
SERBINO SANDIFER-WALKER
JOURNALIST, DIGITAL INNOVATOR, SCHOLAR-PRACTITIONER, PROFESSOR

Current: Texas Southern University School of Communication

Houston, Texas 77004

serbino.sandifer-walker@tsu.edu

Academic Position: Assistant Dean

PROFESSIONAL PROFILE:

Assistant Dean- In collaboration with the Dean of the School of Communication, I create, coordinate, and facilitate innovative pedagogy and faculty development programs that promote breakthrough research and creative activities responsive to the university's urban setting.

KTSU2 Co-coordinator - Coordinate multimedia news, sports and public affairs programming in a student-centered, comprehensive training laboratory for undergraduate and graduate students to gain requisite, hands-on skills in multimodalities that prepare them to compete in a technology driven society as engaged citizens and innovative leaders. Created the multimedia components after years of extensive research. It is the only operation of its kind on a university campus.

Academic and Social Justice Strategist – Developed curricula, policy, programs for the Urban Research and Resource Center's Anthony Graves Smart Justice Speaker's Bureau; HB#2116 and SB#1746 passed in the Texas Legislature in 2019 addressing youth and intergeneration incarceration; served as writer, researcher and media liaison of the Center for the Development and Study of Effective Pedagogy for African American Learners, a center dedicated to creating effective pedagogy for Black and underserved students.

Comcast: Freedom Ride to Houston documentary collaborator: This Telly Award-winning documentary focused on Texas Southern University and California students' courageous efforts to desegregate public transportation in Houston and nationwide.

Historic Black History Month Partnership with KPRC2 Executive Producer- Groundbreaking project that has Texas Southern University School of Communication students produce stories on Houston's Black history in February for all KPRC2's [NBC affiliate] platforms.

Digital Innovator – created the first digital (social) media correspondents' team on a college campus in the U.S.; mobile, multimedia video, content creator.

Journalist and Researcher – Houston Civil Rights movement, 1960; HBCU sit-ins; Black women's history; innovative storytelling; mobile reporting; Black Press; multimedia innovation; curriculum development for urban and rural communities.

Social Media Doctor at Columbia University's Graduate School of Journalism in New York City; show journalists and educators how to use innovation in social media reporting, educational engagement tool.

NBCU Academy – Program navigator for the NBCU Academy program at TSU designed to cultivate a dynamic core of next-generation journalists.

Center for Journalism and Democracy – Collaborate with Pulitzer Prize-winning journalist Nikole Hannah-Jones' center at Howard University to foster pro-democracy and investigative journalism programs at HBCUs like TSU to develop a new generation of outstanding journalists.

Founding member of the National Association of Black Journalists Digital Journalism Task Force (DJTF), Past Vice President of Education Policy, Innovations Contributor – A group that develops, presents and shares the latest digital innovations to its members and the global community.

TEACHING EXPERIENCE

- **Journalism Professor,**

Department of Journalism 1991-present.

Courses Developed

Multimedia Investigative Journalism in Collaboration with the Center for Journalism and Democracy

Journalism and artificial intelligence (AI)

Multimedia Journalism - Texas Southern University

Social Media and Digital Innovation – Texas Southern University

Smart Justice Speakers Bureau for Second Chance Citizens – Texas Southern University

Computer Assisted Reporting – Texas Southern University

Multimedia Graphic Design – Texas Southern University

Online Journalism I and II – Texas Southern University

Mobile Reporting for the National Association of Black Journalists

Courses Taught – Texas Southern University

Online Journalism I&II

Introduction to Journalism

Introduction to Reporting

Introduction to Broadcast News

Introduction to Public Relations and Advertising

Intermediate Reporting

Intermediate Broadcast News

Advanced Reporting

Advanced Broadcast News

News Editing I &II

Computer Assisted Reporting

The Black Press

Community Newspapers

Law and Ethics

Independent Study

Problems in Journalism

Multimedia Graphic Design

Speech Communication

Voice and Diction
Public Address
Radio Performance
TV Performance

Criminal-Social Justice Curriculum Creator of the Anthony Graves Smart Justice Speakers Bureau

Public School Educator:

Houston Independent School District: J. Will Jones Elementary School, **Drama Teacher**

Houston Independent School District: Sterling Senior High School, **Drama Teacher**

Title of Grants:

Multimedia Innovation Curricula in the School of Communication, Fall 2021-22

Bolster Multimedia Innovation Curricula in the School of Communication, Fall 2020-21

Strengthening Multimedia Convergence Curricula in the School of Communication, Fall 2019-20

PUBLICATIONS

Digital Content Creation and Its Implications for Minority Journalism Education. (In Progress)

The Art of Innovation and Transformation: Retooling Curricular to Meet the Needs of Underserve Communities. (In Progress)

Digital Processing: A Modern-Day Model for Teaching. (In Progress)

Sandifer-Walker S. 2018, December 8 A Smart Justice Program for Second Chance Citizens.

Sandifer-Walker S. 2010, February 28. How TSU Students Changed Houston. The Houston Chronicle, p. B12.

Sandifer-Walker S. 2010, February 28. Houston's First Sit-in. Defender, p.7.

Sandifer-Walker S. 2010, February 28. Silencing Houston's Jim Crow. Defender, p.7.

Sandifer-Walker S. 2008, March 2. A sit-in to face down Jim Crow. The Houston Chronicle, p. E1.

Sandifer-Walker S. 2004, July 20. Workshop a Jumpstart to Academic Success: YSU program readies students for school year. Houston Chronicle, p.B3.

Sandifer-Walker S. 2003, March 2 Focus on the teacher / TSU research center helps Texas youths make the grade. The Houston Chronicle, This Week p. P1., 2 Star Edition.

Sandifer-Walker, S. 2003. The Premier Institution for Urban Education: Jerry Jay Cummings has a Plan, TSU Academic Affairs.

Sandifer-Walker, S. 2003. TSU Research Center Helps Texas Schools to make the Grade, (CPAL), The Village Voice.

Sandifer-Walker, S. 2003. Effective Pedagogy for African American Learners (CPAL), The Village Voice.

Sandifer-Walker, S. 2003. TSU Research Center Makes a Difference in Public Schools, (CPAL), The Village Voice.

Sandifer-Walker. (2002, March 6). Pioneering Spirits of Two History-making Women. Houston Chronicle, p5.

Sandifer-Walker, S. 2000. A Man of Vision: Sumpter Brooks Crusades for Texas Children. Houston, Tx: Center for the Development and Study of Effective Pedagogy for African American Learners Journal (CPAL), Texas Southern University.

Sandifer-Walker, S. 1999. Texas Educator Challenges Colleagues to Push the Limits. Houston, Tx: Center for the Development and Study of Effective Pedagogy for African American Learners Journal (CPAL), Texas Southern University.

Sandifer-Walker, S. 1999. Teachers are Important too says One Educator. Houston, Tx: Center for the Development and Study of Effective Pedagogy for African American Learners Journal (CPAL), Texas Southern University.

Sandifer-Walker, S. 1999. CPAL Creates a Formula for Success. Houston, Tx: Center for the Development and Study of Effective Pedagogy for African American Learners Journal (CPAL), Texas Southern University.

Sandifer-Walker, S. 1998. Dynamic Educator Supports the CPAL Mission: Jerry “Jay” Cummings is a CPAL Founding Father. Houston, Tx: Center for the Development and Study of Effective Pedagogy for African American Learners Journal (CPAL), Texas Southern University.

Sandifer-Walker, S. 1998. CPAL is Ready for the New Millennium. Houston, Tx: Center for the Development and Study of Effective Pedagogy for African American Learners Journal (CPAL), Texas Southern University.

Sandifer-Walker, S. 1996. Historic Center Discovers Inequities exist for Black Children in Public Schools. Houston, Tx: Center for the Development and Study of Effective Pedagogy for African American Learners Journal (CPAL), Texas Southern University.

Sandifer-Walker, S. 1996. From the Pulpit to the Classroom, One Baptist Minister is Making a Difference. Houston, Tx: Center for the Development and Study of Effective Pedagogy for African American Learners Journal (CPAL), Texas Southern University.

Sandifer-Walker, S. 1996. TSU Research Center Creates Formula for Success: Public School Students Reap Benefits, TSU Academic Affairs. Houston, Tx: Center for the Development and Study of Effective Pedagogy for African American Learners Journal (CPAL), Texas Southern University.

BOOK MANUSCRIPT

Houston Civil Rights: The TSU Sit-ins (In Progress)

E-BOOKS:

E-BOOK, E-SCRIPT (In Progress)

E-Book: Social Media in the Journalism College Classroom

E-Book: Social Media as a Reporting Tool

HBCUs: An American Story of Courage

BOOK EDITOR

Born to Serve: A History of Texas Southern University by Dr. Merline Pitre - 2018

JOURNALISM EXPERIENCE

1980 – present

KTSU2 DIGITAL PLATFORM, HOUSTON, TEXAS

Multimedia Co-coordinator. Show students how to produce documentaries, news stories, features and student newscasts, while using multi and social media. Wrote the digital multimedia components.

WLIB/WBLS RADIO NEW YORK, NEW YORK

Anchor and Reporter. Covered political beat and general assignments. Anchored morning and afternoon newscasts. *Covered Rudolph Giuliani's first run for mayor in 1989.*

WINS Radio New York, New York

Writer. Wrote and produced all-news F.M. radio newscasts.

LADIES' HOME JOURNAL, NEW YORK, NEW YORK

Researcher and Editor. Edited and fact-checked feature stories for monthly publication.

KBMT-TV BEAUMONT, TEXAS

Reporter and Anchor. Wrote, produced and anchored morning newscast. City hall reporter, general assignments, breaking news, live shots and hosted 30-minute talk show.

KILE Radio Galveston, Texas

News Director/Anchor/Reporter. Wrote, produced and anchored morning newscasts and talk shows. Covered court system, police beat, city hall, city elections, breaking news (Hurricane Alicia 1983) and supervised staff.

Historic Media Resource *Houston Student Movement*

[X] Formerly Twitter: <http://twitter.com/sswalker>

LinkedIn: <https://www.linkedin.com/in/serbino-sandifer-walker-95747638/>

National Association of Black Journalists Digital Journalism Task Force (DJTF)

Founding Member of the National Association of Black Journalists

Digital Journalism Task Force (DJTF), 2007

Founded in 2007, Vice President of Research Media Policy. Presenter at NABJ's 2007 - 2012

National Conventions.

National Black Programming Consortium Scholar

National Black Programming Consortium Scholar and Eyes on the Prize Historically Black Colleges and Universities New Media Grant Recipient

Project: Silencing Houston's Jim Crow – Silencing Houston's Jim Crow is a compelling new media project that explores how several brave Texas Southern University students tore down the walls of segregation in Houston, Texas from 1960 to 1963. This gripping tale documents the first sit-in in Houston on March 4, 1960 and features interviews with three of the students and original footage. The story was produced for an Internet based audience and has interactive features to engage the viewer. It is the story of the civil rights' movement's unsung heroes. It adds an important voice to the nation's civil rights' story.

Website: www.houstonstudentmovement.com - updating

PROFESSIONAL DEVELOPMENT

Urban Research and Resource Center Smart Justice 2018-2019: Collaborated with criminal justice advocate and icon Anthony Graves and the ACLU on the creation of a social justice curriculum for second chance citizens.

Social Media Doctor Expert 2012 and 2013: Columbia University Graduate School of Journalism Social Media Weekend. Taught a global community, journalists and educators how to use social media as a reporting, marketing and education tool.

Learning Lab Presenter for National Association of Black Journalists' Flagship Learning Lab 2012 New Orleans, La. : Free Tools for Journalists. The session focuses on innovative tools reporters can use to add depth, context and breadth to news stories.

Learning Lab Presenter for National Association of Black Journalists' Flagship Lab: Multimedia Training – The Art of Innovation: The Intersection of Craft and Creativity 2011 – Philadelphia, Pa - This flagship workshop, a joint venture of the Visual Task Force and the Digital Journalism Task Force, will give NABJ members the ability to stand out in their newsrooms, on their social media sites and in their own entrepreneurial journalism ventures by telling compelling stories across a multitude of mediums. After years of technology training, we bring the experience full circle and begin where we never should have left – with our craft and creativity. We examine the power and potential of our newfound digital skills and how we should look at storytelling across a multitude of platforms.

Learning Lab Presenter for National Association of Black Journalists: Smartphone Reporting With Your

Multimedia Phone: Video and Beyond— Philadelphia, Pa - This workshop is designed to give attendees an overview of the technology and applications that allow people to share visual content with their mobile devices. It will provide examples of journalists who've used their mobile phones to capture and share content including: live streaming, breaking news situations, citizen journalism and will provide ideas about how newsrooms and reporters can leverage mobile video.

Workshop co-Developer and Facilitator, National Association of Black Journalists' Annual Convention in San Diego, Calif., 2010

Workshop co-Developer and Facilitator, National Association of Black Journalists' Annual Convention in Tampa, Florida, 2009. Session titled: Backpack Journalism.

Workshop co-Developer and Facilitator, National Association of Black Journalists' Annual Regional Convention in Houston, Texas, Texas Southern University, Spring 2008, Student Project Coordinator.

Workshop co-Developer and Facilitator, National Association of Black Journalists' Annual Convention in Las Vegas, NV, 2008. Session titled: Backpack Journalism.

Workshop Developer and Facilitator, NABJ 31st Annual Convention in Indianapolis, Indiana, August 16-20, 2006. Session titled: New Media: Digital Storytelling Goes Beneath the Surface.

Panelist, NABJ Region V 2006 Conference *New Technologies in Journalism* Symposium in Oklahoma City, Ok., March 9-12, 2006.

Practicum Leader, NABJ V 2006 Conference Online Student Practicum in Oklahoma City, Ok., March 9-12, 2006.

Presenter, National Association of Black Journalists New Media Workshop, 2005, New Orleans, La.

Panel Chairperson, Houston Association of Black Journalists, "Hurricane Katrina: What the Future Holds for Houston's Evacuees, (Sept., 2005)

Panel Chairperson, Houston Association of Black Journalist "Making the Media Work for You", (July, 2005).

Panel chairperson of Houston Association of Black Journalists "Jumpstart Your Career", April 2003.

Panelist on NPR's Tavis Smiley Show "The History of Black Radio" "Making the Media Work for You", An HABJ Community Workshop, Feb. 2004.

National Association of Black Journalists Regional Conference, March 2004. Education Chairperson.

PROFESSIONAL SERVICE

MSNBC – HBCUs Activism, Civil Rights, and Voting, 2022

Comcast Newsmaker, Houston Progressive Youth Association and Freedom Riders, 2022

KPRC2 Black History Month Project, 2021 and 2022

Houston NAACP Communication Committee, 2022

Anthony Graves Smart Justice Speakers Bureau, 2018-2019

Urban Research and Resource Center Smart Justice, 2018-2019

American Civil Liberties Union Smart Justice, 2018-2019

-Petitioned the Harris County Historical Commission and the Texas Historical Commission to create an official Texas Historic Marker to commemorate the 50th anniversary of Houston's first sit-in led by TSU students on March 4, 1960. Marker officially dedicated on Thursday, March 4, 2010.

-Houston Association of Black Journalists President, 2005-2007.

-Developed the Houston Association of Black Journalists first strategic plan and Advisory Board;

-Established the Houston Association of Black Journalists (HABJ) first scholars' program. It has had a 100 percent success rate. Revamped HABJ's infrastructure.

-National Association of Black Journalists Digital Journalism Task Force Vice President.

UNIVERSITY SERVICE

-Coordinated programs commemorating 50th anniversary of Houston's first sit-in led by Texas Southern University students.

-Petitioned the Harris County Historical Commission and the Texas Historical Commission to create an official Texas Historic Marker commemorate the 50th anniversary of Houston's first sit-in led by TSU students on March 4, 1960.

-TSU College of Education Historic Education Research Institute, *Center for the Development and Study of Effective Pedagogy for African American Learners, (CPAL)*; wrote, edited and designed CPAL newsletter, *The Village Voice*.

- Texas Southern University Department of Communications fundraising strategist for annual student scholarship and award activities (1994-2000).

-Women's Studies Committee: Worked with a coalition of scholars to interact, engage and present research and programs on the contributions of women, particularly African-American women, in history, journalism, theatre and the arts. The committee was led by nationally noted historian and former dean of College of Liberal Arts and Behavioral Sciences Dr. Merline Pitre.

HONORS

-Telly Award: Comcast NewsMakers: Freedom Ride to Houston 1961, 2023

-Alex Trebek Fellow – TV Academy Foundation, 2022

- Comcast NewsMakers: Progressive Youth Association-Freedom Riders 1961, 2022
- Houston Rockets Black History Month Trailblazer, TSU Sit-ins, 2021
- KPRC-TV, NBC Voices of Houston Honoree, 2021.
- TSU KPRC-TV Black History Month Groundbreaking Project, 2020.
- Living Legend Award, Houston Publication 2020.
- Anthony Graves Smart Justice Speakers Bureau, 2018.
- ACLU Smart Justice 2018.
- Smart Justice 2017.
- Houston Mayor Annise Parker presents Proclamation honoring Civil Rights Pioneers and Texas Historic Marker that I worked two years on to secure, located at 4110 Almeda – March 4, 2010.
- Congresswoman Shelia Jackson Lee presents Proclamation honoring Civil Rights Pioneers and Texas Historic Marker I worked two years on to secure located at 4110 Almeda – March 4, 2010.
- State Representative Garnett Coleman presents Proclamation honoring Civil Rights Pioneers and Texas Historic Marker I worked two years on to secure located at 4110 Almeda – March 4, 2010.
- Community Crusader Award, Sigma Gamma Rho Sorority, Inc., 2006.
- Houston Association of Black Journalists named the National Association of Black Journalists (NABJ) --National Professional Chapter of the Year, 2006.
- Houston Association of Black Journalists, President 2005 and 2006.
- National Association of Black Journalists (NABJ) First Place Award in Magazine Publications, *TSU Academic Affairs*, 2004-2005.
- National Volunteer of the Year, Aspiring Youth, Inc., 2005.
- National Association of Black Journalists (NABJ) Outstanding Community Service Award, 2004.
- National Association of Black Journalists “Best Student Newspaper *The Herald*”, 2004.
- National Association of Black Journalists Radio Practicum Leader, 2004. (Student newscast featured on NABJ website)
- Hodges Bend Middle School, Fort Bend ISD PTA Vice President, 2007-2008.
- Texas Southern University College of Liberal Arts and Behavioral Sciences *Teacher of the Year*, 2002.
- W.R. Banks Child Development Laboratory PTO President, 2000.
- W.R. Banks Child Development Laboratory Parent of the Year, 1999.
- Chairperson, 1995-00 Department of Communications Annual Conferences. Highly successful conferences. (Raised Funds)
- Houston Association of Black Journalists Trailblazer Award, 1997.

- TSU Communications Teacher of the Year, 1994.
- Produced seven Region VII National Association of Black Journalists award-winning student journalists, 1993.
- United Methodist Women of Distinction Outstanding Service Award, Houston, Texas, 1993.
- TSU Communications Teacher of the Year, 1992.
- Poynter Institute for Media Studies Fellow, 1992.
- Reader's Digest Scholar, 1989.
- Outstanding Young Woman of America, 1987.
- Best Radio Reporter Galveston, Texas, '84, and '85.
- Outstanding Communicator Galveston, Texas , 1984.
- Communications Merit Award, Houston, Texas, 1983.
- TSU Association of Black Journalists, Founder, 1990.
- National Association of Black Journalists, member.
- Houston Association of Black Journalists, Education Committee Chair, 2003-2004.
- Alpha Kappa Alpha Sorority.
- Girl Scout Troop Leader/Teen Advisor (San Jacinto Council, Cadette Troop 415)
- Certified Cardio Kickboxing Instructor. (Lifetime Fitness, Sugarland, Texas and Texas Southern University Recreation and Wellness Center, Houston, Texas).
- Docunet* – term Serbino Sandifer-Walker developed for Internet documentaries.

GUEST LECTURES, KEYNOTE ADDRESSES & MEDIA EXPERT

KPRC2 Black History Month program produced TSU students, 2021-2023

MSNBC HBCU Tour, Texas Southern University, 2022

Houston Rockets Black History Month, 2021

Anthony Graves' Fight for Justice Virtual Discussion, 2021

Social and Criminal Justice, 2020

Anthony Graves Smart Justice Speakers Bureau, 2018-2019

National Association of Black Journalists Facilitator at 2012 Convention in New Orleans, La.

Social Media Doctor, Columbia University Graduate School of Journalism February 2013, January 2012.

<http://socmediaweekend.wordpress.com/social-media-doctors/>

If Twitter is a Work Necessity, New York Times Social Media Expert

<http://www.nytimes.com/2012/03/01/education/digital-skills-can-be-quickly-acquired.html?pagewanted=all>

Texas Southern University: Journalism and New Media Symposium April 2012.

National Association of Black Journalists Facilitator at 2011 Convention in Philadelphia, Pa.

Poynter Institute Online “New Year's Resolutions for Educators” January 7, 2010.

“Texas Southern University Students Made History on March 4, 1960 – Houston’s First Sit-in,” Harris County Historical Commission, December 2009.

“Are they the Future: Backpack Journalists?” National Association of Black Journalists, August 2009.

“Careers of the Future” Fort Bend ISD, Hodges Bend Middle School.
May 2009.

National Association of Black Journalists “The Backpack Journalists” August 2009.

Houston Association of Black Journalists “Making the Media Work for You” 2005-09.

Education:

Columbia University New York, New York

Master of Science, Journalism, 1989

Reader’s Digest Scholar, 1989

Texas Southern University Houston, Texas

Bachelor of Arts, Theatre Cinema/Journalism 1983