Shawn A. Isaacs- General Manager

Phone: 678-839-6631 ~ Website:linkedin.com/in/shawnisaacs1988 ~ E-mail: sisaacs@westga.edu

**Education**

Masters of Science in Strategic Communication, July 2015

Troy University, Hall School of Journalism

Bachelors of Arts in Mass Communications, Emphasis Multimedia Storytelling, May 2010 University of West Georgia, College of Social Science

**Professional Experience**

University of West Georgia- WOLF Radio, 1601 Maple St Carrollton, GA 30118

Operations Manager,June 2010 – October 2015

General Manager, October 2015 – Present

Chef Rose Cooks, LLC

 Chief Marketing Officer, August 2021 – Present

Gradick Communications, 102 Parkwood Circle Carrollton, GA 30117

Producer, May 2008 – August 2018

Morning Show Host- Kiss 102.7 FM, August 2016 – January 2018

Mid-day On-air Personality Kiss 102.7 FM, July 2008 – July 2011

Stalwart Films

Extra for The Walking Dead May 2011 – 2018

**Teaching Appointments**

Adjunct Instructor, August 2015 – Present

School of Communications, Film, and Media

University of West Georgia

**Courses Taught**

COMM 4421R – Radio Practicum, 2015-Present

COMM 3351 – Radio Production, Fall 2022, Spring 2023, Spring 2024

COMM 1154 – Intro to Mass Communications, 2019-Present

XIDS 2002 – The Walking Dead: Communication and Critical Thinking – Fall 2019-Present

**Research Interests**

Radio & Audio Media

Interactive Media & Emerging Technologies

History

Sports

News

Student Media Advisors

Law and Policy

Management, Marketing & Programming

**Panel Presentation,**

Creator and Panelist 2023

*Budget Mayhem: How to build successful fundraising and sponsorship initiatives to support collegiate media and student experience.* BEA Convention, Las Vegas, NV

Panelist 2022

How two online only radio streams took virtual to a new level of radio, BEA Convention, Las Vegas, NV

Panelist, 2019

*We Never Thought of That!: Modeling Best Practices in Collegiate Media to Bridge the Gap Between Education and Industry,* BEA Convention, Las Vegas, NV

Moderator, 2018

*The Relevance of the Radio Course Then and Now: How It Continues to Inspire Students to Choose Radio*, BEA Convention, Las Vegas, NV

Panelist, 2018

*It’s Not Your Grandpa’s Radio: How College Radio Must Embrace an Inclusive Media Mindset to Reach Target Audiences*, BEA Convention, Las Vegas, NV

Panelist, 2017

*Innovative Training to Sustain Tomorrow’s Student Media: Softening the blow of graduating student media leaders*, BEA Convention, Las Vegas, NV

Panelist, 2016

*Content is Still King: Exploring the Unexpected Consequences of Radio Programming*, BEA Convention, Las Vegas, NV

Panelist, 2015

*Social Media: The Great Equalizer in Radio.* BEA Convention, Las Vegas, NV.

Panelist, 2015

*Sports Broadcasting Program Showcase.* BEA Convention, Las Vegas, NV.

Panelist, 2015

*Radio Promotions,*  NBS-AERho 2015 National Convention, Atlanta, GA

Panelist, 2015

[*Getting on Camera in Film & TV*](http://www.nbs-aerho.org/index.php/convention-session-list#th11am), 2014

Panelist, 2014

*New Connections: Using Your Internet Radio Station to Create Local Content for a Global Audience.* BEA Convention, Las Vegas, NV.

Panelist, 2014

*The Sports and Radio Love Affair in the 21st Century: How Internet Radio Is Keeping the Spark Alive.* BEA Convention, Las Vegas, NV.

Panelist, 2013

*I’ve Got An App for That!: Exploring the Impact of Mobile Applications for Radio Stations.* BEA Convention, Las Vegas, NV.

Panelist, 2012

*From Paper Idea to Live Stream: Building the Future of Radio on Your Campus.* Go12!, Chicago, IL.

Panelist, 2012

[*Accessibility is the Tipping Point: Exploring the Challenges and Opportunities for Student-run Internet Radio Stations*](http://bea2012.sched.org/event/4dd22fde9cb16f239d5de5631e7d063e)*,* BEA Convention, Las Vegas, NV.

**Fellowships, Grants, Funded Research or Teaching Support**

IRTS Faculty Seminar, 2019

IRTS Foundation, Inc

Tech Fee Allocation, Funding, 2012-present

University of West Georgia, Tech Fee Committee

Student Research Assistance Program, Student Research Funding, 2013-present

University of West Georgia, SRAP Committee

Student Activity Fee Budget Allocation, Funding, 2012-2019, 2023

University of West Georgia, SAFBA Committee

**Honors/Awards**

Distinguished Adviser Award, Four Year Broadcast Adviser 2022

College Media Association

Cornerstone Faculty Member of the Year, 2021-2022

Academic Transition Programs

Outstanding Teaching Award Nominee, 2018

University of West Georgia- College of Social Sciences

College of Social Sciences Outstanding Staff Award, 2017

University of West Georgia- College of Social Sciences

Best of the West Divisional Award Winner 2016

University of West Georgia- Academic Affairs

Professional Member of the Year, 2015

National Broadcasting Society- Alpha Epsilon Rho Honor Society

30 Under 30 Award, 2014

University of West Georgia- Alumni Association

Division of Academic Affairs Award of Excellence, 2014

University of West Georgia- Academic Affairs

College of Social Sciences Outstanding Staff Award, 2014

University of West Georgia- College of Social Sciences

Mass Communications Visionary Leadership Award, 2013

University of West Georgia- Mass Communication Department

Alpha Epsilon Rho Honor Society Inductee, 2013

National Broadcasting Society- Alpha Epsilon Rho Honor Society

The WOLF Internet Radio Vanguard Award, 2012

University of West Georgia- Mass Communication Department

Mass Communications Award of Excellence in Multimedia Storytelling, 2010

University of West Georgia- Mass Communication Department

Rhubarb Jones Academic Scholarship, 2008

University of West Georgia

NSCS Lifetime Honor Society Inductee, 2007

National Society of Collegiate Scholars

Alpha Lambda Delta Honor Society Inductee, 2006

Alpha Lambda Delta Honor Society

**Professional Memberships**

Member, 2013 – Present

College Broadcasters, Inc.

Member, 2013 – Present

Intercollegiate Broadcasting Systems

Professional Member, 2012 – 2019

National Broadcasting Society, UWG Chapter

Member 2010 – Present

Broadcast Education Association

Member, 2012, 2020 - Present

College Media Advisors

**Professional Office/Committee Service**

Staff Council Chair July 2023-present

School of Communications, Film, and Media, University of West Georgia

Staff Advisory Council Chair, July 2021- July 2023

University of West Georgia

Employee Recognition Committee, Spring 2022

University of West Georgia

SCFM Senior Night Planning Committee March 2022

School of Communications, Film, and Media, University of West Georgia

Homecoming Working Group 2022

Student Events Sub-Working Group 2022

Alumni Events Sub-Working Group 2022

University of West Georgia – Student Affairs

Media Day- Sponsorship Sub-committee, 2022

School of Communications, Film, and Media, University of West Georgia

UWG Esports Advisory Council 2021-2022

 Space and Facility Sub-Committee Chair

University of West Georgia

UWG A Day Campaign – Staff Chair 2021

University Advancement

UWG Productions A/V Technician Search Committee 2021

University of West Georgia

WUTV Operations Manager Search 2021-Present

School of Communications, Film, and Media, University of West Georgia

President’s Commission on Campus Inclusion- Staff Advisory Council Member Sept 2019-2021

University of West Georgia

Staff Advisory Council By-laws and PR Committee Liaison 2019-2021

University of West Georgia

Staff Advisory Council Chair-Elect August 2016- Sept 2019

University of West Georgia

Staff Advisory Council Rep August 2016- Sept 2019

University of West Georgia

UWG Staff Grievance Review Board December 2019

University of West Georgia

WUTV Executive Producer Search Committee 2017, 2018, 2019

Department of Mass Communications, University of West Georgia

Festival of Media Arts competition Judge- 2017-Present

Broadcast Education Association

Media Day- Social Media Sub-committee, 2015 – 2020

Department of Mass Communications, University of West Georgia

College Radio Day Board Member, 2013-2015

College Radio Foundation

Member 2011 – 2016

UWG Homecoming Committee

University of West Georgia, Alumni Association

WOLFstock Event Coordinator, 2011-present

The WOLF Internet Radio- Mass Communications Department, University of West Georgia

**Advising/Mentorship**

Digital Media and Telecommunications Mentor 2017 – 2020

Mass Communications Department, University of West Georgia

Summer Orientation Advisor, 2014-2015

College of Social Science, University of West Georgia

Pre-Major Advisor, 2012

Mass Communications Department, University of West Georgia

**Skills**

Equipment/Software

* Adobe Audition 1.5-CC
* Basic Photoshop CC
* Zoom H4N Handy Recorders
* Yellowtec iXm Pro OMNI Bundle recorder
* Canon Rebel T3 Camera
* Canon EOS 70D DSLR Camera
* Canon EF 50mm f/1.8 STM Lens
* Canon EF 24-105mm f/4 L IS USM Lens
* Sigma 150-600mm f/5-6.3 DG OS HSM Sport Lens for Canon EF
* Rode VideoMic & Micro Boompole Kit with Windbuster
* Saramonic Dual Wireless VHF Lavalier Mic Bundle
* GoPro Camera and App
* Mevo Plus Kit with Boost, Case, and Stand
* Padcaster System
* DJI Phantom 3 Drone Pilot
* Comrex NX Access and Rack System
* Yamaha MG82CX 8-Input Stereo Mixer
* Yamaha MG124 CX 12-Channel Mixer w/Effects
* Focusrite Scarlett Solo USB Audio Interface (2nd Gen)
* Iogear® GFR281 56-in-1 Memory Card Reader/Writer
* [Wheatstone L-8 Radio Console](http://www.wheatstone.com/radio-consoles1/digital-consoles/l-8-radio-console)
* Wheatstone Digital Console Blade-3
* Behringer Powerplay Pro-8 Headphone Distribution Amplifier
* Electro-Voice RE20 microphones
* Rolls RA63s Distribution Amplifiers
* SLA1 Radio Monitor Amplifier
* Shure PGX Wireless Kits
* Fender 300 Pro Systems
* WideOrbit Streaming systems
* WideOrbit & StationPlaylist Radio Automation Software
* Amperwave Streaming
* MusicMaster radio scheduler software
* AEQ Digital Audio Board software
* OddCast Audio Streaming software
* Orban Audio Processing
* Ustream Producer Video
* Trim, Label, Convert Audio Software
* Streaming & Production Software
* Station Playlist Creator & Editor Radio Programming Software
* Comrex NX Access and Rack System

Digital Media

* Advanced Facebook and Facebook Pages
* Twitter and Twitter Analytics
* Instagram and Instagram Insights
* TikTok and TikTok Analytics
* YouTube and YouTube Analytics
* TuneIn
* Canva
* Google Analytics
* Google Apps- Gmail, Drive, Calendar, Docs, Sheets, Slides, Forms, Meet, Chat, Voice
* Zoom
* GoToMeeting
* Yoast SEO
* Wordpress and WIX website builder with Elementor
* Media Temple web services- basic DNS
* Apple, Spotify and Google podcast hosting
* GroupMe
* Reddit
* Snapchat,
* LinkedIn

**Media Awards and Honors (5 year)**

Spring 2018

* Broadcast Education Association Festival of Media Arts
	+ Student Audio Competition
		- Award of Excellence: On-Air Personality - McKenzie Benefield
	+ Student News Competition
		- Second Place: Radio Hard News Report – Sigma Nu Incident
* 2018 Intercollegiate Broadcast System Media Awards Wins and Nominations
	+ WIN Best Staff Training Method
	+ WIN Best Spot News- Newnan Nazis
	+ Best Program Director
	+ Best News Director
	+ Best News Feature Story
	+ Best Promo Series
	+ Best Station Promo
	+ Best Overall Sports Coverage
	+ Best Sports Pre-Game/Post-Game Show
	+ Best Sports Report (Video/TV)
	+ Best Sports Play-by-Play- Other
	+ Best Streaming Station (More than 10,000 Students) – The WOLF Internet Radio

Fall 2018

* College Radio Day
	+ Spirit of College Radio Day Award
* College Broadcasters, Inc Student Production Awards
	+ Best DJ Audio
		- First Place: McKenzie Benefield
	+ Best News Reporting
		- Second Place: Newnan Nazi Rally

Spring 2019

* Broadcast Education Association Festival of Media Arts
	+ Student Audio Competition
		- Award of Excellence: On-Air Personality - Neriah Ethridge
	+ Student News Competition
		- Radio Hard News Reporting- Newnan Nazi Rally
* 2019 Intercollegiate Broadcast System Media Awards Wins and Nominations
	+ WIN Best TV Promo
	+ WIN Best Promotions Director Radio- Jazz Render
	+ WIN Best Streaming Station (More than 10,000 Students)
	+ Best Spot News- Newnan Nazis
	+ Best Spot News Coverage- Kayla Mitchell NAACP
	+ Best Overall Sports Coverage
	+ Best Staff Training Method
	+ Best Station Facilities
	+ Best Sports Pre-Game/Post-Game Show
	+ Best TV Station Promotion

Fall 2019 awards

* College Media Film and Audio Festival
	+ Audio Creative
		- First Place: The WOLF Internet Radio, Imagining, University of West Georgia
		- Second Place: Ethan Orphe, Anistalgia Podcast, University of West Georgia
	+ Best DJ Performance
		- First Place: Gabrielle Tigner, “Gabby Speaks”, University of West Georgia
		- Third Place: Jordan Hall, “Jordan”, University of West Georgia
* Fall 2019 award- College Broadcasters Inc. National Student Production Awards
	+ Beast Hard News Reporting Audio
		- The WOLF Internet Radio – Newnan Nazis

Spring 2020 awards

* Honorable Mention for the Broadcast Education Association – Dr. Marjorie Yambor Signature Station Award
* 2020 Intercollegiate Broadcast System Media Awards Wins and Nominations
	+ WIN Best Station Promo - College Radio Day Promo - Kwasi Mbwana
	+ WIN Best News Director- Jake “Bode” Brooks
	+ WIN Best Social Media Director- Arianna Carter
	+ Best Public Service Promotions - Tanner ReadER -The WOLF Internet Radio
	+ Best Station Promo Poster - WOLFstock 2019 Poster - Pius O'Babatunde
	+ Best Press Release - WOLFstock Press Release - Jazmyne Dedrick
	+ Best Baseball Play by Play - UWG vs Bellarmine - Javier Jimenez
	+ Best Sports Pregame Show - UWG vs Wingate - Ethan Orphe, Tariana Wingate, Storey Mizzell
	+ Best Use of Social Media - The WOLF Internet Radio - The WOLF Internet Radio
	+ Best Use of YouTube - The WOLF Youtube - The WOLF Internet Radio
	+ Best Streaming Station (More than 10,000 Students) - THE WOLF INTERNET RADIO\*

Fall 2020 awards

* College Media Pinnacle Awards
	+ Best Social Media Presence
		- Honorable Mention The WOLF Staff
* College Media Film and Audio Festival
	+ Audio Creative
		- Second Place: Jackson Witsell and Zachary Turner, HollyWOLF Studios, University of West Georgia
		- Third Place: Timothy Oglesby, Donovan Taggart, Ethan Orphe, Beats Rhymes and Opinions, University of West Georgia
	+ Best DJ Performance
		- Second Place: Kaleigh Whatley, “Kaleigh Whatley”, University of West Georgia
* Finalist 2021 Intercollegiate Broadcasting Systems Media and Management Awards Nominations
	+ Best Public Affairs Program – Let’s Talk About Sex
	+ Best Station Promotional Poster- WOLFstock 2020 Poster
	+ Best Promo Series- WOLFstock Promo Series
	+ Best Show Promo- Urban Kulture Promo 2020
	+ Best Use of YouTube
	+ Best Use of Graphics
	+ Best Streaming Station (More than 10,000 Students)
	+ Best College Radio Program Director- Gabrielle Tigner
	+ Best College Radio Music Director- Jordan Hall
	+ Best Production Director (Radio)- Aurbrion Staggers
* College Radio Day
	+ Bret Michael’s Spirit of College Radio Day Award

Spring 2021 awards

* Honorable Mention for the Broadcast Education Association – Dr. Marjorie Yambor Signature Station Award
* Winners 2021 Intercollegiate Broadcasting Systems Media and Management Awards
	+ Best TV Station Promotion- The WOLF Is Back
	+ Best Promotions Director (Radio)- Maya Kesler
	+ UWG Staff - Best College Radio Advisor- Michael Tucker

Fall 2021 awards

* College Media Pinnacle Awards
	+ Four-Year Station of the Year
		- Third Place
	+ Best Social Media Presence
		- Third Place: The WOLF Sports Instagram, University of West Georgia
* College Media Film and Audio Festival
	+ Audio Creative
		- Second Place: The WOLF On Air Imaging, University of West Georgia
	+ Best DJ Personality -
		- Second Place: Dalton James - WOLF Radio On-Air, University of West Georgia
* College Radio Day
	+ Spirit of College Radio Day Award

Spring 2022 awards

* Honorable Mention for the Broadcast Education Association – Dr. Marjorie Yambor Signature Station Award
* Finalist 202 Intercollegiate Broadcasting Systems Media and Management Awards Nominations
	+ Best Use of Video in radio studio video- The Crate Video Tease
	+ Best Use of YouTube
	+ Best Sports Pre/Post Game
	+ Best Station ID
	+ Best Public Service Announcement
	+ Best News Promotion
	+ Best Talk Program- Urban Kulture
* Winners 2022 Intercollegiate Broadcasting Systems Media and Management Awards
	+ Best Station Promotional Poster- The Crate Promo Poster
	+ Best Productions Director (Radio)- Richard Shah
	+ Best Streaming Station (More than 10,000 Students)
	+ Abraham and Borst Best Overall College Station

Fall 2022 awards

College Broadcasters, Inc 2022 National Student Production Award

* **Best Special Broadcast**
	+ Third Place- “Sports Pack 2022 NFL Draft Show”

College Media Film and Audio Festival

* Audio Creative
	+ Second Place: WOLF Radio Imagine, University of West Georgia
* Best DJ Personality
	+ Third Place – Braylen Smith, University of West Georgia

Spring 2023

Intercollegiate Broadcasting Systems Media and Management Awards- 110 submissions

* WINNERS
	+ Best Press Release- Lauren Ridley
	+ Best Program Promotion Video- The Crate TikTok Promo
* Finalists
	+ Best On-Air Personality- Dalton James
	+ Best Talk Program- Howl Yeah Fall 22
	+ Best Comedy Program- The Crate
	+ Best Play-by-Play Broadcast- UWG vs Faulkner Overwatch 2
	+ Best Comedy Program Video- WOLF and Wizards EP 2
	+ Best Commercial/Promo Video- What is WOLFstock Retro Promo
	+ Best Use of Video in Radio Studio Video- Audioplex KFC Croc Highlight
	+ Best Sports Pre/Post Game- UWG vs Carson Newman Tailgate Show
	+ Best Program Director- Braylen Smith
	+ Best News Director- Alex Amos
	+ Best Production Director, Radio- Robert Barnes
	+ Tom Gibson Award for Outstanding Radio Engineering- Michael Tucker
	+ Best Streaming/On-Line Only Radio Station (more than 10,000)

Fall 2023

[College Media Association Pinnacle Awards Individual](https://collegemedia.org/cma-2023-pinnacle-awards-individual-finalists/)

* First: Best Podcast (Division II)
* First: Best Audio Newscast (Division II) WOLF Radio
* Second: Best Overall Campus Media Engagement (Divisions II & III) WOLF Radio
* Second: Best Multi-Media Ad Campaign (Divison II) WOLF Radio - Jeffersons
* Honorable Mention: Best Audio Promo/PSA (Division II) WOLF Radio
* Honorable Mention: Best Audio Special Event Coverage (Divisions II, III, IV & Two Year) – WOLF Sports Network
* Honorable Mention: Best Audio Sportscast (Divisions II, III, IV & Two Year) -WOLF Sports Network
* Honorable Mention: Best Audio Talk/Entertainment Program (Division II)

[College Media Association Pinnacle Awards Organizational](https://collegemedia.org/cma-2023-pinnacle-awards-organizational-finalists-announced/)

* First: Radio Station of the Year- Division II

College Broadcasters, Inc 2023 National Student Production Award: Finalists

* Best Special Broadcast- WOLF Sports Network 2023 NFL Draft Show
* Best Social Media Presence - WOLF Radio Social Media

Broadcast Education Association On-Location Creative Competition Awards of Excellence

* Audio Competition
	+ WOLF Sports Network Staff and Volunteers, University of West Georgia; Sports Pack Episode 27

International Student Broadcasting Championship (Inaugural)

* WINNERS
	+ People’s Choice Station- WOLF Sports Network
	+ Best Station Promotion/Contest (1)- WOLFstock 2023
* Finalists
	+ Station of the Year (2)- WOLF Radio and WOLF Sports Network
	+ Best Station Website (2)- thewolfuwg.com and wolfsportsnetwork.com
	+ Best Social Media Execution (2)- Monday Mashup and WSN Instagram

Intercollegiate Broadcasting Systems Media and Management Awards- 100 submissions

* Finalists

**WOLF Radio**

* + Best Talk Program- Howl Yeah Julian Bryant and the WITs
	+ Best Specialty Show (Non-Music)- Urban Kulture Rique and Jada
	+ Best Station Contest/Promotional Event- WOLFstock 2023
	+ Best Use of Video in Radio Studio Video- Anistalgia Podcast Live Recording Kamal Saucier, Micah Johnson, Jada Little, Andrew Walker
	+ Best Promo Series- College Radio Day Promo Series KJ Farmer, Jada Little, Julian Bryant
	+ Best Music Director – Kamal Saucier
	+ Best Social Media Director- Niave Collins

**WSN**

* + Best Sports Play-By-Play (Other)- Spring Dodgball Tournament Brendan Willoughby-Ray, Gavin Ellis, Zoe LaBreche
	+ Best Sports Talk Program- Sports Outta Pocket Stephen Lambert, Jackson Vols, Andrew Jefferson, and Chase Jefferson
	+ Best Play-by-Play Broadcast- NACE Valorant UWG v WKU Kaleb Pope and Jared Webster

**Combined**

* + Best Streaming/On-Line Only Radio Station (more than 10,000)