

## **VICTOR J. VISER, Ph.D.**

Texas A&M University Galveston Campus  
Department of Liberal Studies  
Galveston, Texas  
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### **EDUCATION**

**Ph.D.** – Communication, Temple University, School of Communication and Media, Philadelphia, Pennsylvania. Dissertation: “Images of Women & Children in American Magazine Advertising, 1940 – 1950.”

**Master of Arts** – Communication / English, Our Lady of the Lake University, San Antonio, Texas.

**Bachelor of Science** – Communication / Radio-Television-Film, The University of Texas at Austin, Austin, Texas.

### **CURRENT POSITION – Texas A&M University at Galveston**

Assistant Instructional Professor of Communication  
Assistant Head, Department of Liberal Studies

### **COURSES/AREAS TAUGHT – Undergraduate and Graduate**

International Communication	Public Speaking
Activism & Communication	History of Rock and Roll
Interpersonal Communication	Advertising
Mass Media, Law and Society	Film History / Film Appreciation
Political Communication	Media Writing I & II
Public Relations	Introduction to Mass Communication

### **PUBLICATIONS**

*Articles in Refereed Journals and Edited Books*

“Pawns in Their Game: Bob Dylan’s Celebrity Persona in *Dont Look Back*,” Cinemas Journal of Film Studies, Vol. 27:1, 2017.

“Social Identity Formation in Mid-Passage: American Advertising Imagery in the 1940s,” Prospects, Vol. 27, pp. 515-546, 2003.

“Winning the Peace: American Planning for a Profitable Post-War World,” Journal of American Studies, 35:1, pp. 111-126, 2001.

“Thematics and Products in American Magazine Advertising Containing Children,” Communication Quarterly, 47:1. pp. 118-132, 1999.

“Geist for Sale: A Neoconsciousness Turn Through Advertising in Contemporary Consumer Culture,” Dialectical Anthropology, 24:1, pp. 107-124, 1999.

“Mode of Address, Emotion, and Stylistics: Images of Children in American Magazine Advertising,” Communication Research, 24:1, pp. 83-101, 1997.

“Mental Imagery and Emotional Responses to Opposing Types of Music” (first author, with Thomas Gordon), Journal of Mental Imagery, 20:3 & 4, pp. 169-190, 1996

“Commodification as a System of Signs in the Contemporary Historical Bloc,” Dialectical Anthropology, 19:1, pp. 109-127, 1994.

*Book Review*

The Norton Field Guide to Speaking, 2018. Reviewed for W.W. Norton & Company, New York.

*Works Submitted to Refereed Journals*

“Oceans Apart, Building Home: The American Family in Magazine Advertising, 1940-1945,” submitted to *Journal of American Studies*.

*Works in Progress*

Firebrand: The Texas Liberalism of Babe Schwartz (book-length manuscript).

*Art Works / Publications and Other Projects*

“Refractions,” 2017. A major solo show of recent large-scale photographic art. MOD Gallery, Galveston, Texas.

Yizkor Memoriam Book, 2013. Large folio, limited edition publication of images documenting historic synagogue bronzes and plaques. Photographer. Commissioned creative work – Congregation Beth Jacob, Galveston Island, Texas.

“Galveston Scottish Rites Temple Stage Scenery Documentation Project,” 2013. Photographer. Commissioned creative work. Project designed to document *in situ* and catalog the ritual narrative order of over 80 extremely rare and fragile 70’ x 25’ scene drops designed, constructed, and painted by vaudevillian stage theatre crafters in the 1920’s.

Professional industry publications include over 200 full-length e-zine articles, blog articles and case studies on mass communication, advertising, culture, politics, technology, and society.

**TEACHING & RESEARCH EXPERIENCE IN HIGHER EDUCATION**

***Texas A&M University at Galveston – Department of Liberal Studies, Galveston, Texas***  
**Assistant Instructional Professor, Assistant Department Head, 2013 – Present (full time since fall 2014)**

- Instructor of communication and history of rock and roll courses.
- Course preparation including development of syllabi and interactive and collaborative learning components.
- Interim Program Coordinator of the Maritime Studies Program.
- Working in collaboration with Department of Marine Sciences, constructed major proposal as an interdisciplinary product integrating communication and ocean and coastal resources science.
- Co-developer, University Studies majors in *Maritime Public Policy & Communication*, and *Tourism and Coastal Community Development*.
- Co-writer, 2015-2020 Department Liberal Studies Strategic Plan.
- Member, Academic Professional Track Faculty Committee.
- Co-Chair, Student Travel Safety Committee.
- Chair, General Academics Department Name Change Committee.
- Member, Built Environment Committee (Facilities Art Subcommittee).
- Member, Dining Services Committee
- Writer of successful Texas Research Development grant (\$44,000).

- Writer and Principal Investigator of \$72,000 grant from the United States Department of Transportation / Maritime Administration.
- Member and Chair of various faculty search committees.
- Moderator, Student Government Association Presidential Candidates Debate.

***Galveston College – Communication Department, Galveston, Texas***

**Lecturer**

**2011 – 2013**

- Instructor of speech communication, interpersonal communication, business communication, and motion picture history courses.
- Course preparation including development of syllabi, lectures, text selection, and construction of on-line and distance learning components.
- Student interactions and general counseling as it concerns the courses at hand, as well as the student's scholastic future and/or their professional career.
- Member, Theater Faculty Search Committee.

***Penn State University – School of Humanities, Harrisburg, Pennsylvania***

**Assistant Professor of Communication**

**1998 – 2005**

- Instructor and researcher of speech communication, advertising, public relations, mass communication, media writing, media theory, mass media, law and society, popular culture, and American studies. Teaching duties included instruction at both the undergraduate and graduate student levels.
- Member of an interdisciplinary School of Humanities with cross-department lecturing duties in Communication, American Studies, Women's Studies, and Art History.
- Communication Program Coordinator tasked with day-to-day management of program, curricular redevelopment of complete program, and coordination of the Communication Internship Program.
- Faculty Advisor and contributor to the university literary journal and campus radio station.
- Member of several governance and advisory committees including Student Recruitment and Retention Committee, Research Committee, and Faculty Senate.
- Prolific publication and conference paper delivery record.
- Member of several faculty search committees.

***York College of Pennsylvania – School of Communication, York, Pennsylvania***

**Assistant Professor of Communication**

**1994 – 1998**

- Instructor and researcher of communication including speech/rhetoric, broadcasting and video production, cross-cultural communication, introduction to mass communication, mass media law and ethics, media writing, and creative writing.
- Member of several governance committees including the Finance Committee, the Human Subjects Research Committee, and the Faculty Senate.
- Coordinator of the Communication Internship Program.
- Prolific publication and conference paper delivery record.
- Faculty Advisor to the campus radio and television stations.
- Television production facilities coordinator.

**Temple University – School of Communication, Philadelphia, Pennsylvania**  
**Instructor and Research Assistant in Mass Communication**

1992 – 1994

- Instructor of mass communication, media aesthetics, narrative strategies, media production analysis, and writing for the media.
- Research Assistant in Communication Science; co-writer of resulting publications.

**LECTURES & SEMINARS**

Co-Developer of the *French-American Workshop on Sargassum*. Working in alliance with the French Institute of Research and Development and the French Embassy, the conference assembled researchers from around the world to discuss Sargassum to share expertise and develop a working collaboration for the future. (Texas A&M University Galveston Campus, Texas 2018)

“The Science of Communicating Your Science.” Invited presentation given to the Marine Biology / Marine Sciences Graduate Student Research Seminar, Texas A&M University Galveston Campus (Galveston, Texas 2018).

“Tourism: Implications for the Local Community,” *Galveston Tourism Summit*, 2017. Invited Speaker, Galveston Island Convention & Visitors Bureau (Galveston, Texas, 2017).

“The American Advertising Agency,” Eastern Communication Association Conference (Competitive Paper, Washington, DC, 2003).

“The Political and Cultural Impact of Marketing, Advertising, and Psychographics in the Modern Technological Society,” Bradley Academy of the Visual Arts (Invited Speaker, York, PA, 2003).

“A Case Study in Public Relations Practice and Theory,” Penn State University Teaching and Learning Consortium Conference (Invited Speaker, State College, PA, 2001).

“Full On Down Under: New Zealand Identity and Advertising,” Penn State University, Communication Seminar (Invited Speaker, Harrisburg, PA, 2001).

“Archival Research Methodologies,” The National Library of New Zealand (Invited Speaker, Wellington, New Zealand, 2000).

“Advertising in Contemporary Consumer Culture,” Eastern Communication Association Conference (Competitive Paper, Pittsburgh, PA, 2000).

“Thematics and Products in American Magazine Advertising Containing Children,” Popular Culture Association Conference (Competitive Paper, San Diego, CA, 1999).

“Emotion and the Marketing Mix,” Women in Communications Annual Conference (Invited Speaker, York, PA, 1997).

“Motifs for Change: Narrative and the Child in American Advertising Imagery,” Hagley Research Seminar Series, the Hagley Center for the History of Business, Technology, and Society (Invited Speaker, Wilmington, DE, 1996).

“Censorship, Pop Culture, and the Media: Implications for Intercultural Communication,” York College Global Communications Conference (Invited Speaker, Harrisburg, PA, 1994).

“Commodified Rhetoric in the Creation of the Celebrity Persona: Bob Dylan in Don't Look Back,” Yale University Media Conference (Competitive Paper, New Haven, CT, 1993).

“Symbolic Commodification: A Theory for the New Historical Bloc,” Central States Communication Association Conference (Competitive Paper, Lexington, KY, 1993).

## **PROFESSIONAL COMMUNICATION EXPERIENCE**

### **Communication Consultant (Advertising, Marketing, Media)**

**1991 – 2014**

- Director and writer of integrated marketing communication campaigns with assets including customer success features, video and print profiles, news releases, advertising, and web-based publications. Creative folio includes print, electronic, broadcast, e-zine article writing, and Internet blogging. Specialist in relationship marketing and Web content creation.
- Public relations and advertising campaign designer and website content specialist. A creative director and writer capable of working across technologies and subject disciplines.
- Media producer specializing in products for mass media, Internet and DVD marketing release, particularly for relationship marketing and corporate capabilities.
- Website developer for numerous businesses and organizations. Social networking development, integration, and daily management. Google AdWords campaign developer and optimization expert. SEO and viral marketing specialist with documented audience-building and back-linking results.
- Cross-cultural and international communication expert; professional and socially comfortable in new or established cross-cultural engagements. Intra-organizational / inter-organizational liaison and public speaker.

### **Advertising Consultancy – Saatchi & Saatchi, Wellington, New Zealand.**

**2000**

- Provided counsel regarding contemporary market and advertising trends in the United States, and feedback on various Saatchi creative briefs and campaigns.

### **Advertising Consultancy – Colenso/BBDO, Auckland, New Zealand.**

**2000**

- Provided counsel regarding international and cross-cultural Internet marketing and advertising issues. Consulted on Air New Zealand advertising campaign pitch.

## **ACCOLADES**

**ADDY Award – Advertising Federation of America, Director, Best Television Campaign.**

**ADDY Award – Advertising Federation of America, Director, Best Television Commercial.**

**Imagineer – Mind-Science Foundation** for United Way’s *Waiting Room Lectures Series*. Funded by \$35,000 grant from the Pew Charitable Trust / National Migrant Resource Center.

## **RESEARCH GRANTS**

- Harborside Management District (2018). \$34,391 grant proposal to investigate, with an interdisciplinary research team, the biologic, geologic, financial, and policy implications of building a land-bridge from Galveston Island, Texas to Pelican Island, Texas as a replacement for the existing functionally obsolete rolling bascule lift bridge. [Not funded. Principal Investigator]
- The Port of Houston Foundation (2017). \$5,000 awarded as an Outreach Grant for the “Teach the Teachers” maritime curriculum project. [Funded. Co-Principal Investigator]

- United States Maritime Administration (2016). \$72,000 awarded to research and design integrated marketing communication strategy to enhance Merchant Marine and U.S. Naval Reserve recruitment and retention. [Funded. Principal Investigator]
- Texas Research Development Grant (2104). \$44,000 awarded to enhance Maritime Studies research through the acquisition of three dimensional scanning (both field and laboratory), digital processing, and three dimension printing equipment. [Funded. Principal Investigator]
- Penn State University Research Council Grant (1999). \$8,000 awarded to examine qualitative and archival research of the New Zealand advertising industry, as well as Internet advertising and marketing practices in New Zealand. [Funded. Principal Investigator]
- The International Partnership and Academic Linkages in the University Office of International Programs (1999). \$2,000 matching grant to PSU Research Council Grant for additional funds extending in-country research in New Zealand. [Funded. Principal Investigator]

## **COMMUNITY/CIVIC LEADERSHIP & NON-PROFIT PRO BONO WORK**

### **Civic Involvement & Political Campaigns**

- Appointed by the City Council of Galveston, Texas to the Galveston Island Park Board of Trustees (2-year term / 3 terms maximum). Present subcommittee appointments:
  - Chair, Beach Maintenance Advisory Committee
  - Member, Finance Committee
- Board member, Silk Stocking National Historic District, Galveston, Texas.
- Professional Political Campaign Consultant and/or Policy Strategist for:
  - United States Congressional Campaign (Pennsylvania 19<sup>th</sup>)
  - Texas Supreme Court Justice (Chief Justice of the Thirteenth Court of Appeals)
  - Three statehouse elections
  - Several Texas mayoral and council races
  - Duties including organizing staff/office, strategic/tactical planning, budget management, media design and production, policy and issues consulting, etc.
- Elected numerous times as a delegate to Texas state political party conventions.
- Specialist in policy formation, media management (mediated political reality development), and grassroots activism.

### **Volunteer and Consulting Efforts**

- **Galveston Sustainable Community Alliance** – Communication consultant and website developer for major primary and secondary education initiative in Galveston.
- **Cavalla Historic Foundation and American Undersea Warfare Center** – Communication consultant and website developer for the *USS Cavalla* and *USS Stewart* warship and archives preservation project located at Sea Wolf Park.
- **Galveston Downtown Partnership** – Communications campaign production, marketing counsel, and media production.
- **Galveston Boys and Girls Club (United Way)** – Student mentor and tutor. Mentored Galveston Ball High School senior to the State of Texas finals in the Youth of the Year competition.

- **Congregation Beth Jacob** – Various pro bono communication production and marketing consulting opportunities.
- **Conroe Jazz Society** – Consultant. Developed website and organization logo for local music and culture organization. Contributed graphics design for several organizational functions including *Art in the Park*.
- **Crispus Attucks** – Board Member. Among advisory and consulting role in addressing the problems of educating children situated in dysfunctional and disruptive domestic environments, developed and directed *Youth Against Drugs Program* for at-risk adolescents and teenagers in an underserved community.
- **The United Way** – Producer/Director/Grant Co-Writer. Produced and directed the award-winning *Waiting Room Lectures Series* with funding provided in part by a \$50,000 grant from the Pew Charitable Trust and the National Migrant Resource Center. A pre-natal/pediatric healthcare education program designed for women of low-literacy skills.
- **Philadelphia First Gen** – Co-Developer. Developed a pilot mentoring program at Temple University designed to mentor first generation college freshmen from inner-city Philadelphia's most economically impoverished backgrounds.
- **Montgomery ISD** – Public Relations Campaign Management. Developed complete campaign strategy for successful passage of \$18 million bond issue. Managed budget for the campaign, *Yes For the Bond*. Campaign elements included website, public appearance coordination, press releases, and PowerPoint presentations.
- **Montgomery ISD** – Volunteer in pilot *Business Leadership Mentor Program*. In the BLMP, entrepreneurs in the local community took on the dedicated mentoring of a MISD high school AP senior for their final year by helping their transition to, and first year in, college.
- **Bexar County Food Bank** – Producer/Director (pro bono). Wrote, produced, and directed public service announcement television campaign emphasizing the need of contributions to alleviate the issue of hungry children in the community.
- **Bexar County Dislocated Workers Center** – Grant and Public Relations Consultant. Produced and directed outreach marketing campaign, as well as consulted on the writing of successful grants in the early form of the Smart Jobs and school-to-jobs initiatives.
- **Holiday for Heroes Campaign** – Producer/Director. Produced highly successful fundraising, awareness, and mailing drive for the purpose of sending thousands of holiday packages to American soldiers serving in Iraq and Afghanistan. Organized fundraising events and developed website.