Training  
Date Obtained: August 12, 2020

Collaborative IRB Training Initiative (CITI) recertification, Sponsored by: UNL, IRB, IEC, ERB  
Date Obtained: June 2019

Collaborative IRB Training Initiative (CITI) recertification, Sponsored by: UNL, IRB, IEC, ERB  
Date Obtained: May 2016

Collaborative IRB Training Initiative (CITI) recertification, Sponsored by: UNL, IRB, IEC, ERB  
Date Obtained: May 2014

Computer Assisted Reporting, Sponsored by: Investigative Reporters and Editors  
Date Obtained: June 2006

UNL Peer Review of Teaching Project (PRTP), 2008-2009

UNL Advanced Peer Review of Teaching Project (PRTP), 2012-2013

**Curriculum development:**

2021; Created curriculum and syllabus for a 15-week News Literacy class that will be taught in the spring 2022 semester. The JOUR391 news literacy course is designed to teach students to exercise their power as citizens by becoming more perceptive news consumers. Armed with critical-thinking skills, a firm grasp of relevant history and practical knowledge about the news media, JOUR391 News Literacy students learn how to find the reliable information they need to make decisions, take action, make judgments and responsibly share information through social media.

2021; Revised curriculum development for broadcast sequence. Reversed 2018 merger of BRDC370 and BRDC371 broadcast writing and videography courses and updated syllabi to create two three-hour courses- one for audio news reporting, the other for video news reporting. This created more time for students to get experience learning how to report and tell stories using audio and video. This was approved by the broadcast/journalism sequence and overall CoJMC faculty.

2018; Revised curriculum development for broadcast sequence. Created a merged curriculum of our BRDC370 and BRDC371 broadcast writing and videography courses which combined two six-hour courses into one three hour course. It created more

flexibility for students to choose additional courses in the broadcast major and was approved by the broadcast/journalism sequence.

2015: Co-developer of curriculum for a multi-disciplinary State Games of America reporting and documentation course

2009-2010: NewsNetNebraska curriculum committee member

2009-2010: Principle of Mass Media curriculum committee member

2009-2010: Co-developer of curriculum for multi-disciplinary Special Olympics National Games reporting and documentation course

2006-2010: Kosovo Institute of Journalism and Communication. Helped develop the multimedia curriculum for the Web Journalism and Newspaper and Web Production courses taught to graduate students at KIJC.

2007-2007: International Depth Reporting Project: Germany co-curriculum developer and faculty supervisors of an award-winning hour-long documentary produced by CoJMC students who participated in the year-long depth reporting project that compared immigrant groups in the U.S. and Germany.

## RESEARCH ACTIVITIES

### MASTER'S THESIS

McCoy, B, (1996) [\*TV News, The Internet and Education: A Marketing Guide for Local Television Stations\*](#). Master's thesis, Michigan State University

### BOOK

McCoy, B (2014) [\*Digital Distractions: Student Uses of Digital Devices for Non-Classroom Purposes\*](#). LAP LAMBERT Academic Publishing, ISBN-10: 3846530514, ISBN-13: 978-3846530511

### BOOK CHAPTERS

Creswell, J., McCoy, B. (2011) "[\*The Use of Mixed Methods Thinking in Documentary Development\*](#)." McCoy and Creswell co-authored a chapter in the book [\*The Handbook of Emergent Technologies in Social Research\*](#), Oxford Press, a cross-disciplinary collaboration between award winning documentary producer Bernard McCoy and John W. Creswell, a UNL educational psychologist, author and global authority on the use of mixed methods research and analysis of emerging technologies that involve the Internet, social networking and wireless networks for the promotion and distribution of information. The book chapter examines the benefits of using mixed methods research to improve the impact and credibility of documentary films and videos.

### Papers Published

Five solo authored national research projects of mine have been published in the Journal of Media Education. [According to Google Scholar](#), my published articles have been cited 529 times.\* The Journal of Media Education is an editor-reviewed pedagogical journal published electronically four times each year by the Broadcast Education Association. It is the flagship

publication of the BEA. In 2011, I co-authored a chapter in a peer reviewed book that was published by the Oxford University Press.

According to PlumX Metrics via UNL's Digital Commons my research papers have been viewed more than 90,000 times and downloaded 62,6432 times at 3,963 institutions in 181 countries.

## PAPERS

McCoy, B., ["Student Perceptions of Remote Learning During the COVID-19 Pandemic"](#) (2021) McCoy, Barney R (Principal Investigator) Description: A national survey examining "Student Perceptions of Remote Learning During the COVID-19 Pandemic." Manuscript published in the July, 2021 edition of *The Journal of Media Education*.

McCoy, B., University of Nebraska-Lincoln (2020) [Gen Z and Digital Distractions in the Classroom: Student Classroom Use of Digital Devices for Non-Class Related Purposes](#). Manuscript published in the April, 2020 edition of *The Journal of Media Education*.

McCoy, B., University of Nebraska-Lincoln (2016) [Digital Distractions in the Classroom Phase II: Student Classroom Use of Digital Devices for Non-Class Related Purposes](#). Manuscript published in the January, 2016 edition of *The Journal of Media Education*.

McCoy, B., University of Nebraska-Lincoln (2015) [2014 Journalism Graduate Skills for the Professional Workplace: Expectations from Journalism Professionals and Educators](#). Manuscript published in the April, 2015 edition of *The Journal of Media Education*.

McCoy, B., University of Nebraska-Lincoln (2014) [Digital Distractions in the Classroom: Student Classroom Use of Digital Devices for Non-Class Related Purposes](#). Manuscript published in the January, 2016 edition of *The Journal of Media Education*.

McCoy, B., Renaud, J., Struthers, A., Wagler, A., Baker, J., University of Nebraska-Lincoln (2011) [Working with Students, Student Perceptions of Public Relations and Journalism: A Pilot Study of Attitude Shifts through Curriculum Innovation](#). Manuscript published in the October, 2011 edition of *The Journal of Media Education*.

McCoy, B., Mitchell, N., Bender, J. (2006) *Campaign spending big bucks don't guarantee victory*. A campaign spending analysis of the 2006 U.S. Senate races find the Nelson-Ricketts contest in Nebraska was one of the most expensive per capita campaigns in America. The statistical analysis and report was published and distributed by the *Associated Press* and picked up by newspapers across Nebraska and USA Today.

## Creative: Documentary and long form reporting

My documentary and long form reporting work has been substantive, peer-reviewed, and a recipient of international, national and regional awards. They have been viewed or listened to by hundreds of thousands of people. They are truly collaborative arts that have involved many talented and creative collaborators. Ultimately though, I have been responsible for most of the work and major decisions in these projects. A writer/director/producer/ of a documentary or long form report must not only get the story right, but clearly form the aesthetics of the story too. It's "boots on the ground" work. There are no typesetters or book designers to decide the type face or organize the layout of my work.

Several years as a professional broadcast, print and web journalist have allowed me to report and produce long form and investigative reports. In 2006, my focus shifted to documentary production when I began teaching in the College of Journalism and Mass Communications. Since then, I have spent an estimated 5,000 hours working as a producer, director and associate producer on four hour-long documentaries and several long form radio and television reports that aired on television stations and

cable networks, screened in Nebraska, Missouri, Kansas, Michigan, Ohio, Illinois, North Carolina, Texas, Idaho, and California, and distributed on Amazon Prime Video.

## PROFESSIONAL EXPERIENCE

2021, Nebraska Public Media, Kansas Public Radio, researched, produced, reported and narrated [a radio and multimedia report](#) examining the role of live music during the Golden Era of radio and its resurgence on streaming digital venues during the COVID-19 pandemic.

2021, Nebraska Public Media, Radio long-form report on a Lincoln mom and teacher's unique approach to dealing with the COVID-19 pandemic. "*Pandemic Porch Concerts Use Music to Chronicle Highs and Lows*"  
<https://nebraskapublicmedia.org/en/news/news-articles/pandemic-porch-concerts-use-music-to-chronicle-highs-and-lows/>

2021, Nebraska Public Media, Radio long-form report. *Navy Sailor Louis Tushla Brought Home to Nebraska*"  
<https://nebraskapublicmedia.org/en/news/news-articles/navy-sailor-louis-tushla-brought-home-to-nebraska/>

2021, Nebraska Public Media, Radio long-form report "*Unidentified Remains of U.S. Service Members Reinterred in Hawaii as Offutt Project Winds Down*"  
<https://nebraskapublicmedia.org/en/news/news-articles/unidentified-remains-of-us-service-members-reinterred-in-hawaii-as-offutt-project-winds-down/>

2020, The Omaha World-Herald, researched, wrote and co-authored a Sunday feature article with historian Mitchell Yockelson titled "[Smuggle a lion: A Nebraskan's unusual post-World War II mission.](#)" The article detailed an operation put into motion by General Dwight D. Eisenhower in 1945 in the months following Germany's surrender in WWII. The operation helped Denmark recover its most historic war memorial, a 4-ton statue the Germans had held as war booty for 80 years. Colonel Barney Oldfield, a Nebraska-born U.S. Army public affairs officer, spearheaded the bronze statue's repatriation. Calling it one of his strangest experiences in "peace or war," Oldfield wrote that the Isted Lion held the same "emotional, sentimental and patriotic meaning" for the Danes that the Statue of Liberty had for Americans.

2019, NET, Nebraska Public Telecommunications, [Nebraska Stories| D-Day and the Oldfield Effect](#), researched, reported, produced and narrated a television magazine report on the war correspondents recruited by Nebraskan and US Army press officer Barney Oldfield, including Omaha's Bob Reuben, a Reuters news correspondent. Reuben was the first journalist to land in Normandy and the first correspondent to file a news report with a Normandy dateline, sent by carrier pigeon to Barney Oldfield 150 miles away.

2017-2018, NET, Nebraska Public Telecommunications, [Black Jack Pershing: Love and War](#). A 5-year research and production effort in which I raised grant funding, researched, reported, produced and directed an [award-winning](#) one-hour long documentary on WWI General John J. Pershing's life and his historic contributions. The documentary has been broadcast multiple times on NET television in Nebraska, KCPT Public Media in Kansas City, Missouri, and was distributed on [Amazon Prime Video](#).

2016, NET, Nebraska Public Telecommunications, The [Legacy of John J. Pershing](#). Researched, reported, produced and narrated a long-form television report on WWI General Pershing's Nebraska connection.

2015, NET Nebraska Public Radio, I produced, researched, reported and narrated [a radio and multimedia report](#) on WWI General John Pershing's Nebraska connection.

2015, KRNU 90.3 FM, I produced, researched, [reported and narrated a 9:00 radio report](#) on WWI General John Pershing's Nebraska connection. The report won an award of merit from the Midwest Broadcast Journalists Association's 2014 Eric Sevareid Award for radio documentary reporting.

2013, As a member of a Nebraska Press Association group of journalists who visited Turkey, produced a series of [reports](#) and [was interviewed](#) on the free press challenges Turkish journalists face when reporting in their own country. The Turkish government has actively suppressed a free and independent press and jailed many journalists. One of my Turkish reports won the Broadcast Education Association's [2014 Festival of Arts Best of Competition Award](#) in the feature radio category and the Midwest Broadcast Journalists Association 2014 Eric Sevareid Award for hard news feature radio reporting.

2013, Produced a [public radio report](#) on the 50<sup>th</sup> anniversary of Mutual of Omaha's Wild Kingdom program and interviewed the historic TV program's creator and co-stars of the television show. The report won an Eric Sevareid Award in 2014.

2011, KCTV-TV CBS, Kansas City, Missouri. Contributing reporter for a one-hour news special on the 30<sup>th</sup> anniversary of the July 17<sup>th</sup>, 1981, Hyatt Regency skywalk collapse. The tragedy was the worst structural failure in U.S history until the 9/11 attacks. I originally reported on the 1981 collapse that killed 114 people and injured 200 others. Thirty years later, I contributed a lead report for a KCTV5 news special that explains what happened the night the skywalks fell. It featured interviews with the emergency medical response doctor who directed the triage operation, survivors, rescue workers, the hotel's architect and former Kansas City, Missouri, mayor Richard Berkley. Besides working with the CBS affiliate to locate and identify archival materials and interview guests for the television special, I was interviewed for a segment in the news special regarding my own experience covering the disaster as the TV station's first reporter on the scene.

2011, NET Nebraska Public Radio, I produced, reported, edited and narrated a [long-form multimedia report](#) on the [Squaw Creek wildlife refuge](#) and its history as a major migratory stopover point for millions of birds and waterfowl each year. Most people mark the passage of time with watches and calendars, but migrating birds mark time by cold and warmth and length of day. It tells them when to begin their migrations across North America. Just east of Rulo, Neb., Squaw Creek National Wildlife Refuge is a major stopover for those migrating birds.

2011, *Kansas City Star*, KCStar.com, Contributing reporter to the KCStar.com website on Missouri River flooding in Iowa, Nebraska and Missouri. Also contributed video interviews for a special KCStar.com website commemorating the Hyatt Regency hotel skywalk collapse in Kansas City, Mo., on July 17<sup>th</sup>, 1981.

2010-2011, *Demand Media*, Santa Monica, California. Freelance writer. I wrote 20 news and feature articles for *Demand Media*. Topics ranged from [The Definition of a Flu Epidemic](#) and [Why Company Goals Are Important](#), to the [History of Lumber Mills in Humboldt County, California](#), and [Grand Canyon Hiking Vacations](#). The online media company creates online content seen by millions of consumers each month based on a combination of measured consumer demand and also provides social media platforms to existing large company websites such as *USAToday* and the Hearst newspaper chain.

2006-2008, WOSU Media, Columbus, Ohio. Contributing director/producer. I directed, researched, wrote, narrated and produced the award-winning documentary "*They Could Really Play the Game*" for broadcast on WOSU-TV, the public television station in Columbus, Ohio. WOSU aired the program 15 times over two of its services: WOSU HD and WOSU PLUS. The largest viewership came during the premiere broadcast. Ratings indicate 40,923 people were watching that show. In 2011, I signed a distribution agreement with NET, Nebraska's Public Television network, to broadcast my documentary "*They Could Really Play the Game*" and to make it available for video-on-demand customers of Cox and Time-Warner cable franchises across the state.

2006-2010, Kosovo Institute of Journalism and Communication. Visiting faculty. I taught classes at the Kosovo Institute of Journalism and Communications (KIJAC), helped design course curriculum and

helped establish the content management system used by graduate students to post content they produced on the KIJACNews.net website. The aim of the KIJAC project was to build a Graduate School of Journalism with Norwegian Government funding in the post-war years that followed the 1998-99 Kosovo War. The school's intention before funding subsided was to meet European standards of higher education and enable Kosovan scholars to get PhD's at international universities in order to become KIJAC professors.

2007-2011, NET Nebraska, Lincoln, Nebraska. Contributing producer/reporter. I produced, researched and co-wrote the documentary "*Exploring the Wild Kingdom*" with editor/videographer Bruce Mitchell and writer/researcher Carol Cornsilk for broadcast on NET, Nebraska's public television network.

2006-2007, I worked with students in the University of Nebraska-Lincoln's College of Journalism and Mass Communications to co-write and co-produce the documentary "*Breaking Down Barriers*" which was edited and broadcast on NET. It won the 2008 Robert F. Kennedy Journalism Award for best student documentary.

1999-2006, WBNS-TV (CBS), Columbus, Ohio. Anchor, investigative reporter, technology reporter. Served as a weekend evening news anchor for the CBS affiliate with reporting assignments in New York, Washington, D.C., Los Angeles, Calif., Atlanta, Ga., Las Vegas, Nev., Germany, Hungary, the Netherlands and Oman. As an investigative reporter for the station, I won five Emmy awards from the National Academy of Television Arts and Sciences. I contributed to the station's award-winning on-scene coverage of the September 11, 2001, terrorist attacks in New York City as well as filing hundreds of reports as the station's technology reporter from 2000-2003.

2001-2008, The *Columbus Dispatch*, Columbus, Ohio. Contributing reporter/writer. As a contributing writer and reporter for Central Ohio's largest daily newspaper, I authored 55 consumer, investigative, feature and general assignment reports for the newspaper. ([2004 Circulation: Columbus Dispatch Daily-259,127 Sunday-371,551](#))

1993-1996, WILX-TV (NBC), Lansing, Michigan. Anchor, reporter. Served as a weekday evening news anchor for the NBC affiliate. Besides anchoring the 6 and 11 p.m. newscasts, I reported from Atlanta, Ga., Orlando, Fla., Germany and Bosnia.

1989-1993, WKBD-TV (Fox), Detroit, Michigan. Anchor, reporter. Served as weekday evening news anchor for the Fox affiliate with reporting assignments in New York, Washington, D.C., and Saudi Arabia during "Operation: Desert Shield." As a reporter for the station, I won a "Best Reporter" Emmy award from the National Academy of Television Arts and Sciences for a series of reports on AIDS. My weekly series of "Earthworks" environmental reports were also honored with two "Best Reporting" awards from the Michigan United Conservation Club.

1980-1989, KCTV-TV (CBS), Kansas City, Mo. Anchor, reporter. Served as weekend evening news anchor for the CBS affiliate from 1987-1989. During this formative period, I was the station's primary weekday night side reporter. Besides state and local assignments, I reported in New York, Washington, D.C., New Orleans, La., Baltimore, Md., and Helena, Mont. As a reporter for the station, I won numerous journalistic citations from the *Associated Press*, United Press International, the Kansas City Press Club and the Kansas and Missouri Broadcasters Associations. I distinguished myself with my live reporting from the Hyatt Regency Hotel skywalk collapse, the deadliest structural collapse in U.S. history, in July, 1981.

1979-1980, WIBW-TV (CBS) Topeka, Kansas. Anchor, producer, reporter, videographer. Served as weekday morning news anchor for the CBS affiliate. I also served as a videographer, reporter and producer at the station while filing news reports for radio and television. I distinguished myself with a series of investigative reports on a religious cult which critics claimed the group used deceptive recruitment techniques and strict conformity requirements for members attending its campus in Emporia, Kan.



## **Publications:**

### **Documentary projects:**

Current, "The Oldfield Effect: The first D-Day Journalists" I am researching, reporting and producing a "Nebraska Stories" report for Nebraska public television. The story is about Nebraskan Barney Oldfield and his World War II role as an Army public information officer to recruit and train six journalists who parachuted into Normandy, France with U.S. Army Airborne Infantry troops hours before Allied troops stormed ashore on June 6, 1944.

2017-2018. "[Black Jack Pershing: Love and War](#)" began broadcast on Nebraska and Missouri public television stations in November, 2017. A 2018 winner of a national Sigma Delta Chi journalism award, the documentary has screened at the National Archives and Records Administration in Washington, D.C, the GI Film Festival in San Diego, the Kansas International Film Festival and National WWI Museum in Kansas City, the San Francisco Film Festival and dozens of other national venues.

National distribution of the documentary began on Amazon Prime Video in early 2018. I am producer/director of the project which introduces audiences to General John J. Pershing, who commanded U.S. troops in World War I.

Pershing tipped the balance of the war in favor of the Allies. By doing so, he helped open the door for America's ascendancy as a 20th century superpower. Production budget on the 4-year project was \$250,000. The documentary has been endorsed by the U.S. WWI Centennial Commission.

Today, few Americans know about Pershing's devastating tragedy that took the lives of his wife and three daughters. Few Americans know what huge obstacles Pershing faced and overcame to help turn the World War I battle tide. Ultimately, Pershing persevered and positioned America's military as a respected global force. He memorialized American sacrifices on foreign soil, and mentored the generation of military leaders who guided America in World War II.

Drawing from primary and secondary source archival materials, new insights from America's leading military historians, and a Pershing family member, this documentary reframes Pershing's critical role as commander of the American Expeditionary Forces in World War I. Production support: Nebraska Educational Telecommunications. Produced by Bernard R. McCoy, Painted Rock Productions, LLC.

2013, [They Could Really Play the Game: Reloaded](#), McCoy, B., Mitchell, B., Hedrick, C. I was producer/director and did most of the work on this updated documentary project. I directed, researched, produced, wrote and narrated the one-hour documentary and worked with editor Chris Hedrick, videographer Bruce Mitchell, Brad Richmond and Eric Smith. The documentary, which involved four production trips to Ohio and Kansas City, Missouri over a three year period, is about a 1950's basketball team whose star player and fiery coach captured America's imagination, helped restore college basketball's tarnished reputation, and saved their struggling college from financial ruin. Finally the star player is recognized by induction into the National Association of Intercollegiate Athletics Basketball Hall of Fame. Produced by Bernard R. McCoy, Painted Rock Productions, LLC. Production support: WOSU Public Media. This documentary received:

- Public screenings at Rio Grande University, Rio Grande, Ohio
- Broadcast on the Nebraska Educational Telecommunications (NET) network, WOSU public television, Columbus, Ohio, WOUB public television in Athens, Ohio
- Documentary, 2013. Ohio Valley regional Emmy Award nomination, 2013
- Canada International Film Festival Award, 2015, Excellence in Documentary making



2008, [They Could Really Play the Game](#), McCoy, B., Mitchell, B., Hedrick, C. I was in charge and did most of the work on this original version of the project. I directed, researched, produced, wrote and narrated the one-hour documentary and worked with editor Chris Hedrick and videographer Bruce Mitchell. The documentary, which involved five production trips to Ohio over a three year period, is about a 1950's basketball team whose star player and fiery coach captured America's imagination, helped restore college basketball's tarnished reputation, and saved their struggling college from financial ruin. Production support: WOSU Public Media.

This documentary received:

- Public screenings at the Mary Riepma Ross Media Arts Center in Lincoln, Neb., and Rio Grande University, Rio Grande, Ohio
- Broadcast on the Nebraska Educational Telecommunications (NET) network, WOSU public television, Columbus, Ohio, WOUB public television in Athens, Ohio
- Shown to attendees of the 2010 National Association of Intercollegiate Athletics (NAIA) National Basketball Championship in Kansas City, Mo.
- Scheduled portions of the documentary will be shown to attendees of the NAIA's Hall of Fame Induction ceremony in March 2012 in Kansas City, Mo.
- Broadcast Education Association Best of Competition Award, Faculty Long-Form Documentary, 2009. [Blind peer and jury review. Acceptance rate: 9.1 percent.](#)
- Ohio Valley regional Emmy Award nomination, 2009
- Las Vegas International Film Festival Golden Ace Award, 2009 [Blind peer and jury review. Acceptance rate: 3.9 percent](#)

2008, [Exploring the Wild Kingdom](#), McCoy, B., Mitchell, B., Cornsilk, C. (2008). I was the producer, co-writer and researcher with co-writer/researcher Carol Cornsilk and videographer/editor Bruce Mitchell of a documentary that explored the history and impact of "Mutual of Omaha's Wild Kingdom," the most popular wildlife program in television history and the program's Nebraska-born creator Don Meier. Production support: NET Nebraska. The documentary, involved extensive film archival retrieval, three production trips to Illinois, one to Colorado and one to New York over a three year period,

This documentary received:

- Public screenings at the Mary Riepma Ross Media Arts Center in Lincoln, Nebraska and the Lake Michigan Film Festival in East Lansing Michigan [Blind peer and jury review.](#)
- Public screening, Kansas City Jubilee Film Festival in Kansas City, Missouri [Jury review. Acceptance rate: 30.3 percent](#)
- Broadcast on the Nebraska Educational Telecommunications (NET) network and WTTW public television in Chicago, Illinois
- Broadcast Education Association Award of Excellence, Faculty Long-Form Documentary, 2010 [Blind peer and jury review. Acceptance rate: 14.3 percent](#)
- Heartland regional Emmy Award nomination, 2009
- Finalist, Las Vegas International Film Festival Golden Ace Award, 2009 [Acceptance rate: 7.9 percent](#)
- Northwest Broadcast News Association, Eric Sevareid Award of Merit, documentary, 2009

### **Television projects:**

2019, NET, Nebraska Public Telecommunications, [Nebraska Stories| D-Day and the Oldfield Effect](#), researched, reported, produced and narrated a television magazine report on the war correspondents recruited by Nebraskan and US Army press officer Barney Oldfield, including Omaha's Bob Reuben, a Reuters news correspondent. Reuben was the first journalist to land in Normandy and the first correspondent to file a news report with a Normandy dateline, sent by carrier pigeon to Barney Oldfield 150 miles away.

2016, NET, Nebraska Public Television, The [Legacy of John J. Pershing](#). Researched, reported, produced and narrated a long-form television report on WWI General Pershing's Nebraska connection.

2011, [Catastrophe on the Skywalks: 30 Years After the Fall](#). *What Happened That Night 30 Years Ago*, McCoy, B., Smith, E., Rhodes, R., (2011) Produced, wrote and narrated this long-form television report for an hour-long news special on KCTV5, the CBS affiliate in Kansas City, Mo. The report explains what happened the night of the Hyatt Regency skywalk collapse on July 17th, 1981. My lead report in the program examined America's worst structural collapse and utilized detailed archival materials, government records, witnesses and expert accounts.

- Broadcast on KCTV5, (CBS) and KSMO-TV, Kansas City, Mo.

### **Web-based projects:**

2018, "[Black Jack Pershing: Love and War](#)." PBS Learning Media. A website I co-produced with NET Public Media for PBS. It offers teachers for grades 9-12 lesson and teaching materials on General Pershing and World War I.

2018, "[Multimedia Countdown: 100 days to the 100<sup>th</sup> Anniversary of the WWI Armistice](#)" An award-winning webpage I produced featuring a wide variety of multimedia content on World War I. Each day in the 100 days leading up to the armistice anniversary I added new entries to the webpage.

2011, *Missouri River floodwaters threaten southwest Iowa town*, KCStar.com. I reported, produced photos and video and audio interviews in a streaming audio/video report for the KCStar.com website on flooding threats to the town of Hamburg, Iowa.

2008-2011, *Journalcetera blog*, <http://barneymccoy.wordpress.com/>, ongoing journalism and reporting. I edit and publish Journalcetera, a substantive blog updated with original reporting, thoughts about journalism, politics, the environment and society. JournalCetera receives up to a thousand visitors a day.

### **Long-form radio reporting projects:**

2022, Nebraska Public Media, Radio long-form report "*Unidentified Remains of U.S. Service Members Reinterred in Hawaii as Offutt Project Winds Down*"  
<https://nebraskapublicmedia.org/en/news/news-articles/unidentified-remains-of-us-service-members-reinterred-in-hawaii-as-offutt-project-winds-down/>

2022, Nebraska Public Media, Radio long-form report on a Lincoln mom and teacher's unique approach to dealing with the COVID-19 pandemic. "*Pandemic Porch Concerts Use Music to Chronicle Highs and Lows*"

<https://nebraskapublicmedia.org/en/news/news-articles/pandemic-porch-concerts-use-music-to-chronicle-highs-and-lows/>

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<https://nebraskapublicmedia.org/en/news/news-articles/navy-sailor-louis-tushla-brought-home-to-nebraska/>

2015, NET Nebraska Public Radio, I produced, researched, reported and narrated [a radio and multimedia report](#) on WWI General John Pershing's Nebraska connection.

2015, KRNU 90.3 FM, I produced, researched, [reported and narrated a 9:00 radio report](#) on WWI General John Pershing's Nebraska connection. The report won an award of merit from the Midwest Broadcast Journalists Association's 2014 Eric Sevareid Award for radio documentary reporting.

2013, As a member of a Nebraska Press Association group of journalists who visited Turkey, I [produced a series of reports](#) and [was interviewed](#) on the free press challenges Turkish journalists face when reporting in their own country. The Turkish government has actively suppressed a free and independent press and jailed many journalists. One of my Turkish reports won the Broadcast Education Association's [2014 Festival of Arts Best of Competition Award](#) in the feature radio category and the Midwest Broadcast Journalists Association 2014 Eric Sevareid Award for hard news feature radio reporting.

2013, I produced a [public radio report](#) on the [50<sup>th</sup> anniversary of Mutual of Omaha's Wild Kingdom program](#) and interviewed the historic TV program's creator and co-stars of the television show. The report won an Eric Sevareid Award in 2014.

2011, NET Nebraska Public Radio, I produced, reported, edited and narrated a [long-form multimedia report](#) on the [Squaw Creek wildlife refuge](#) and its history as a major migratory stopover point for millions of birds and waterfowl each year. Most people mark the passage of time with watches and calendars, but migrating birds mark time by cold and warmth and length of day. It tells them when to begin their migrations across North America. Just east of Rulo, Neb., Squaw Creek National Wildlife Refuge is a major stopover for those migrating birds.

2010, [Kosovo Elections: Democracy in Transition](#), McCoy, B., I produced, wrote, narrated and edited this long-form radio report for NET radio on the upcoming December 2010 national elections in Kosovo and the political, social and economic challenges facing Europe's newest democracy. Most of the interviews were conducted in Kosovo in 2010.

- Broadcast on the Nebraska Educational Telecommunications (NET) radio network.
- Broadcast Education Association, Best of Competition Award, Faculty Radio Hard News, 2011. [Acceptance rate: 33.3 percent.](#) [Blind peer and jury review.](#)

### **Published work in print and on the web:**

2020, The Omaha World-Herald, I researched, wrote and co-authored a Sunday feature article with historian Mitchell Yockelson titled ["Smuggle a lion: A Nebraskan's unusual post-World War II mission."](#) The article detailed an operation put into motion by General Dwight D. Eisenhower in 1945 in the months following Germany's surrender in WWII. The operation helped Denmark recover its most historic war memorial, a 4-ton statue the Germans had held as war booty for 80 years. Colonel Barney Oldfield, a Nebraska-born U.S. Army public affairs officer, spearheaded the bronze statue's repatriation. Calling it one of his strangest experiences in "peace or war," Oldfield wrote that the Isted Lion held the same "emotional, sentimental and patriotic meaning" for the Danes that the Statue of Liberty had for Americans.

2011, *The Use of Mixed Methods Thinking in Documentary Development*, John W. Creswell and Bernard Rogers McCoy, University of Nebraska-Lincoln  
A contributed chapter for Hesse-Biber, S., *The handbook of emergent technologies in social research*. Oxford: Oxford University Press. This book chapter describes the effective role of mixed methods research in documentary film making. As a case study, the chapter reviews the use of mixed methods research in the award-winning student documentary *"Breaking Down Barriers."*

2011, [Grand Canyon Hiking Vacations](#), *USAToday, Demand Media*. McCoy, B. No description of Grand Canyon National Park can match the stunning reality of seeing it in person. For some, bearing witness to the Grand Canyon's majestic scenery means hiking some of its 1.2 million acres.

2011, [State Parks in Lockhart, Texas](#), *USAToday, Demand Media*. McCoy, B. There's only one state park located in Lockhart, Texas. However, two other state parks are just a half hour's drive from the town. The three parks share a common bond: All were built to some extent by the Civilian Conservation Corps, a federal work relief program created during the Great Depression of the 1930s that hired unemployed men to build and revitalize parks across the country.

2010, [Why Company Goals Are Important](#), *Demand Media, eHow.com*, McCoy, B. Most companies set goals to better compete, be profitable, more productive and define their purpose. Goal setting is important because it allows companies to identify their intentions, objectives and priorities so that they can be turned into measurable performance.

2010, [The Definition of a Flu Epidemic](#), *Demand Media, eHow.com*, McCoy, B. According to the World Health Organization (WHO), a flu epidemic happens when there are more cases of the disease than normal. Flu epidemics normally happen during the winter in temperate areas of both hemispheres. Flu epidemics sometimes evolve into flu pandemics. A pandemic is defined by WHO as a worldwide spread of a disease for which there is little or no immunity in the human population.

2010, [Pet Insurance With No Pre-Existing Conditions](#) *Demand Media, eHow.com*, McCoy, B. Just as human healthcare costs have risen dramatically in the past decade, so have costs for [pet](#) healthcare. In 2009, Americans spent an estimated \$45.4 billion on their [pets](#), according to the American [Pet](#) Products Association. More than a quarter of those pet costs paid for veterinary care.

2010, [Nebraska Game Parks Fishing](#), *Demand Media, eHow.com*, McCoy, B. The Nebraska Game and Parks Commission says the state has quite a unique fishing profile. There is great geographical diversity reflected in our fish and wildlife. The biggest challenge may be deciding in which of the state's 450 public lakes, rivers, reservoirs and streams to cast your fishing line.

2010, [Online Ohio Fishing License](#), *Demand Media, eHow.com*, McCoy, B. Ohio has hundreds of retail outlets that sell fishing licenses. You can buy them from authorized fish license vendors in every Ohio county, according to the Ohio Department of Natural Resources (ODNR). Or you can get your fishing license online.

2010, [Information on Fishing in Colorado](#), *Demand Media, eHow.com*, McCoy, B. From crystal-clear mountain lakes to high plains reservoirs, Colorado offers fishing enthusiasts variety and scenery. According to the Colorado Division of Wildlife (DOW), anglers have opportunities to catch 35 species of fish across the state. The "Rocky Mountain State" offers 6,000 miles of streams and more than 2,000 lakes and reservoirs where fishermen can cast for trout, walleye, bass, tiger muskie, sunfish, catfish and more.

2010, [Walleye Fishing in Garrison, Minnesota](#), *Demand Media, eHow.com*, McCoy, B. The walleye is Minnesota's official state fish. According to the Minnesota Department of Natural Resources (MDNR), walleye are also what fishermen seek most on the state's 5,400 public lakes.

2010, [Minnesota Fishing in July](#), *Demand Media, eHow.com*, McCoy, B. Known as the "Land of 10,000 Lakes," Minnesota has some of America's best summer fishing opportunities. The Minnesota Department of Natural Resources (MDNR) says fishing opportunities peak in July, when excellent weather and fishing conditions intersect.

2010, [Fishing in Sequim, Washington](#), *Demand Media*, eHow.com, McCoy, B., Sequim, Washington is bordered by the majestic Olympic Mountains to the south and the Pacific Ocean's Strait of Juan de Fuca to the north. This coastal city, pronounced "Skwim," is known for the tasty Dungeness crab that comes from Dungeness Bay.

2009, *Broadcast News Writing -A portfolio for the Peer Review of Teaching Project*, Bernard Rogers McCoy, University of Nebraska-Lincoln, <http://tinyurl.com/r2h9xl>

2008, *A team for the ages*, *Associated Press*, *The Columbus Dispatch*, Columbus, Ohio, November 16, 2008, Bernard McCoy (University of Nebraska-Lincoln)-Feature article-For more than five decades, the legend of Clarence "Bevo" Francis has loomed large over the little college he helped make famous. He still holds national basketball scoring records. And the clay miner's son, nicknamed for his dad's favorite beer, Francis still shows up in headlines 56 years after putting up national scoring titles for the Rio Grande College Redmen. But often lost in the legend is the story about the incredible supporting roles Bevo's teammates and coach played in creating a team that saved their college from bankruptcy.

2006, *Campaign spending big bucks don't guarantee victory*, December 2006, Bernard McCoy, Nancy Mitchell, John Bender. A campaign spending analysis of the 2006 U.S. Senate races finds the Nelson-Ricketts race in Nebraska was one of the most expensive per capita campaigns in America. The analysis and report were picked up and distributed by the *Associated Press*.

2006, ONE LIVED, *The Columbus Dispatch*, Columbus, Ohio, November 26, 2006: Bernard McCoy (University of Nebraska-Lincoln).The sole survivor of a Great Lakes shipwreck recounts the harrowing details and how it changed his life.

2005, OSU URGED TO ADD MORE DORM SPRINKLERS, *The Columbus Dispatch*, November 8, 2005: Bernard Rogers McCoy (WBNS-TV). Ohio State University occupies last place in a ranking that could have far greater consequences than a failed bid for a national championship, fire-safety experts warn.

2005, OSU MAILING A POLITICAL PLUG, CRITICS SAY, *The Columbus Dispatch*, October 18, 2005: Bernard Rogers McCoy (WBNS-TV). Ohio State University engaged in partisan politics by distributing a school fundraising letter that spotlights an alumnus running for Columbus City Council, the Ohio Democratic Party says.

2005, SCHOOL DEFECTS RAISE QUESTIONS, *The Columbus Dispatch*, May 15, 2005: Bernard Rogers McCoy (WBNS-TV). Nine months after dedicating the \$48 million complex, officials of Waverly schools are grappling with uneven floors and various heating and cooling problems that have required more than \$160,000 in repairs.

2005, OPIATE-RELATED DEATHS ON THE RISE IN COUNTY, *The Columbus Dispatch*, March 1, 2005 Bernard Rogers McCoy (WBNS-TV). An investigative report into drug related deaths in central Ohio reveals a sudden surge in deaths related to heroin overdoses

2005, SOLDIERS IN WWII EXPERIMENTS FINALLY WILL GET COMPENSATION, *The Columbus Dispatch*, February 22, 2005: Bernard Rogers McCoy (WBNS-TV). In response to criticism from an Ohio congressman, the U.S. Department of Veterans Affairs is preparing to contact 4,500 World War II veterans who've never been notified that they might qualify for medical benefits.

2005, QUICK FIX URGED FOR HYDRANTS, *The Columbus Dispatch*, February 22, 2005: Bernard Rogers McCoy (WBNS-TV). After a series of investigative reports by McCoy, Columbus

will step up efforts to repair the city's more than 500 broken fire hydrants, especially those that have been inoperative for more than a year, a City Council member says.

2005, STRICKLAND CALLS ON VA TO HONOR PROMISE, *The Columbus Dispatch*, February 15, 2005: Bernard Rogers McCoy (WBNS-TV). Rep. Ted Strickland, D-Lisbon, has called on Jim Nicholson, President Bush's new secretary of veterans affairs, to fulfill promises the agency made more than a decade ago when the military admitted that it intentionally exposed U.S. soldiers and sailors to dangerous chemicals during World War II.

2005, CITY LAGS ON FIRE-HYDRANT REPAIRS, *The Columbus Dispatch*, February 9, 2005, Bernard Rogers McCoy (WBNS-TV). A series of investigative reports by McCoy reveals lag times of up to a year for the city to repair a growing backlog of broken fire hydrants.

2005, RESERVE UNIT SEEKS ANSWERS TO COMRADE'S DEATH IN IRAQ, *The Columbus Dispatch*, January 30, 2005: Bernard Rogers McCoy (WBNS-TV). Members of an Army Reserve unit based in Zanesville want Congress to review a vehicle crash that killed a colleague this summer in Iraq.

2005, REP. STRICKLAND, SERGEANT SAY TROOPS LACK NIGHT-VISION GEAR, *The Columbus Dispatch*, January 25, 2005, Bernard Rogers McCoy (WBNS-TV). A report by McCoy reveals that National Guard troops serving in Iraq have inadequate and outdated night-vision goggles to use in blackout missions.

2004, OSU'S DEAL WITH ISSUER OF CREDIT CARDS A CONCERN, *The Columbus Dispatch*, December 31, 2004: Bernard Rogers McCoy (WBNS-TV). Ohio State University should make it easier for students to block the release of their names, addresses and phone numbers to credit-card issuers and other marketers, some privacy and consumer advocates say.

2004, FEWER SCHOOLS FAILING TO CONDUCT REQUIRED NUMBER OF FIRE DRILL, *The Columbus Dispatch*, December 15, 2004: Bernard Rogers McCoy (WBNS-TV). One year after a review of state fire-drill records revealed widespread disregard for state regulations, Franklin County's public schools appear to be better preparing students for emergencies.

2004, SCHOOL DISTRICT ORDERS RADON REVIEW, *The Columbus Dispatch*, November 24, 2004: Bernard Rogers McCoy (WBNS-TV). Columbus Public Schools officials say they want to find out why more wasn't done to address the dangerous levels of radon that city health officials detected in dozens of district buildings 14 years ago.

2004, TWO INDICTED IN HEROIN-SMUGGLING RING, *The Columbus Dispatch*, November 23, 2004: Bernard Rogers McCoy (WBNS-TV). Investigators say they've arrested the leaders of a drug-smuggling operation that shipped heroin from Africa to Columbus for distribution to users across central Ohio.

2004, SCHOOLS TOOK LITTLE ACTION AFTER HIGH RADON LEVELS FOUND, *The Columbus Dispatch*, November 14, 2004: Bernard Rogers McCoy (WBNS-TV). After testing 167 buildings maintained by Columbus Public Schools, city health officials said two-thirds contained potentially dangerous levels of radon.

2004, CANCER-CAUSING RADON COMMON IN OHIO, *The Columbus Dispatch*, November 9, 2004, Bernard Rogers McCoy (WBNS-TV). Despite tests decades ago that indicated radon levels exceeding EPA standards, many homeowners hesitate to mitigate high levels of radon gas in their homes.



2004, DEBT AGENCY'S PRIVACY PRACTICES DISPUTED, *The Columbus Dispatch*, August 11, 2004: Bernard Rogers McCoy (WBNS-TV). A debt-collection company says it has taken additional steps to protect confidential information after documents containing hundreds of names, addresses and Social Security numbers turned up in a trash bin behind the company's Columbus office.

2004, JOB AND FAMILY SERVICES MAY OVERSEE CAMP SCREENINGS, *The Columbus Dispatch*, August 6, 2004: Bernard Rogers McCoy (WBNS-TV). State officials want to add teeth to a law that's supposed to keep people with criminal records from becoming camp counselors.

2004, PRIVATE DOCUMENTS FOUND IN TRASH , *The Columbus Dispatch*, July 30, 2004: Bernard Rogers McCoy (WBNS-TV). At least four agencies in four states are investigating how documents containing hundreds of Social Security numbers and other personal information ended up in an unsecured trash bin behind the Columbus office of a debt-collection company.

2004, NO ONE ENFORCING STATE LAW TO SCREEN CAMP COUNSELORS, *The Columbus Dispatch*, July 16, 2004: Bernard Rogers McCoy (WBNS-TV). Some public-safety officials say they see a serious shortcoming in the state law intended to prevent the hiring of camp counselors with criminal records: No one's responsible for enforcing it.

2004, ETHICS PANEL, COTA SETTLE, *The Columbus Dispatch*, July 9, 2004: Bernard Rogers McCoy (WBNS-TV). In a settlement with the Ohio Ethics Commission, COTA officials admit they violated state law by giving a six-figure, part-time job to a former board member who helped design the position.

2004, SAMPLES FROM URBAN RIVERS SHOW WHAT'S BEEN FLOWING IN, *The Columbus Dispatch*, May 23, 2004: Bernard Rogers McCoy (WBNS-TV). For years, Richard Proebstl has been well-aware of the shortcomings in Columbus' sewer system. Every so often, he receives a reminder--in the form of raw sewage backing up into his East Side home.

2004, COTA CHIEF WORRIED HOW HIRING WOULD LOOK, *The Columbus Dispatch*, May 1, 2004, By Dean Narciso and Bernard Rogers McCoy: Fearing it would appear improper, COTA President Ron Barnes told a COTA board member not to mention in his resignation letter that he would be hired as a vice president of the transit agency.

2004, STATE ETHICS PANEL ASKED TO REVIEW COTA HIRE, *The Columbus Dispatch*, April 30, 2004: Bernard Rogers McCoy (WBNS-TV). When Ernie Sullivan became COTA's first-ever vice president of transformation strategy three months ago, he already knew the ins and outs of the job. Internal e-mail shows that Sullivan had begun laying the groundwork to create and move into the six-figure, part-time position at least six weeks earlier--when he was a member of the Central Ohio Transit Authority's board of trustees.

2004, IT TOOK ONE SMALL STEP TO SOLVE TOWER PROBLEM, *The Columbus Dispatch*, April 28, 2004: Bernard Rogers McCoy (WBNS-TV). A long-running dispute involving Port Columbus' new 224-foot-tall control tower has ended amicably and, in the end, 16 inches helped make the difference.

2004, CANDIDATE CHARGED WITH DRUNKEN DRIVING, *The Columbus Dispatch*, March 9, 2004: Bernard Rogers McCoy (WBNS-TV). The political unknown who upset state Rep. Larry Price in last week's Democratic primary was cited for driving while impaired two days before the election, records show.

2004, OSU GIVES CONTACT LIST TO MBNA FOR BUCKS, *The Columbus Dispatch*, March 2, 2004: Bernard Rogers McCoy, and Alice Thomas: Ohio State University and the OSU Alumni

Association are supplying the world's largest independent credit-card company with information on contacting more than 400,000 students, employees and alumni.

2004, AIRPORT SCREENERS HIRED BEFORE RECORDS CHECKED, OFFICIAL SAYS, *The Columbus Dispatch*, February 29, 2004: Bernard Rogers McCoy (WBNS-TV). In a rush to meet congressional deadlines, the federal Transportation Security Administration used newly hired workers whose background checks were incomplete to screen passengers and bags at Port Columbus, an agency official said.

2004, SOME SEE THREAT IN OHIO'S FLU SHOTS, *The Columbus Dispatch*, February 17, 2004: Bernard Rogers McCoy (WBNS-TV). The state distributed 290,000 doses of flu vaccine to local health departments this flu season, and most contained a chemical the U.S. Food and Drug Administration has suggested be removed from childhood vaccines.

2004, METERS REJECT DEBIT CARDS, *The Columbus Dispatch*, February 13, 2004: Bernard Rogers McCoy (WBNS-TV). The warranty on Columbus' parking meters has expired--along with the patience of some area residents who bought special city-issued debit cards to avoid carrying pocketfuls of change.

2004, CRASH-DATA RECORDERS, PRIVACY RIGHTS ON COLLISION COURSE, *The Columbus Dispatch*, January 1, 2004: Bernard Rogers McCoy (WBNS-TV). Insurance companies, law-enforcement agencies and civil libertarians in Ohio and across the country will be monitoring the impact of a first-of-its-kind privacy law that takes effect today in California.

2003, RECYCLER OF STEEL BARRELS FACES NEW FLAK FROM EPA, *The Columbus Dispatch*, December 8, 2003: Bernard Rogers McCoy (WBNS-TV). The Ohio Attorney General's office will ask a Franklin County Environmental Court judge to penalize a Gahanna steel-drum recycler accused of violating an agreement with state regulators.

2003, FORENSIC EXPERTS LURK ALONG SNIPER'S TRAIL, *The Columbus Dispatch*, December 5, 2003: Bernard Rogers McCoy (WBNS-TV). Looking for clues in the south Outerbelt shootings, scores of law-enforcement officers have mounted highly visible searches along I-270 in southern Franklin County. Ultimately, however, the investigation might hinge on the decidedly low-profile efforts of forensic scientists such as Ron Dye.

2003, INVESTIGATION OF BUS DRIVERS LEADS TO SUSPENSIONS, *The Columbus Dispatch*, December 2, 2003: Bernard Rogers McCoy (WBNS-TV). Columbus Public Schools are reviewing their bus-driver screening procedures after an outside audit revealed that at least two of the district's drivers shouldn't have been behind the wheel.

2003, AIRPORT BAG CHECKS STILL LAX, *The Columbus Dispatch*, November 25, 2003: Bernard Rogers McCoy (WBNS-TV). A follow-up test of baggage-screening procedures at Port Columbus suggests security practices haven't improved since a similar spot check revealed problems this summer.

2003, FIRE-DRILL EDUCATION CAMPAIGN UNDER WAY, *The Columbus Dispatch*, November 12, 2003: Bernard Rogers McCoy (WBNS-TV). Frustrated by widespread disregard for school fire-drill requirements, the state fire marshal is embarking on a re-education campaign for firefighters and school administrators.

2003, NUMEROUS DISTRICTS DIDN'T MEET FIRE-DRILL REGULATION, *The Columbus Dispatch*, October 31, 2003: Bernard Rogers McCoy (WBNS-TV). Forty-five percent of Franklin County's public schools failed last year to conduct the number of fire drills mandated by state law, according to an analysis of information provided by the schools.

2003, MORE CONTROLLERS WILL MAN TOWER, *The Columbus Dispatch*, October 28, 2003: Bernard Rogers McCoy (WBNS-TV). Air-traffic controllers say they'll be able to direct aircraft from Port Columbus' new tower even though its design prevents any single controller from seeing all of the airport's runways and taxiways. Representatives of the controllers union said yesterday that discussions with federal officials had produced a tentative agreement calling for the \$24 million tower to function with two sets of controllers.

2003, FLYING BLIND? NO, BUT NEW TOWER AT AIRPORT HAS SOME BLIND SPOTS, *The Columbus Dispatch*, September 23, 2003: Bernard Rogers McCoy (WBNS-TV). An investigative report by McCoy reveals concerns from air traffic controllers at Port Columbus airport about a new multi-million air traffic control tower that has several visual blind spots that obscure controller's views of the airport's runways.

2003, PROBLEMS SPUR COTA TO TIGHTEN ITS SCREENING, *The Columbus Dispatch*, September 9, 2003: Bernard Rogers McCoy (WBNS-TV). COTA is changing its employee screening and monitoring process after independent background checks on drivers turned up some criminal convictions and serious off-duty traffic violations.

2003, FUNDING SOUGHT TO WIDEN MORSE-RT. 62 INTERSECTION, *The Columbus Dispatch*, August 30, 2003: Bernard Rogers McCoy (WBNS-TV). Traffic-safety officials have identified the intersection of Morse and Johnstown roads in northeastern Franklin County as an increasingly dangerous spot, and they've come up with a plan to curb the number of crashes there. Now they just have to find a way to pay for the improvements.

2003, UNHAPPY INVESTORS SEEKING TO REGAIN LOST MONEY THROUGH ARBITRATION, *The Columbus Dispatch*, August 17, 2003, Bernard Rogers McCoy (WBNS-TV). Claiming they were given bad advice, Ohio investors seek to recover lifetime investments made with a financial broker in Ohio.

2003, REP. TIBERI WANTS ANSWERS REGARDING AIRPORT-SECURITY GAPS, *The Columbus Dispatch*, August 7, 2003: Bernard Rogers McCoy (WBNS-TV). , U.S. Rep. Pat Tiberi wants the federal Transportation Security Administration to explain why baggage screeners at Port Columbus failed several times to detect--or at least investigate--suspicious objects during a recent test.

2003, AIRPORT-SECURITY TEST FINDS FAULTY SCREENINGS, *The Columbus Dispatch*, July 29, 2003: Bernard Rogers McCoy (WBNS-TV). Baggage screeners at Port Columbus failed several times to detect--or at least to investigate--suspicious objects placed in carry-on luggage as part of a test organized by a former federal aviation-security official.

2003, INSIGHT CABLE COMPANY LATEST TO OFFER LOCAL PHONE SERVICE, *The Columbus Dispatch*, March 7, 2003: Bernard Rogers McCoy (WBNS-TV). The rotary-dial phone might be a thing of the past, but central Ohio's increasingly competitive telecommunications market could have customers spinning. Cable-TV operator Insight Communications yesterday outlined a residential phone service being offered over its fiber-optic network.

2003, SMOKE-ALARM STUDIES SCREECHING DETECTORS FAIL TO WAKE CHILDREN, *The Columbus Dispatch*, January 30, 2003, Bernard Rogers McCoy (WBNS-TV). An investigative report by McCoy reveals that smoke alarms don't always wake sleeping children because they have deeper sleep patterns than adults.

2003, WIRELESS NETWORKS AMONG TRENDS, *The Columbus Dispatch*, January 13, 2003:

LAS VEGAS--Bernard Rogers McCoy (WBNS-TV). The Consumer Electronics Show was a technology crystal ball of sorts. More than 2,200 companies that exhibited here hoped their products will strike a chord with consumers in the year ahead. Which products will be hot?

2002, AGENCY MIGHT WANT TO BORROW YOUR FOCUS, *The Columbus Dispatch*, December 19, 2002: Bernard Rogers McCoy (WBNS-TV). If you drive a Ford Focus, the federal government might want to borrow your car. The National Highway Traffic Safety Administration is leasing Ohioans' 2000, 2001 and 2002 models so it can investigate a possible engine-stalling problem.

2002, THE GIFT OF GADGETS, *The Columbus Dispatch*, December 16, 2002: Bernard Rogers McCoy (WBNS-TV). If technology is on your holiday shopping list, the good news this year comes in the form of lower prices and more choices. Whether you're looking at a digital camera, computer or cell phone, prices have dropped 20 percent to 30 percent this past year as the products themselves have become more diverse.

2002, TIME DOESN'T DIMINISH RECORDS OF 'BEVO', *The Columbus Dispatch*, November 15, 2002, Bernard Rogers McCoy (WBNS-TV). A feature report on the leading scorer in college basketball history and his largely overlooked accomplishments.

2001, PRICE NO OBJECT ON THIS WISH LIST, *The Columbus Dispatch*, November 26, 2001: Bernard Rogers McCoy (WBNS-TV). Everybody has a wish list: Some items on it are within our reach; others are dreams. With both ends of the spectrum in mind, here are my high-tech picks for the holidays: Philips DVD Recorder-Player DVDR1000 (\$1,999)

2001, KAZAA SOFTWARE BUNDLE CAN TAKE YOU WHERE YOU DON'T WANT TO GO, *The Columbus Dispatch*, September 3, 2001: Bernard Rogers McCoy (WBNS-TV). Since KaZaA Media Desktop was launched last summer, the free file-sharing service has been downloaded at least 9 million times, making the Dutch alternative to Napster one hot property. KaZaA comes bundled with an optional program called TopText that's drawing fire from Internet surfers and Webmasters.

## **REFEREED CONFERENCE PAPERS AND PRESENTATIONS**

McCoy, B., Baker, J. (March 2011) AEJMC Midwinter Conference, Norman, Oklahoma. Mass Communication & Society Division Paper session: *Working with Students, Student Perceptions of Public Relations and Journalism: A Pilot Study of Attitude Shifts through Curriculum Innovation* – Presented by Bernard McCoy and John Baker. Authored by McCoy, B., Renaud, J., Struthers, A., Wagler, A., Baker, J., University of Nebraska-Lincoln.

## **REFEREED PROFESSIONAL PANELS**

Spillman, M., McCoy, B., Bruner, K., Pike, B. (2021) *“Technology Conundrum: Are “Devices” and Social Media Responsible for Student Distraction?”* Broadcast Education Association (BEA) National Virtual Conference. A lively presentation and discussion about a world where iPhones are used for all types of content creation and instructors must continually strive to balance tools training with course learning objectives while combating student distraction. Panel will discuss best practices for focusing student attention online and in the classroom, and discuss trends in use of devices by “Generation Z.”  
Acceptance Rate: 50 percent

McCoy, B., Renaud, J., Willet, P. (April, 2011) Broadcast Educators Association (BEA) National Conference, Las Vegas, Nevada. In a session called “New Ways of Teaching Multi-Media, and Making it Fun,” McCoy presents: *Ramping up Multi-Media Reporting, Doing it Quickly and Making it Fun-Teaching*

*students multi-media is challenging.* Discussion of creating student passion for multi-media while creating compelling content. The college took an event, the 2010 Special Olympics USA National Games, and a topic, refugees in Lincoln, to create two classes featuring multi-platform storytelling. Student response has been overwhelming and the teaching tools fit well with the new world of journalism. Acceptance Rate: 50%

Creswell, J, (University of Nebraska-Lincoln), De Lange, N., (University of KwaZulu-Natal), Olivier, T., (Nelson Mandela Metropolitan University), McCoy, B., (University of Nebraska-Lincoln), (2009) *The Use of Mixed Methods Thinking in Documentary Development*, Fifth Annual International Mixed Methods Conference, School of Healthcare, University of Leeds, Harrogate, North Yorkshire, United Kingdom. A trend today is to combine mixed methods procedures (employing quantitative, qualitative, and advocacy approaches) with existing approaches to inquiry. Ethnographers, narrative researchers, experimental investigators, case study writers, and action researchers all combine mixed methods procedures in their studies. One new application is the use of mixed methods procedures in the production of visual methodologies. A discussion on how documentary and video making can employ mixed methods procedures.

McCoy, B. (2009) *Filmmakers Seminar*, East Lansing Film Festival, East Lansing, Michigan  
A director's panel to discuss documentary filmmaking, funding and storytelling. The East Lansing Film Festival (ELFF) is the largest and most diverse film festival in Michigan to screen independent and foreign feature, documentary, short and students films from around the world.

McCoy, B. (2009) *Accomplishing the Tough Part: Funding Your Documentary*. Broadcast Education Association (BEA) National Conference, Las Vegas, Nevada, A panel discussion with filmmakers who have successfully received funding from many different levels, to help faculty find pockets of money and show them how to go after it in the most effective way. Acceptance Rate: 50 percent

McCoy, B., Renaud, J., Brown, H. (2007) *"Learning to Teach Convergence,"* Broadcast Education Association (BEA) National Conference, Las Vegas, Nevada. A lively presentation and discussion about convergence, what works and how to get started in teaching the necessary tools to college students. Acceptance Rate: 50 percent

## **INVITED PROFESSIONAL PANELS AND PRESENTATIONS**

McCoy, B. (2011) *Newsroom Ethics and Excellence: Enhancing your Newsroom's Image*. Lecture and analysis to Nebraska Associated Press members attending the Nebraska Broadcasters Association annual convention. McCoy discussed the ever tightening news deadlines, workloads and budget cuts that leave many radio and TV stations vulnerable to ethical breaches. Such breaches cost stations credibility, viewers and advertisers. McCoy discussed a three step newsroom ethics and excellence process station managers and news employees could use to improve reporting and their station's audience image.

McCoy, B. (2010) *"Making Your Newscasts Newsworthy"* Lecture and analysis to the Nebraska Broadcasters Association [annual convention](#). The *Associated Press* hosted McCoy's presentation. McCoy analyzed news audience trends from polling data by the Pew Foundation and PEJ's Baltimore News Study that found that 8 out of 10 news stories were being repeated and formulated advice for radio and television managers on ways they could improve the original content produced by their news operations.

McCoy, B. (2009) A lecture and analysis entitled [Deadly Broadcast Copy Sins and How to Avoid Them](#) to the Nebraska Broadcasters Association annual convention. McCoy analyzed several local broadcast news stories and identified how ambivalent language causes audience confusion which can damage a station's credibility. McCoy then provided suggestions to news managers, producers and reporters on ways they can strengthen their news and lead story writing to make it clearer, more meaningful and credible to audiences.

2007, *Communicating with Journalists*, Department of Food Science and Technology, University of Nebraska-Lincoln. McCoy presentation and discussion with scientists, researchers, students and faculty featuring tips and advice on how to effectively communicate with journalists who ask tough science questions involving such topics as allergies and food safety.

2006, *September 11<sup>th</sup>-A five-year retrospective*, College of Journalism and Mass Communications, University of Nebraska-Lincoln. On the fifth anniversary of the September 11<sup>th</sup> attacks, McCoy and colleague Tim Anderson presented a public lecture examining their personal experiences covering the 9-11 terrorist attacks in New York City. Anderson was an editor at the New York Times at the time of the attacks. McCoy was a reporter at the Columbus, Ohio CBS TV affiliate who was dispatched to cover the aftermath of the attacks in New York and New Jersey.

2006, "Web page design and audience behavior characteristics," University of Nebraska-Lincoln Communicators, Lincoln, Nebraska. McCoy and colleague Jerry Renaud share a presentation and discussion with university media and public relations professionals on effective ways to design information for web pages. We also discussed the behavior of audiences when they look for information on the Internet.

2006, "Web page design and audience behavior characteristics," University of Nebraska-Lincoln. McCoy and colleague Jerry Renaud share a presentation and discussion with UNL's Athletic Department media and public relations professionals on effective ways to design information for sports content web pages. We also discussed the behavior of audiences when they look for sports information on the Internet.

#### **Presentations:**

2017, Nebraska High School Press Association, University of Nebraska-Lincoln. I presented a session on mobile apps for reporting to high school teachers and students.

2016, Osher Lifelong Learning Institute, Lincoln, Nebraska. I joined with U.S. National Archives and Records Administration historian and author Mitchell Yockelson to present a two-hour session to senior citizens that discussed the life and historical contributions of WWI General John J. Pershing.

2011, Nebraska Broadcasters Association annual convention, La Vista, Nebraska. I presented a lecture and analysis titled: *Newsroom Ethics and Excellence: Enhancing your Newsroom's Image*. The discussion centered on the ever-tightening news deadlines, workloads and budgets faced by many radio and TV news operations that leave them vulnerable to ethical breaches. Such breaches cost stations credibility, viewers and advertisers. I also discussed a simple three step process to improve reporting and station's image while instilling newsroom ethics and excellence.

2011, AEJMC International Communication Division teaching chat. McCoy, B., Hachtmann, F., and Patwardhan, P.H., Winthrop University associate professor of Mass Communication, participate in an online chat with AEJMC members across the country to discuss views and advice for international journalism and advertising instruction.

2011, AEJMC Midwinter Conference. Norman, Oklahoma. Mass Communication & Society Division Paper session: *Working with Students, Student Perceptions of Public Relations and Journalism: A Pilot Study of Attitude Shifts through Curriculum Innovation* – Presented by McCoy, B., Baker, J. Authored by McCoy, B., Renaud, J., Struthers, A., Wagler, A., Baker, J. University of Nebraska-Lincoln. The conference is an annual forum for the presentation of research and debate in areas relevant to the 13 AEJMC groups (divisions, interest groups and commissions) sponsoring the event.

2011, Broadcast Educators Association (BEA) National Conference April, 2011-Las Vegas, Nevada. *New Ways of Teaching Multi-Media, and Making it Fun*, McCoy, B., Willet, P., Renaud, J., University of Nebraska-Lincoln: *Ramping up Multi-Media Reporting, Doing it Quickly and Making it Fun-Teaching students multi-media is challenging*. The University of Nebraska-Lincoln has found two ways to create



student passion for multi-media while at the same time creating fabulous content. The college took an event, the 2010 Special Olympics USA National Games, and a topic, refugees in Lincoln, to create two classes with multi-platform storytelling. Student response has been overwhelming and the teaching tools fit perfectly with the new world of journalism.

2010, Nebraska Broadcasters Association annual convention. Lincoln, Nebraska. I presented a lecture and analysis entitled "*Making Your Newscasts Newsworthy.*" The *Associated Press* hosted my presentation. I analyzed news audience trends from polling data by the Pew Foundation and PEJ's Baltimore News Study which revealed that 8 out of 10 news stories were being repeated. In the presentation, I formulated advice for radio and television managers on ways they could improve the original content produced by their news operations.

2009, Nebraska Broadcasters Association annual convention. La Vista, Nebraska. I presented a lecture and analysis entitled "*Deadly Broadcast Copy Sins and How to Avoid Them*" This presentation focused on ways to improve writing strong newscast teases, leads and news copy. The presentation focused on words that kill good broadcast copy, how to write active story leads and secrets from the pros for writing stronger news teases. The news writing tips are designed to be effective ways news managers and employees can keep their audiences tuned in to their radio and television newscasts.

2009, *The Use of Mixed Methods Thinking in Documentary Development*, Fifth Annual International Mixed Methods Conference, 2009-School of Healthcare, University of Leeds, Harrogate, North Yorkshire, United Kingdom. Authors: John W. Creswell (University of Nebraska-Lincoln), Naydene De Lange (University of KwaZulu-Natal), Tilla Olivier (Nelson Mandela Metropolitan University), and Bernard McCoy (University of Nebraska-Lincoln), Mixed methods, an emerging methodology in the social and human sciences, is an interdisciplinary, international movement with application in many innovative ways. A trend today is to combine mixed methods procedures (employing quantitative, qualitative, and advocacy approaches) with existing approaches to inquiry. Thus, ethnographers, narrative researchers, experimental investigators, case study writers, and action researchers are all combining mixed methods procedures in their studies. One new application that remains unexplored is the use of mixed methods procedures in the production of visual methodologies. In this session we discuss how documentary development and video making can employ mixed methods procedures.

2009, East Lansing Film Festival. East Lansing, Michigan. *Filmmakers Seminar*, Bernard McCoy (University of Nebraska-Lincoln), A director's panel to discuss documentary filmmaking, funding and storytelling. The East Lansing Film Festival (ELFF) is the largest and most diverse film festival in Michigan to screen independent and foreign feature, documentary, short and students films from around the world.

2009, Lake Michigan Film Festival. East Lansing, Michigan. McCoy hosted a screening and audience discussion for the documentary *Exploring the Wild Kingdom* produced and co-written by McCoy with colleague editor/videographer Bruce Mitchell and writer/researcher Carol Cornsilk from North Texas State University. The documentary is about Nebraska native Don Meier who was creator and executive producer of Mutual of Omaha's Wild Kingdom program. The Lake Michigan Film Competition (LMFC) was designed to encourage, foster, and help promote filmmaking in the Lake Michigan region

2009, Kansas City FilmFest. Kansas City, Missouri. Screening of the documentary *Exploring the Wild Kingdom* produced and co-written by McCoy with colleague editor/videographer Bruce Mitchell and writer/researcher Carol Cornsilk from North Texas State University. The documentary is about Nebraska native Don Meier who was creator and executive producer of Mutual of Omaha's Wild Kingdom program. Sponsored by the Kansas City Filmmakers Jubilee, Kansas City FilmFest features local, national and international filmmakers who have submitted 443 short films, documentaries, features and experimental films. About 100 of them are chosen to be screened during the festival.

2009, Broadcast Education Association (BEA) National Conference. Las Vegas, Nevada. *Accomplishing the Tough Part: Funding Your Documentary*, Panel member. Bernard McCoy (University of Nebraska-Lincoln), A panel discussion with filmmakers who have successfully received funding from many different

levels, to help faculty find pockets of money and show them how to go after it in the most effective way. The BEA is the professional association for professors, industry professionals and graduate students who are interested in teaching and research related to electronic media and multimedia enterprises. Over 1,600 professors, students and media professionals are currently individual members and approximately 275 college and university departments and schools are institutional members.

2008, *Exploring the Wild Kingdom*, Mary Riepma Ross Fine Arts Center, University of Nebraska-Lincoln World premiere screening and audience discussion for the documentary produced and co-written by McCoy with colleague editor/videographer Bruce Mitchell and writer/researcher Carol Cornsilk from North Texas State University. The documentary is about Nebraska native Don Meier who was creator and executive producer of Mutual of Omaha's Wild Kingdom program. *Exploring the Wild Kingdom* program.

2008, *The Road Les Traveled*, College of Journalism and Mass Communications, University of Nebraska-Lincoln. I coordinated a day-long workshop on the art of video storytelling with Les Rose, photojournalist, CBS News, Los Angeles. Helped to produce the program, recruit participants as well as edit and create a printed user's guide for the workshop.

2008, *They Could Really Play the Game*, Mary Riepma Ross Fine Arts Center, University of Nebraska-Lincoln  
The world premiere screening and audience discussion for the documentary produced and directed by McCoy with videographer Bruce Mitchell and editor Chris Hedrick . The documentary is about the 1952-54 Rio Grande basketball team which barnstormed America, smashed college scoring records and saved the college from bankruptcy.

2007, *They Could Really Play the Game*, Rio Grande University, Rio Grande, Ohio. A preview screening and audience discussion for the documentary produced and directed by McCoy. *They Could Really Play the Game* is about the 1952-54 Rio Grande basketball team which barnstormed America, smashed college scoring records and saved the college from bankruptcy.

2007, *Communicating with Journalists*, Department of Food Science and Technology, University of Nebraska-Lincoln. McCoy presentation and discussion with scientists, researchers, students and faculty featuring tips and advice on how to effectively communicate with journalists who ask tough science questions involving such topics as allergies and food safety.

2007, Broadcast Education Association (BEA) National Conference, Las Vegas, Nevada. "*Learning to Teach Convergence*," I was a panel member who participated in an audience presentation and discussion about convergence, what works and how to get started in teaching the necessary tools to college students.

2006, Nebraska High School Press Association 75<sup>th</sup> annual conference, Lincoln, Nebraska. McCoy and colleague Bruce Thorson share a presentation and discussion with high school journalism students and teacher advisers about broadcast news and photojournalism.

2006, *September 11<sup>th</sup>-A five year retrospective*, College of Journalism and Mass Communications, University of Nebraska-Lincoln. On the fifth anniversary of the September 11<sup>th</sup> attacks, McCoy and colleague Tim Anderson presented a public lecture examining their personal experiences covering the 9-11 terrorist attacks in New York City. Anderson was an editor at the New York Times at the time of the attacks. McCoy was a reporter at the Columbus, Ohio CBS TV affiliate who was dispatched to cover the aftermath of the attacks in New York and New Jersey.

2006, "*Web page design and audience behavior characteristics*," University of Nebraska-Lincoln Communicators, Lincoln, Nebraska. McCoy and colleague Jerry Renaud share a presentation and discussion with university media and public relations professionals on effective ways to design information for web pages. We also discussed the behavior of audiences when they look for information on the Internet.

2006, "Web page design and audience behavior characteristics," University of Nebraska-Lincoln. McCoy and colleague Jerry Renaud share a presentation and discussion with UNL's Athletic Department media and public relations professionals on effective ways to design information for sports content web pages. We also discussed the behavior of audiences when they look for sports information on the Internet.

### **Consulting:**

2006-2010, I assisted the Kosovo Institute of Journalism and Communication (KIJAC) with acquiring a web-based content management system and setting it up for the training of students, faculty and staff who produce print, photo and video for the KIJACNews.net website.

2010: Advised KOTA-TV, (ABC) Scottsbluff, Nebraska on writing, shooting, story development training techniques for newsroom staff.

### **Grants and Fellowships:**

- 2017, Sandra Pershing, \$25,000 grant for production of the one-hour television documentary "Black Jack Pershing: Love and War."
- 2017, Humanities Nebraska, \$10,000 grant for production of the one-hour television documentary "Black Jack Pershing: Love and War."
- 2017, University of Nebraska-Lincoln Research Council, \$7,500 grant for production of the one-hour television documentary "Black Jack Pershing: Love and War."
- 2017, Hitchcock Foundation, \$7,500 grant for production of the one-hour television documentary "Black Jack Pershing: Love and War."
- 2017, Peter Kiewit Foundation, \$5,000 grant for production of the one-hour television documentary "Black Jack Pershing: Love and War."
- 2010, Knight Foundation, New Voices \$25,000 grant. I worked with CoJMC faculty colleagues and staff to write a successful grant application for a web site created by our students to provide information for and about rapidly growing immigrant communities in Lincoln, Neb. Our goal is to give immigrants a voice and to prepare students to cover and interact with diverse communities.
- 2009, Peer Review of Teaching Project, \$1,000 grant was awarded for my participation in a year-long peer review of teaching project that analyzed the BRDC370 Broadcast News Writing Course I teach at UNL. The Peer Review of Teaching Project (PRTP) is a UNL campus program that supports teams of faculty in making visible the serious intellectual work of their teaching. According to PRTP, the project explores a research question by having faculty inquire, analyze, and document their teaching practices and the resulting student learning and then make these results accessible for use, review, and assessment by one's peers. The project was awarded a *TIAA-CREF Theodore M. Hesburgh Award Certificate of Excellence* in recognition of it being an exceptional faculty development program designed to enhance undergraduate student achievement.
- 2006, German Federal Foreign Office, CoJMC Depth Reporting \$13,400 grant. I secured this grant from Germany's Consulate General to defray travel expenses for more than a dozen CoJMC students who travelled to Germany for a depth reporting project that included a series of print reports and a one-hour student-produced documentary project that examined immigrants.

### **Awards and Honors:**

#### **Society of Professional Journalists**

- 2018: Sigma Delta Chi Award for documentary, Small market: "Black Jack Pershing: Love and War"

#### **Accolade Global Film Competition**

- 2018: Award of Excellence, Special Mention: "Black Jack Pershing: Love and War"

### **Impact DOCS Global Documentary Competition**

- 2018: Award of Excellence: "Black Jack Pershing: Love and War"

### **Broadcast Education Association Festival of Media Arts Awards**

- 2018: Documentary, Award of Excellence: "Black Jack Pershing: Love and War"
- 2014: Radio News Reporting, Best of Competition Award: Bernard "Barney" McCoy, University of Nebraska-Lincoln; "Turkey's Free Press Battle"
- 2014: Promotional Video, Award of Excellence: Bernard "Barney" McCoy, University of Nebraska-Lincoln: "Black Jack: The John J. Pershing Story"
- 2012: Faculty News Competition, Best of Festival: Bernard R. McCoy, University of Nebraska-Lincoln; "Catastrophe on the Skywalks: 30 Years After the Fall" (Radio Hard News Reporting)
- 2011: Best of Competition (Radio Hard News Reporting Category), Bernard McCoy, University of Nebraska – Lincoln: "Kosovo Elections: Democracy in Transition"
- 2010: Faculty--Long-Form Documentary, Award of Excellence: "Exploring the Wild Kingdom" (Dirs.: Bernard R. McCoy & Bruce Mitchell, University of Nebraska-Lincoln, and Carol Cornsilk, North Texas State University)
- 2009: Faculty--Long-Form Documentary, Best of Competition Award: "They Could Really Play the Game" (Director: Bernard R. McCoy, University of Nebraska-Lincoln)

### **Canada International Film Festival**

- 2015: "They Could Really Play the Game: Reloaded," Excellence in Documentary award

### **National Academy of Television Arts and Sciences**

- 2018: "Black Jack Pershing: Love and War," Heartland regional Emmy Award nomination, Documentary
- 2013: "They Could Really Play the Game: Reloaded," Ohio Valley regional Emmy Award nomination, documentary
- 2010: "Exploring the Wild Kingdom" Heartland regional Emmy Award nomination, Documentary
- 2009: "They Could Really Play the Game," Ohio Valley regional Emmy Award nomination, documentary

### **Las Vegas International Film Festival**

- **2009:** "They Could Really Play the Game," Golden Ace Award, Documentary

### **Midwest Broadcast Journalists Association Eric Sevareid Award (formerly Northwest Broadcast News Association)**

- 2022: "80-Years Later: Pearl Harbor's Unknowns Come Home," **Eric Sevareid Award, Radio Hard News Feature**
- 2022: "Pandemic Porch Concert," **Eric Sevareid Award, Radio Soft News Feature**
- 2018: "Black Jack Pershing: Love and War," **Eric Sevareid Award, documentary**
- 2014: "General John Pershing's Nebraska connection," **Eric Sevareid Award, Radio documentary**
- 2014: "Turkish government crackdown on Journalists," **Eric Sevareid Award, Radio, Hard News Feature**
- 2013: "50<sup>th</sup> Anniversary of Mutual of Omaha's Wild Kingdom," **Eric Sevareid Award, Radio News Feature**
- 2012: **Eric Sevareid Award**, Investigative TV reporting, Bernard R. McCoy, University of Nebraska-Lincoln; "30 Years After the Skywalks Came Down"
- 2009: "Exploring the Wild Kingdom," **Eric Sevareid Award of Merit**, TV documentary

### **National Academy of Television Arts and Sciences**

- 2006, Ohio Valley Chapter, Academy of Television Arts and Sciences, Emmy award, Hazardous Fire Hydrants, political and government reporting category
- 2006, Ohio Valley Regional Emmy Award, Politics/Government News
- 2006, Ohio SPJ Award, Best Defense of the First Amendment
- 2006, Ohio SPJ Award, Best Coverage of the Environment
- 2005, Society of Environmental Journalists, Outstanding Online Reporting, second place, Dispatch.com and WBNS-TV, Columbus, Ohio, "Radon in Schools: A Lesson to Learn."
- 2004, Ohio Valley Regional Emmy Award, Service News Story, Education
- 2004, Ohio Valley Regional Emmy Award, Service News Story, Environment
- 2003, Ohio Valley Regional Emmy Award, Investigative
- 2003, Ohio Associated Press Broadcasters, Best Feature Reporting
- 2003, Ohio Associated Press Broadcasters, Best Broadcast Writing
- 2002, Ohio Associated Press Broadcasters, Best Broadcast Writing
- 2002, Ohio SPJ, Best Consumer Reporting
- 2002, Ohio SPJ, Best TV Reporter, Major Market
- 2001, Ohio Valley Regional Emmy Award, Investigative
- 1993, Michigan Emmy Award, Best Reporter Talent

**PROFESSIONAL MEMBERSHIPS**

Broadcast Education Association (BEA)  
 Academy of Television Arts and Sciences  
 Midwest Broadcast Journalists Association  
 American Federation of Radio and Television Artists (AFTRA)  
[Phi Beta Delta Honor Society for International Scholars](#)

**Book, journal, curriculum reviews**

(2020) Elsevier Editorial System, Reviewer, Journal Article  
 (2020) Austin Peay State University, Reviewer, Ad Hoc Reviewer  
 (2020) University of Nebraska Press, Reviewer, Book

**SERVICE AND OUTREACH**

**Service to the university and college:**

Year(s)	Description
2020-2021:	University of Nebraska-Lincoln Center for Transformative Teaching Advisory Board
2020-2021:	University of Nebraska-Lincoln Intercollegiate Athletics Advisory Board
2020-2021:	College of Journalism and Mass Communications Strategic Planning Committee
2020-2021:	College of Journalism and Mass Communications Curriculum Committee
2011-2015:	Parking and Transit Committee member and chair
2011-2015:	Faculty Compensation Advisory Committee
2011-2015:	Parking Advisory Committee
2014-Present:	UNL Academic Rights and Responsibilities Committee
2011-2012:	Advisory member, publication board, Daily Nebraskan student newspaper
2008- Present:	College of Journalism and Mass Communications Hearst Journalism Radio Awards Coordinator
2007-2014:	Chair, member, Broadcast Scholarship Committee
2011:	University of Nebraska-Lincoln Faculty Compensation Advisory Committee
2011:	University of Nebraska-Lincoln Parking Advisory Committee
2011:	University of Nebraska-Lincoln Transit Subcommittee
2006:	University of Nebraska-Lincoln Safe Assignment Committee

<b>2011:</b>	University of Nebraska-Lincoln <i>Daily Nebraskan</i> Publication Board
<b>2006- 2015:</b>	College of Journalism and Mass Communications News Director, KRNU radio
<b>2011:</b>	College of Journalism and Mass Communications Social Committee
<b>2008- 2012:</b>	College of Journalism and Mass Communications Accreditation Curriculum Committee
<b>2009-2010:</b>	College of Journalism and Mass Communications Benchmark Committee (International)
<b>2011:</b>	College of Journalism and Mass Communications Recruitment/Admissions Committee
<b>2008:</b>	Beginning Reporting Curriculum Committee
<b>2009-2010:</b>	College of Journalism and Mass Communications Executive Committee
<b>2009:</b>	College of Journalism and Mass Communications Benchmark Steering Committee
<b>2009-2010:</b>	College of Journalism and Mass Communications Broadcast Scholarship Committee
<b>2006- 2015:</b>	College of Journalism and Mass Communications Technology Committee
<b>2006- 2018:</b>	College of Journalism and Mass Communications Technology Committee

### Service to the community, state, nation and profession

Year(s)	Description
<b>2018:</b> <b>2016:</b>	Immediate Past President, Midwest Broadcast Journalists Association President, Midwest Broadcast Journalists Association, The MBJA, formerly the Northwestern Broadcast News Association, serves a six state region (Nebraska, Iowa, South Dakota, North Dakota, Minnesota and Wisconsin). The MBJA promotes journalism training and support for broadcast professionals, educators and students. It provides scholarships for broadcast journalism students and plans and hosts the annual Midwest Journalism Conference, the second largest regional journalism conference in the United States.
<b>2015:</b> <b>2014:</b> <b>2012-2013:</b> <b>2015-Present:</b>	President-elect, Midwest Broadcast Journalists Association Vice President, Northwestern Broadcast News Association Board member, Northwestern Broadcast News Association Distinguished Juror, CINE Golden Eagle Awards. CINE (Council on International Non-Theatrical Events) was created in 1957. CINE's mission: honoring excellence in media making through a new set of criteria focused on storytelling, originality, and meeting the needs of the intended audience.
<b>2008-2014:</b> <b>2011:</b>	Jury Chair, CINE Golden Eagle Awards Online News Associations Rules Committee

### Service to the International Community

Date(s)	Description
<b>2013- Present:</b>	I have continued to report on the free press challenges Turkish journalists face in the wake of a Nebraska Press association visit I took to Turkey in 2014. My reports have been broadcast on NET public radio and KRNU 90.3 FM in Nebraska.
<b>2010:</b>	Inductee: Phi Beta Delta Honor Society for International Scholars at the University of Nebraska-Lincoln. The Society recognizes individuals who have demonstrated high achievement in international study and activity. My nomination was based on my teaching multimedia courses in Kosovo and coordinating distance "town hall" meetings for students from Kosovo, Norway, South Africa and UNL
<b>2006-2010:</b>	Visiting faculty and advisor for multi-media journalism courses at the Kosovo Institute of Journalism and Communication, Prishtina, Kosovo, a democracy project commissioned by the Organization for Security and Cooperation in Europe coordinated by the Gimlekollen School of Journalism and Communication, Kristiansand, Norway. I also serve as CoJMC's liaison with the Kosovo Institute of



	Journalism and Communication and the Gimlekollen School of Journalism and Communication.
<b>2008:</b>	I edited a series of reports published on the KIJAC website about poverty in Kosovo. The reports were written and produced by ethnic Albanian and Serbian students I taught during my Kosovo teaching visits.
<b>2008- 2010:</b>	I organized and helped produce a series of international town meetings via the Internet that linked University of Nebraska-Lincoln participants via video/audio with the Kosovo Institute of Journalism and Communication in Prishtina, Kosovo, Gimlekollen University in Kristiansand, Norway, The Meek School of Journalism and New Media at the University of Mississippi and The University of the Witwatersrand in Johannesburg, South Africa.

#### International Town Meeting dates and topics:

<b>April, 2010:</b>	Press Censorship and the Internet
<b>February, 2010:</b>	Free Press and Censorship
<b>November, 2009:</b>	Global Climate Change
<b>October, 2009:</b>	Combating Global Terrorism
<b>January, 2009:</b>	Global Reaction to Barack Obama's Inauguration as America's President
<b>February, 2009:</b>	The Global Economic Crisis
<b>November, 2008:</b>	Reaction to Barack Obama's Victory in the U.S. Presidential Race

#### REFEREED CONFERENCE PAPERS AND PRESENTATIONS

McCoy, B., (April 2020). Scholar-to-Scholar digital poster session, Broadcast Education Association virtual poster presentation of my published research "[Gen Z and Digital Distractions in the Classroom](#)." A 2019 survey of college students examined classroom-learning distractions caused by their use of digital devices for non-class purposes. The survey included 986 respondents in 37 U.S. states.

McCoy, B., (April 2016). Broadcast Education Association, National Convention, Las Vegas, Nevada. I presented my national survey findings during a scholar-to-scholar poster session from my 2016 [Digital Distractions in the Classroom Phase II: Student Classroom Use of Digital Devices for Non-Class Related Purposes](#) research.

McCoy, B., (April 2015). Broadcast Education Association, National Convention, Las Vegas, Nevada. I presented my national survey findings during a scholar-to-scholar poster session discussing my [2014 Journalism Graduate Skills for the Professional Workplace: Expectations from Journalism Professionals and Educators](#) research.

McCoy, B., (April 2014). Broadcast Education Association, National Convention, Las Vegas, Nevada. I presented my national survey findings during an invited scholars audience session discussing my 2013 [Digital Distractions in the Classroom, Phase I: Student Classroom Use of Digital Devices for Non-Class Related Purposes](#) research.

McCoy, B., Baker, J., (March 2011). AEJMC Midwinter Conference, Norman, Oklahoma. Mass Communication & Society Division Paper session: *Working with Students, Student Perceptions of Public Relations and Journalism: A Pilot Study of Attitude Shifts through Curriculum Innovation* – Presented by Bernard McCoy and John Baker. Authored by McCoy, B., Renaud, J., Struthers, A., Wagler, A., Baker, J., University of Nebraska-Lincoln.

#### INVITED PROFESSIONAL PANELS AND PRESENTATIONS

McCoy, B. (2020) Workshop sponsored by: Nebraska Alumni Association, Description: "Analyzing Your News Sources" workshop: Barney McCoy with UNL's College of Journalism and Mass Communication and Vanessa Otero

with Ad Fontes Media host an online workshop on best practices for analyzing news content and which news outlets are most reliable. We presented examples of content and how workshop participants can rate them for bias and reliability. The workshop was part of the Nebraska Alumni Association's Big Red Ballot Series dedicated to teaching alumni about issues affecting voters before the 2020 November presidential election.

McCoy, B. (2017) Nebraska High School Press Association annual conference, Lincoln, Nebraska. McCoy hosts a presentation and discussion with high school journalism students and teacher advisers about mobile apps for smartphones that journalists can use to file stories, 2006, Nebraska High School Press Association 75th annual conference, Lincoln, Nebraska. McCoy and colleague Bruce Thorson share a presentation and discussion with high school journalism students and teacher advisers about broadcast news and photojournalism. video, photos and audio from the field.

McCoy, B. (2017) Organizer, moderator: “*Secrets of a Master Storyteller*”  
*Presenter:* Boyd Huppert Recognized as one of America’s premiere television reporters and storytellers. His writing and reporting has been recognized with 14 national Edward R. Murrow Awards, a national Emmy award for feature reporting, the Scripps Howard Award, and multiple Eric Sevareid, Sigma Delta Chi and National Headliner Awards.

McCoy, B. (2017) Organizer, moderator: “*Drones for Journalism: They’re Taking Off.*” The F.A.A. has cleared commercial drone pilot licensing for journalists and they are being used for news gathering across the Midwest. Our panel of experts explained what it takes to be licensed as a drone operator, what drones are doing for news operations, and describe/show you how they’re using drones to cover the news. Panelists: Matt Waite – Founder, Drone Journalism Lab, licensed drone pilot, professor of practice, College of Journalism and Mass Communications, University of Nebraska-Lincoln; Bill Dodd – Chief photographer, licensed drone pilot, KOLN/KGIN, KSNB, KNOP, KNPL & KIIT-TV, Gray Television, Lincoln, Nebraska; Aaron Lavinsky – Staff photographer, licensed drone pilot, Minneapolis Star Tribune.

McCoy, B. (2017) Moderator: “*We’re hiring: Here’s what it takes to get a job with us*” Midwest Journalism Conference, Minneapolis, Minnesota. Back by popular demand. I again organized and moderated a panel discussion by television, radio, print and multimedia managers from news organizations. The panelists provided student and professional audience an opportunity to meet the folks who do the hiring at four leading news Midwest organizations. Our panelists provided the audience with career advice and insights to help them prepare for their next moves in the news job market. Panelists: Rob Beer- Multimedia Editor, Forum News Service, Stephanie Hedrick- Director of News, KOLN/KGIN, KSNB, KNOP, KNPL & KIIT-TV, Gray Television, Lincoln, Nebraska; Jerry Oster- News Director, WNAX AM&FM Radio, Saga Communications, Yankton, South Dakota; Rose Ann Shannon- News Director, KETV (ABC), Hearst Television, Omaha, Nebraska; Colleen Stoxen- Deputy Managing Editor, Minneapolis Star Tribune, Minneapolis, Minnesota.

McCoy, B. (2016) Presenter. “*Millennials: Changing the Design and Delivery of Collegiate Learning*” Webinar by the National Federation of Advanced Information Services. The millennial generation, born into a fast moving tech-driven environment, continues to change the landscape in academia and in the work world. It’s an important shift in human capital that must be understood in terms of behaviors, needs, values and expectations. With the ubiquity of the Internet, mobile phones, tablets and laptops are keeping millennials always connected while on the go. In this **NFAIS Webinar**, EBSCO’s Kate Lawrence, the University of Nebraska’s Bernard McCoy and the University of Illinois at Chicago’s Jenny Emanuel Taylor, discussed in depth with international attendees (see Appendix S3):

- Who millennials are and what their behavioral approach is as they leave higher education and become consumers and professionals
- What’s being done to create the best collegiate experience for millennials
- How institutions are using tech-based tools to improve student engagement and classroom instruction
- The methods through which students absorb scholarly materials

- How librarians are meeting the needs of students whose study and research habits are laser pointed on the technologies they use

McCoy, B. (2016) Host of a Writer's Workshop at York College, York, Nebraska. I was invited by the York College English Department to host a writer's workshop in which my broadcast writing techniques were discussed with attendees and examples of my work shared with audience members that included students, scholars and the general public (see Appendix S2).

McCoy, B. (2016) Moderator: *"We're hiring: Here's what it takes to get a job with us"* Midwest Journalism Conference, Minneapolis, Minnesota. I proposed, had accepted, put together and moderated a panel discussion by television, radio, print and multimedia managers from news organizations. The panelists provided student and professional audience an opportunity to meet the folks who do the hiring at four leading news Midwest organizations. Our panelists provided the audience with career advice and insights to help them prepare for their next moves in the news job market. Panelists: Stephanie Hedrick- Director of News, KOLN/KGIN, KSNB, KNOP, KNPL & KIIT-TV, Gray Television, Lincoln, Nebraska; Jerry Oster- News Director, WNAX AM&FM Radio, Saga Communications, Yankton, South Dakota; Rose Ann Shannon- News Director, KETV (ABC), Hearst Television, Omaha, Nebraska; Colleen Stoxen- Deputy Managing Editor, Minneapolis Star Tribune, Minneapolis, Minnesota

McCoy, B. (2015) Moderator: *"Drones for Journalism: Interpreting the FAA's new proposed rules"* Midwest Journalism Conference, Minneapolis, Minnesota. In February, 2015, the Federal Aviation Administration proposed new regulations for the use of commercial drones. Matt Waite, founder of the Drone Journalism Lab at the University of Nebraska-Lincoln offered guidance on the FAA's proposed drone rules. Waite also gave a drone demonstration and shared examples of drones used for journalism. Moderator: Barney McCoy (University of Nebraska, Lincoln). Presenter: Matt Waite (University of Nebraska, Lincoln).

McCoy, B. (2014) *"Youth Leadership: Lincoln Media and Communications Seminar"* A panel discussion and broadcast reporting and writing workshop for Lincoln high school student leaders hosted by Leadership Lincoln, Inc. The organization offers educational programs and opportunities for community service so as to build a cadre of well-informed, well-connected, well-coordinated citizens to help safeguard and direct the community's future.

McCoy, B. (2014) *"Cutting Through the Noise: Your Opinion on Issues of Violence in Contemporary United States Society"* A panel discussion following the August, 2014 police shooting of teenager Michael Brown in Ferguson, Missouri which sparked a national debate on race, violence and media. Panelists include Bennie Shobe, a local NAACP chapter representative; Barney McCoy, associate professor in UNL's College of Journalism and Mass Communications; Jan Deeds with the UNL Women's Center; and Charlotte Evans, assistant chief with the UNL Police Department.

McCoy, B. (2014) Moderator: *"What to do about internships?"* Midwest Journalism Conference, Minneapolis, Minnesota. - Professional internships have long served an important role in student journalism education. Recent events, including pending civil lawsuits that claim some internships require students to perform the work of paid employees, have created new and important questions about how internships should function. I helped assemble a panel that included a labor law expert, journalism professionals, and scholars who discussed policy developments, practices and research involving student internships. Moderator: Barney McCoy, University of Nebraska-Lincoln, Panelists: Michelle VanMaanen, University of South Dakota; Rick Alloway, University of Nebraska-Lincoln; Paul Zech, specializing in labor law, President, Felhaber-Larson law firm; Duchesne Drew, managing editor for operations, Star Tribune; Rod Peterson, news director, WHO-TV.

McCoy, B. (2014) Moderator: *"Ethics in the Newsroom: Deciding What's Right."* Nebraska Broadcasters Association Conference, Lincoln, Nebraska. An examination of newsroom ethics decision-making and guidelines to use when evaluating ethical coverage of daily news events. Moderator: Barney McCoy, University of Nebraska-Lincoln, Panelists: Dennis Ernest, Morning News Co-Anchor/Show Host, KNEB –

Scottsbluff, Nebraska, Stephanie Hedrick, News Director, 10/11, Lincoln, Grand Island/Hastings, North Platte, Nebraska, Susan Risinger, Associate News Director/Farm Director, KEXL/KQKX/WJAG – Norfolk, Nebraska, Rose Ann Shannon, News Director, KETV – Omaha, Nebraska.

McCoy, B. (2014) Presenter: "*Writing Effective Broadcast Stories.*" Student Television Network National Conference, Orlando, Florida. I presented a session for national high school journalism students and teachers on effective techniques to use for broadcast news stories and how to decide which stories are most newsworthy.

McCoy, B. (2013) Presenter: "*Writing for Broadcast News.*" Nebraska State High School Journalism Convention, Lincoln, Nebraska. I presented two sessions for high school journalism students and teachers on writing style for broadcast news and how to decide which stories are most newsworthy.

McCoy, B. (2012) Presenter: "*Why Digital First Matters for Broadcast News.*" Nebraska Broadcasters Association Conference, Lincoln, Nebraska. An examination and example of how the digital first concept is reshaping newsrooms across the state and country and why it's putting the web first in the broadcast news production process.

McCoy, B. (2012) Ethics Seminar. Midlands Newspaper Group, Kearney, Nebraska. I hosted and made a presentation to the Midlands Newspaper Group of dailies, their publishers, editors and staff on ethics and libel issues in newsroom operations.

McCoy, B. (2012) Ethics Seminar. Nebraska Press Association. Lincoln, Nebraska. I presented a Nebraska Press Association workshop about ethics and libel issues in newspaper operations for the association's annual convention.

McCoy, B. (2011) *Newsroom Ethics and Excellence: Enhancing your Newsroom's Image.* Lecture and analysis to Nebraska Associated Press members attending the Nebraska Broadcasters Association annual convention. McCoy discussed the ever tightening news deadlines, workloads and budget cuts that leave many radio and TV stations vulnerable to ethical breaches. Such breaches cost stations credibility, viewers and advertisers. McCoy discussed a three step newsroom ethics and excellence process that station managers and news employees could use to improve reporting and their station's audience image.

McCoy, B. (2010) Presented video and photo shooting and editing training workshops for CoJMC faculty.

McCoy, B. (2009) N The Know -HOW is social media impacting the election in Iran, a University of Nebraska-Lincoln produced video news release where I give a detailed explanation of the dynamics behind the use of social media and its impact on the Iranian elections.

McCoy, B. (2007) Donahue, C., McCoy, B., Look Good, Smile Pretty, College of Journalism and Mass Communications, University of Nebraska-Lincoln. Coordinated a day-long visit by Academy Award winning documentary producer Chris Donahue who screened and discussed his latest documentary film, "Be Good, Smile Pretty," at the University of Nebraska-Lincoln's Mary Riepma Ross Media Arts Center.

McCoy, B. (2006) Nebraska High School Press Association 75th annual conference, Lincoln, Nebraska. McCoy and colleague Bruce Thorson share a presentation and discussion with high school journalism students and teacher advisers about broadcast news and photojournalism.

McCoy, B. (2006) September 11th-A five year retrospective, College of Journalism and Mass Communications, University of Nebraska-Lincoln. On the fifth anniversary of the September 11th attacks, McCoy and colleague Tim Anderson presented a public lecture examining their personal experiences covering the 9-11 terrorist attacks in New York City. Anderson was an editor at the New York Times at the

time of the attacks. McCoy was a reporter at the Columbus, Ohio CBS TV affiliate who was dispatched to cover the aftermath of the attacks in New York and New Jersey.

McCoy, B. (2006) "Web page design and audience behavior characteristics," University of Nebraska-Lincoln Communicators, Lincoln, Nebraska. McCoy and colleague Jerry Renaud share a presentation and discussion with university media and public relations professionals on effective ways to design information for web pages. We also discussed the behavior of audiences when they look for information on the Internet.

McCoy, B. (2006) "Web page design and audience behavior characteristics," University of Nebraska-Lincoln. McCoy and colleague Jerry Renaud share a presentation and discussion with UNL's Athletic Department media and public relations professionals on effective ways to design information for sports content web pages. We also discussed the behavior of audiences when they look for sports information on the Internet.

### **Miscellaneous**

Coordinated student documentary and radio news entries for the Hearst Journalism Awards, Accolade Awards, Sigma Delta Chi Journalism Excellence Awards, Midwest Broadcast Journalists Association Awards, Broadcast Education Association Awards, Northwest Broadcast News Association Awards, Robert F. Kennedy Journalism Awards, and the Student Emmy Awards.

### **REFEREED PROFESSIONAL PANELS**

McCoy, B., Renaud, J., Wagler, A. (April, 2016) Broadcast Educators Association (BEA) National Conference, Las Vegas, Nevada. In a session called "Using Sports as a Way to Integrate Broadcasting with Advertising and Public Relations," we discussed the opportunities, successes and challenges of creating a course open to all majors in our college and dedicated to providing media coverage and promotion for the 2015 State Games of America events in Lincoln and Omaha, Nebraska. When more than 15,000 amateur athletes in 67 sports from 48 states (along with an estimated 30,000 spectators) descended on Lincoln and Omaha for the 2015 State Games of America, they created an excellent hands-on learning opportunity for our students. Acceptance Rate: 50%

McCoy, B., Renaud, J., Brown, H. Perez, K. (April, 2014) Broadcast Educators Association (BEA) National Conference, Las Vegas, Nevada. In a session called "Paid, unpaid or credit: How do we handle internships," we discussed the critical role of internships in broadcast education for many years and recent national events that have created problems for them at times. Key discussion issues included internships for pay, for no pay and for academic credit. Should we only give credit for internships when the company follows the strict wage and hour guidelines definition of an internship? Should we change our policies to make it easier for students to pay for internship credit hours? Our panel explored these questions and discussed how other U.S. universities are handling this critical issue. Acceptance Rate: 50%

McCoy, B., Renaud, J., Willet, P. (April, 2011) Broadcast Educators Association (BEA) National Conference, Las Vegas, Nevada. In a session called "New Ways of Teaching Multi-Media, and Making it Fun," McCoy presents: *Ramping up Multi-Media Reporting, Doing it Quickly and Making it Fun-Teaching students multi-media is challenging*. Discussion of creating student passion for multi-media while creating compelling content. The college took an event, the 2010 Special Olympics USA National Games, and a topic, refugees in Lincoln, to create two classes featuring multi-platform storytelling. Student response has been overwhelming and the teaching tools fit well with the new world of journalism. Acceptance Rate: 50%

Creswell, J, (University of Nebraska-Lincoln), De Lange, N., (University of KwaZulu-Natal), Olivier, T., (Nelson Mandela Metropolitan University), McCoy, B., (University of Nebraska-Lincoln), (2009) *The Use*

of *Mixed Methods Thinking in Documentary Development*, Fifth Annual International Mixed Methods Conference, School of Healthcare, University of Leeds, Harrogate, North Yorkshire, United Kingdom. A trend today is to combine mixed methods procedures (employing quantitative, qualitative, and advocacy approaches) with existing approaches to inquiry. Ethnographers, narrative researchers, experimental investigators, case study writers, and action researchers all combine mixed methods procedures in their studies. One new application is the use of mixed methods procedures in the production of visual methodologies.

### **Invited Non-Refereed Presentations**

2011: *Newsroom Ethics and Excellence: Enhancing your Newsroom's Image*. Presentation and analysis to Nebraska Associated Press members attending the Nebraska Broadcasters Association annual convention.

2010: "[Making Your Newscasts Newsworthy](#)" Presentation and analysis to the Nebraska Broadcasters Association [annual convention](#). The *Associated Press* hosted McCoy's presentation.

2009: Presented "Webinars: How to engage the unseen audience" to employees at Li-Cor Corporation, Lincoln, Nebraska

2009: A presentation and analysis entitled [Deadly Broadcast Copy Sins and How to Avoid Them](#) to the Nebraska Broadcasters Association annual convention. McCoy analyzed several local broadcast news stories and identified how ambivalent language causes audience confusion which can damage a station's credibility.

2009: McCoy, B., Renaud, J., Lee, K., Geyer, J. *Accomplishing the Tough Part: Funding Your Documentary*. Broadcast Education Association (BEA) National Conference, Las Vegas, Nevada, A panel discussion with filmmakers who have successfully received funding from many different levels, to help faculty find pockets of money and show them how to go after it in the most effective way.

2008: McCoy, B., Hedrick, C., *They Could Really Play the Game*, Rio Grande University, Rio Grande, Ohio. Public screening and audience discussion of my documentary on the 1950's era Rio Grande Redmen basketball team.

2008: Rose, L., McCoy, B., Mitchell, B., *The Road Les Traveled*, College of Journalism and Mass Communications, University of Nebraska-Lincoln. Coordinated a day-long workshop on the art of video storytelling with Les Rose, photojournalist, CBS News, Los Angeles. Helped to produce the program, recruit participants as well as edit and create a printed user's guide for the workshop.

2007: McCoy, B., Renaud, J., Brown, H. "*Learning to Teach Convergence*," Broadcast Education Association (BEA) National Conference, Las Vegas, Nevada. A lively presentation and discussion about convergence, what works and how to get started in teaching the necessary tools to college students.

### **Discussions**

2011: McCoy, B., Waeckerle, J., Wright, B., Kraske, S., "[Up to Date](#)" 89.3 FM KCUR public affairs/talk show, Kansas City, Missouri. McCoy was a guest in a one hour radio broadcast that examined the 1981 Hyatt Regency Skywalk collapse that killed 114 people. Joining McCoy in the discussion were Joe Waeckerle, MD FACEP, Clinical Professor at the University of Missouri – Kansas City School of Medicine, Editor Emeritus of *Annals of Emergency Medicine* and Rick Alm, 1982 Pulitzer Prize winner.

2011: McCoy, B., Hachtmann, F., Weiss, A., Patwardhan, P.H., AEJMC International Communication Division (ICD) [teaching chat](#). Participant in an online chat with AEJMC members across the country to discuss views and advice for international journalism and advertising instruction.

2009: *Filmmakers Seminar*, East Lansing Film Festival, East Lansing, Michigan. A director's panel to discuss documentary filmmaking, funding and storytelling. The East Lansing Film Festival (ELFF) is the largest and most diverse film festival in Michigan to screen independent and foreign feature, documentary, short and students films from around the world.

2006: Moderator of a symposium on "Willy Brandt and the First Grand Coalition." Washington, D.C. Sponsored by the University of Nebraska-Lincoln and the American Institute for Contemporary German Studies.

### **Service to the International Community**

2010: Inductee: Phi Beta Delta Honor Society for International Scholars at the University of Nebraska-Lincoln. The Society recognizes individuals who have demonstrated high achievement in international study and activity. My nomination was based on my teaching multimedia courses in Kosovo and coordinating distance "town hall" meetings for students from Kosovo, Norway, South Africa and UNL

2006 -Present: Visiting faculty and advisor for multi-media journalism courses at the Kosovo Institute of Journalism and Communication, Prishtina, Kosovo, a democracy project commissioned by the Organization for Security and Cooperation in Europe coordinated by the Gimlekollen School of Journalism and Communication, Kristiansand, Norway. I also serve as CoJMC's liaison with the Kosovo Institute of Journalism and Communication and the Gimlekollen School of Journalism and Communication.

2008- 2010: I organized and helped produce an a series of international town meetings via the Internet that linked University of Nebraska-Lincoln participants via video/audio with the Kosovo Institute of Journalism and Communication in Prishtina, Kosovo, Gimlekollen University in Kristiansand, Norway, The Meek School of Journalism and New Media at the University of Mississippi and The University of the Witwatersrand in Johannesburg, South Africa.

#### **International Town Meeting dates and topics:**

April, 2010:	Press Censorship and the Internet
February, 2010:	Free Press and Censorship
November, 2009:	Global Climate Change
October, 2009:	Combating Global Terrorism
January, 2009:	Global Reaction to Barack Obama's Inauguration as America's President
February, 2009:	President
November, 2008:	The Global Economic Crisis
	Reaction to Barack Obama's Victory in the U.S. Presidential Race

March, April, 2008: I edited a series of reports published on the KIJAC website about poverty in Kosovo. The reports were written and produced by ethnic Albanian and Serbian students I taught during my Kosovo academic visit.

### **Advising**

2010-Present: I have advised and served as an external reviewer for students working on post-graduate theses in Iran and at the Kosovo Institute of Journalism and Communication and American University in Kosovo.



## **SPECIAL SKILLS**

Photography and videography  
Adobe Photoshop  
Adobe Audition  
Adobe Premiere CS4 and CS5  
Microsoft Office Picture Manager  
Content Management Systems for web authoring

## **TEACHING- Special Projects**

### **Documentary**

2007: *Breaking Down Barriers*, Anderson, R., Carrick, M., Peterson, J., Welch, C., McCoy, B., Farrell, M. I supervised, advised and co-wrote this one hour documentary which was narrated, shot co-written and edited by former UNL students Megan Carrick, Justin Peterson, Rachel Anderson and Chris Welch. I also succeeded in getting a \$13,400 grant from the German Consulate for the project which employed mixed-methods research to compare the experiences of Hispanic immigrants in the United States with their Turkish counterparts in Germany. Production support: NET Nebraska.

This documentary received:

- Public screenings at the Mary Riepma Ross Media Arts Center in Lincoln, Nebraska and the Joslyn Art Museum in Omaha, Nebraska.
- Broadcast on the Nebraska Educational Telecommunications (NET) network.
- Robert F. Kennedy Journalism Award, 2008.
- Best Student Documentary Award, Northwest Broadcast News Association, 2008.
- Broadcast Education Association, Award of Excellence, student documentary competition, 2008.
- Accolade Award, Honorable Mention Student Documentary, 2007.

## **Honors Theses (Chair or Committee Member)**

Williams, Y. (2021) Master's project. "The Pain Game." A six-part podcast series Williams produced on the difficulties of millions of Americans who are chronic pain sufferers. Many of them face extreme challenges getting treatment, prescriptions and relief for their often-debilitating conditions. (Chair)

Crawford, L. (2020) Master's project. "Good Life. Great Strength" website. A repository for people to learn about the Nebraska National Guard's vital disaster relief mission during and after the 2019 "cyclonic bomb" that caused massive flooding, deaths, property and livestock damage across Nebraska. (Chair)

Higgins, L. (2019) Master's project. A documentary examining wide-scale voter suppression efforts during the 2016 elections in North Carolina. (Chair)

Moorehead, C. (2011) *The Public Service Role of the Local Pensacola Mass Media During Hurricane Ivan*. Unpublished thesis, University of Nebraska-Lincoln (Member)

Veseli, J. (2011) *The Impact of the Internet on Kosovo Newspaper Circulation and Readership*. Unpublished thesis, Kosovo Institute of Journalism and Communication (Chair)

Eisenach, E. (2011) *Why Anonymous Sources are Used: Inside the Different Situations In Which Anonymous Sources are Used*. Unpublished thesis, University of Nebraska-Lincoln (Member)



Rose, L. (2010) *Edward R. Murrow: His Life, Legacy and Ethical Influence*. Unpublished thesis, University of Nebraska-Lincoln (Member)

Vorgučić, I. (2009) *Church and Media: Serbian Orthodox Church's Discourses and their Representation in Media*. Unpublished thesis, Kosovo Institute of Journalism and Communication (Member)

Ball, Asher. (2009) *Leveling The Playing Field: How The Internet Helps Grassroots Advocacy Organizations Hold Government Accountable*. Unpublished honors thesis, University of Nebraska-Lincoln (Chair)

Seravalli, R. (2009) *An Environmental History of the Nebraska Ordinance Plant*. Unpublished thesis, University of Nebraska-Lincoln (Member)

Stokey, K. (2008) *Young News Consumers are Finding Local news on the Internet*. Unpublished thesis, University of Nebraska-Lincoln (Member)

Cornsilk, C. (2007) *Imagining Indians: Representing Indigenous Peoples in Documentary Film*. Unpublished thesis, University of Nebraska-Lincoln (Member)

### Theses Reviewer or Advising

Bytyqi –Jagxhiu, S. (2011) *Kosovo Press and Voters' Behaviour*, Unpublished thesis, Kosovo Institute of Journalism and Communication (Reviewer)

Yavari, M. (2011) *Comparing the Iranian State Broadcaster's (IRIB) Representation of the Iran Presidency Election for Foreign and Home Audiences*, Unpublished thesis, Islamic Republic of Iran Broadcasting University (Adviser)

### Student Professional Projects

Stokebrand, C. (2011) *The Truth about Rosa*. Unpublished professional (video) project, University of Nebraska-Lincoln (Chair)

Neidel, J. (2011) *Out of the Depths: The Trials and Triumphs of Baylor Basketball*. Unpublished professional (audio) project, University of Nebraska-Lincoln (Chair)

Stark, S. (2007) *The Ricochet Effect: The Shooting Death of Jenna Cooper*. Unpublished professional (video) project, University of Nebraska-Lincoln (Member)

### Student Awards

**Undergraduate students submitted news reports they developed in my BRDC370 and BRDC372 Broadcast News Writing course to the Hearst Journalism Awards and Northwest Broadcast News Association.**

2021	Natalie Saenz, Hearst Journalism Awards. Runner-up, Radio News Championships
2020	Allie Snow, Hearst Journalism Awards. 2 <sup>nd</sup> place, Radio News Championships
2016	Tommy Rezac, Hearst Journalism Awards. 2 <sup>nd</sup> place, Radio News Championships
2016	Evan Hummel, Hearst Journalism Awards. Runner-up, Radio News Championships.
2015	Tommy Rezac, Hearst Journalism Awards. 2 <sup>nd</sup> place, Radio News Features
2015	Evan Hummel, Hearst Journalism Awards. 3 <sup>rd</sup> place, Radio News Features
2011:	Wade Hilligoss, Hearst Journalism Awards. 3 <sup>rd</sup> place, Radio News Championships.

2010:	Wade Hilligoss, Hearst Journalism Awards. 1 <sup>st</sup> place, Feature, Radio News
2010:	Morgan Demmel, Hearst Journalism Awards. 8 <sup>th</sup> place, Feature, Radio News
2010:	Brandi Kruse, Hearst Journalism Awards. Radio News National Champion, Best Use of Radio for News
2010:	Brandi Kruse, Hearst Journalism Awards. 2 <sup>nd</sup> place, Radio-Multimedia News
2010:	Sara McCue, Hearst Journalism Awards. 7 <sup>th</sup> place, Radio-Multimedia News
2009:	Brandi Kruse, Hearst Journalism Awards. 6 <sup>th</sup> place, Feature, Radio News
2009:	Kelli Sajevic, Hearst Journalism Awards. 10 <sup>th</sup> place, Feature, Radio News
2009:	Andy Boyle, Hearst Journalism Awards, 2 <sup>nd</sup> place, Radio News
2009:	Alina Selyukh, Hearst Journalism Awards. 10 <sup>th</sup> place, Radio News
2009:	Alina Selyukh, Northwest Broadcast News Association, General News Reporting, Radio
2009:	Andy Boyle, Northwest Broadcast News Association, Investigative, Radio News
2009:	Logan Thompson, Northwest Broadcast News Association, Feature, Radio News
2008:	Jeff Wilkerson, Northwest Broadcast News Association, Sports Feature, Radio News

**Undergraduate students Rachel Anderson, Megan Carrick, Justin Peterson, Chris Welch submitted the documentary *Breaking Down Barriers* produced under my supervision for award recognitions.**

2008:	Robert F. Kennedy Journalism Award, Best Student Documentary
2008:	Northwest Broadcast News Association, Best Student Documentary
2008:	Broadcast Education Association, Award of Excellence, Student Documentary
2007:	Accolade Competition, Honorable Mention Student Documentary

### **GRADUATE STUDENT WORK**

2011: Baker, J., McCoy, B., AEJMC Midwinter Conference, Norman, Oklahoma. Mass Communication & Society Division Paper session: *Working with Students, Student Perceptions of Public Relations and Journalism: A Pilot Study of Attitude Shifts through Curriculum Innovation* – Presented by John Baker and Bernard McCoy. Authored by McCoy, B., Renaud, J., Struthers, A., Wagler, A., Baker, J., University of Nebraska-Lincoln.