

# S. Jason Cole

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## Education

**Ph.D., Film & Media Studies**, University of Kansas 2013

**Master of Arts, Broadcast Communication**, University of Central Missouri 1999

**Bachelor of Arts, Mass Communication**, Missouri Southern State University 1997

## Teaching Interests

Documentary Production and History

Narrative Film and Video Production

Audio Production

Animation

Media Literacy

Marketing and Management

Sound Design and Editing

Multimedia Production

Film History

Audience/Consumer Behavior

## Teaching Experience

### Assistant Professor

*University of Central Missouri, August 2008 – 2012*

COMM 3411 Video Production II

Intermediate course in digital video production/performance covering documentary filmmaking, electronic field production, freelance marketing, directing, shooting and editing techniques.

COMM 3445 Media Management and Sales

Core principles of media management styles and techniques of marketing and sales

COMM 4290 Special Projects: Boys and Girls Club

Students are selected to work with children participating in the Boys and Girls program, teaching them video and animation skills, techniques and history.

COMM 4200 Special Topics: CTV

Entrepreneurial course offered through extended campus addressing the restructuring, management, promotion and programming of the student run television station CTV.

COMM 2400 Foundations of Broadcasting

Business, historical, economic, societal and technological foundations of broadcast and film

COMM 3410 Audio Production II

Application of digital-audio postproduction and practical studio performance to create radio promotional materials, advertisements and creative works

COMM 4490 Senior Capstone

Preparation of a portfolio and resume reel representing the student's best work

COMM 3413 Multimedia II

Advanced multimedia applications, for motion graphics including Adobe After Effects and Apple Motion

COMM 3412 Single Camera Narrative Production

Production of dramatic programs shot on film or digital video. Topics include scripting, directing, shooting, non-linear editing, digital distribution and independent film distribution

IGEN 3232 Media Literacy

Explores the relationships among media consumers and producers. Explores advertising and marketing techniques, and the integration of cultural, technological, and

economic perspectives on mass media and visual communication in society.

### **Teaching Assistant**

*University of Kansas, August 2004 - May 2008*

Th&F 576 Animation – Spring 2005, Spring 2006, Spring 2007

A survey of animation history, theory, and production

Th&F 475 Intermediate Video Production Fall 2007

Theory and practice of longer-form video production with emphasis on scripting, talent coordination, editing and self-marketing in preproduction, production and postproduction

Th&F 376 Basic Film Production – Fall 2004, Spring 2005, Fall 2005, Fall 2006, Fall 2007

An introduction to 16mm film techniques and structures, requiring construction of brief, individually produced fictive-narrative films employing classical continuity

Th&F 375 Basic Video Production – Fall 2005, Fall 2006

Theory and practice of video production with emphasis on preproduction planning, scripting, directing, lighting, camera operation and audio

Th&F 302/702 Undergrad/Grad Seminar: Music Video Theory & Practice – Summer 2006

The study and production of music videos, their use as marketing and promotional tools and their cultural impact

Th&F 283 Introduction to the Film Medium – Fall 2004, Spring 2006, Spring 2007

Focus on communicative transaction between film viewer and filmmaker. Learning to read basic signs, syntaxes, and structures of cinematic language through the direct analysis of selected films

### **Adjunct Faculty**

*Cottey College, 2000–2002*

Radio Broadcast Practicum Fall 2000, Spring 2001

Radio production techniques and practical business experience pertaining to operations of a radio station

## **Professional Experience**

### **Director of Video Content**

Ogden Publications (May 2012 – Present)

- Responsible for the overall business plan for video content at Ogden Publications
- Oversaw the day-to-day operations of Ogden's video production and promotion
- Developed monetization for online video content
- Built relationships with third party content providers and user generated content providers
- Worked with editorial staff and advertisers to develop video concepts, series and product integration

### **Co-Director of the 2011 Show-Me Justice International Film Festival**

University of Central Missouri, Warrensburg, MO

- Served on the film festival steering and marketing committee
- Principle investigator for successful Missouri Arts Council and National Endowment for the Humanities grants
- Performed marketing and promotional strategic planning
- Festival technical expert

### **Consultant-Sports Broadcast Minor Development**

University of Central Missouri

- Assisted in the development of a Sports Broadcasting program for the Department of Communications and Sociology.

- Worked with Dr. Joe Moore to research and implement program

### **Video and Marketing Director**

Morgansites.com, Excelsior Springs, MO March 2007 - Present

- Responsible for online and television video distribution
- Director for client commercials and promotional videos
- Multimedia specialist for web based applications
- Promotions and marketing consultant

### **Video Module Coordinator**

Boys and Girls Clubs of West Central Missouri, January 2008 – January 2009

- Taught a variety of video courses to elementary and middle school youth
- Counseled youth experiencing personal problems
- Coordinated a six-school video module utilizing volunteer instructors

### **Media Production Specialist**

Dept. of Education, University of Missouri Kansas City, May 2002 – August 2004

- Videographer for special events and department projects
- Technical and creative consultant for students and faculty
- Scheduled equipment usage for School of Education (SOE)
- Managed the creation and marketing of websites for several departments within the SOE
- Taught workshops on the use of animation as a classroom teaching tool

### **Audio/Visual Services Director**

Cottey College, Nevada, MO, July 2000 – May 2002

- Videographer for all campus events
- Purchased audio/visual equipment for entire campus
- Maintained existing audio/visual equipment
- Taught broadcast practicum and faculty multimedia workshops
- Developed Library Intranet website

### **Graduate Assistant**

Central Missouri State University, Warrensburg, MO, August 1997 – May 1999

- Assisted undergraduate students with editing assignments both in the areas of audio and video production
- Provided classroom and laboratory assistance for communication professors
- Supervised student workers in the equipment checkout area
- Inventoried equipment
- Tallied studio and equipment usage amounts

### **Commercial Production Internship**

KSN-TV, Joplin, MO, January 1997 – May 1997

- Shot and edited footage for on air commercials
- Shadowed station sales and marketing team
- Audio and tape operator for mid-day news

### **Student Station Manager**

KGCS-LP, Missouri Southern State University, Joplin, MO, June 1996 – May 1997

- Scheduled and developed programming
- Tracked equipment checkout and maintenance

### **Student Promotions Director**

KGCS-LP, Missouri Southern State University, Joplin, MO, May 1995 – May 1996

- Generated press releases for programming
- Coordinated special marketing and promotion events with station manager
- Created public service announcements for on air use

## Presentations/Guest Speaking

- October 2011 Guest speaker at the University of Central Missouri's Performing Arts Series screening of *Duck Soup*.
- March 2009 Green Democracy Panel Member  
2006 UFVA Conference – "Portraits of the American Fringe: *American Movie*, *Grey Gardens* and the Ethics of Non Fiction Film
- 2002 ACR Film Festival Conference Presentation - Smith, Scott, Steven Chen, Jeff Murray, S. Jason Cole, Dan Fisher, and Molly Rapert (2003), "Down on the Corner, Peace on the Street"

## Publications and Professional/Peer-Reviewed Creative Work

- *Tough Grit*, Producer, 26 episode television program broadcast on RFDTV (2012) - <http://goo.gl/sZS94h>
- All Videos for *Ogden Publications* (2012 – present)
- *New Block on the Block*, object animation (2007)
- *Journey to Bunceton*, documentary short (2006)
- *Gearhead Pilgrimage*, co-producer/editor, documentary short (2006)
- THRIVE Online Marketing Video (2011). Video promotions for the THRIVE program at the University of Central Missouri. THRIVE is a unique two-year opportunity for developmentally disabled students, fully integrated with campus life at the University of Central Missouri. THRIVE offers an individualized curriculum designed to prepare participants for independent living and career choices.
- Sedalia Democrat Vietnam Memorial (2011). A video produced in cooperation with Sedalia, Missouri's newspaper, the Democrat, which highlights veterans of the Vietnam War who either lost their lives in battle or have since passed.
- Calling the Loop (2011). An experimental short film exhibited at the Pulitzer Museum in St. Louis, Missouri for their Dreamscapes exhibition.
- Consumer behavior videos adopted for textbook (2009) – Two consumer videos (produced, directed, filmed and edited) were adopted for the Consumer Behavior: Buying, Having and Being 8th Edition by Michael Solomon video supplements.
- Smith, Scott, Dan Fisher, S. Jason Cole (June 2007) "The Lived Meanings of Fanaticism: Understanding the Complex Role of Labels and Categories in Defining the Self in Consumer Culture" Consumption, Markets and Cultures.
- Smith, Scott, Jason Cole, Dan Fisher, Jeff Murray, and Molly Rapert (2006), "Gearhead Pilgrimage: The Queen Mary Summit of Indiana Jones Fans" in Advances in Consumer Research, Vol. 33, Eds. Cornelia Perchmann and Linda Price, Provo, UT Association for Consumer Research.
- Smith, Scott, Jeff B. Murray, Jason Cole, Molly Rapert, and Dan Fisher (2005), "Fanatic Consumption: Reconsidering Fanaticism," in Advances in Consumer Research, Vol. 32, eds. Geeta Menon and Akshay Rao, Provo, UT: Association for Consumer Research, Film.
- *Lisa's Big Day*, animated paper cel (2005)
- *Beowulf vs. Grendel's Mother*, animated clay puppets (2004)
- *Summer's Dream*, animated paper cut-outs (2004)
- Smith, Scott, Steven Chen, Jeff Murray, S. Jason Cole, Dan Fisher, and Molly Rapert (2003), "Down on the Corner, Peace on the Street," Advances in Consumer Research, Vol. 29, Eds Punam A. Keller and Dennis W. Rook, Atlanta, GA: Association for Consumer Research.

## Technical Skills

- Audio recording, sound design, mixing: Pro Tools digital mixing and signal processing, location sound equipment, Adobe Audition software
- Cinematography and videography, image capture using anything from 16mm film to the latest in digital video (Canon C300, RED)
- Animation: Oxberry animation stand, LunchBox DV, Frame Thief, iStop-motion, Dragon Stop-motion, and Flash
- Grip: Studio and location grip/lighting and support including the use of light meters, C-stands, soft-box lighting, umbrellas, HMI, Fluorescent, LED and Tungsten lighting.
- Digital video, sound, image -- editing and processing: Pro Tools, Final Cut Pro, DVD Studio Pro, Avid Media Composer, After Effects, Premiere, iMovie, and iDVD.
- Multimedia production: proficiency with Adobe Creative Suite including Photoshop, Illustrator, InDesign, and Flash

## Professional Affiliations

- Society of Cinema and Media Studies
- University Film and Video Association
- American Marketing Association
- Association for Consumer Research
- Broadcast Education Association

## Activities and Awards

- Heartland Region Emmy Award Nomination for Tough Grit 2013
- Member of President's Commission for Sustainability at UCM 2009 - 2012
- Faculty Advisor for CTV – Student run television station at UCM 2009 - 2012
- Faculty Advisor for UCM College Croquet Club 2010 - 2012
- UCM Cooperative Project Development Program Grant (\$5000)
- UCM Research/Creative Assistance Award (\$4000)
- UCM Professional Enhancement Committee Grant Recipient Spring 2011
- UCM Professional Enhancement Committee Grant Recipient Fall 2010
- UCM Professional Enhancement Committee Grant Recipient Spring 2010
- UCM Professional Enhancement Committee Grant Recipient Fall 2009
- UCM Professional Enhancement Committee Grant Recipient Spring 2009
- UCM Professional Enhancement Committee Grant Recipient Fall 2008
- Charles "Buddy" Rogers Scholarship 2006-07 & 2007-08
- Alexis and Craig Stevens Performing Arts Scholarship 2006-07
- Richard Dyer MacCann award for outstanding paper at the KU Film Symposium, 2005
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- Graduate Student representative for the KU Theatre and Film Composite Board
- Vice-president and Social Chair for Graduates in Film and Theatre
- Department representative for the Graduate Teaching Assistants Coalition
- Graduate Teaching Assistantship, University of Kansas
- Graduate Assistantship, Central Missouri State University