Shawn A. Isaacs
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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, School of Communication, Film, and Media

Professional Experience

University of West Georgia- WOLF Radio, 1601 Maple St Carrollton, GA 30118
General Manager, October 2015 – Present
Operations Manager, June 2010 – October 2015

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, Spring 2025
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,

Panelist 2026
Signature Station Success Stories BEA Convention, Las Vegas, NV

Creator, Moderator 2026
The Future of Radio: Communal and Generational Impact of Student Voices in College Radio Part Duex. BEA Convention, Las Vegas, NV

Moderator 2025
The Future of Radio: Communal and Generational Impact of Student Voices in College Radio. BEA Convention, Las Vegas, NV

Panelist 2025
We'll do it Ourselves: Finding Nontraditional Revenue Streams for your College Radio or TV Program. BEA Convention, Las Vegas, NV

Panelist 2024
The Use of Podcasting in Radio. BEA On-Location, Atlanta, GA

Creator, Moderator, Panelist 2024
"Hey Big Spender": The Apex and Abyss of Equipment Needs in Student Media. BEA Convention, Las Vegas, NV

Panelist 2024
Invigorating Audio Programs for Intentional Future. BEA Convention, Las Vegas, NV

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, 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, 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,
University of West Georgia, SAFBA Committee

Honors/Awards

J. Owen Moore Staff Award 2026
University of West Georgia- Alumni Association

Dan Reimold Student Media Champion 2025
College Media Association

Marconi Nomination- College Station of the Year 2024
National Association of Broadcasters

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
Contest Committee Chair May 2026-present
College Media Association

Contest Committee Member August 2025-May 2026
College Media Association

SCFM DME Faculty Search Committee 2025-2026
University of West Georgia

Staff Council Chair July 2023-2025
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

- Wheatstone L8, IP12, Streamblade
- 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
- 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 Radio Automation Software
- Amperwave Streaming
- MusicMaster radio scheduler software
- AEQ Digital Audio Board software
- OddCast Audio Streaming software
- Orban Audio Processing
- Ustream Producer Video
- Streaming & Production Software
- Station Playlist Creator & Editor Radio Programming Software

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)

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

- 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

- 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 Dodgeball 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)

Spring 2024 Awards

Intercollegiate Broadcasting Systems Media and Management Awards- 100 submissions

- WINNERS
    - Best Talk Program- Howl Yeah Julian Bryant and the WITs
    - Best Music Director – Kamal Saucier
- Finalists

    WOLF Radio

- 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 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)

Broadcast Education Association – Dr. Marjorie Yambor Signature Station Award

- Honorable Mention – WOLF Radio

Fall 2024 Awards
College Broadcasters, Inc 2024 National Student Production Award:
Winner

- Short Film Fiction – Snapped

Finalist

- Best Student Media Website – WOLF Radio Website
- Best DJ – MC Scobes On-Air
- Best Sports Show – Sports Pack 2024 E2

National Association of Broadcasters Marconi Awards

- FINALIST College Station of the Year

College Media Association Pinnacle Awards Individual
WOLF Radio

- Video/Audio
  - FINALIST Best Audio Promo/PSA – MC Scobes TNH Promo
  - FINALIST Best Audio Talk/Entertainment Program – All Mixed Up Ep 8

WOLF Sports Network

- Video/Audio
  - FINALIST Best Video Entertainment Program – Sports Pack Ep 11

International Student Broadcasting Championship (submitted 29)

- WINNER
  - Best New Podcast - Margaret DiRoma (Tied with NC State WKNC 88.1)
  - Best Podcast Pitch - Margaret DiRoma
  - People's Choice Podcast- HollyWOLF Tate Garrick

    - Best Program/Content Director - Jaylin Murphy
    - Best News Feature - Margaret DiRoma
- RUNNER-UP
    - Best On-Air Team- Carlie, Jackson, John, Richard (Sports Pack)
    - Best Station Promotion/Contest (1)- WOLFstock 2024
    - People's Choice Station- WOLF Sports Network
    - Best Established Podcast- HollyWOLF Tate Garrick
- FINALIST
    - Station of the Year - WOLF Sports Network
    - Best Specialty Show - Sports Outta Pocket
    - Best Content Creator - Jackson Volz
    - Best Color Caster- Andrew Jefferson
    - Best Talk Presenter- Dalton Blue
    - Best Social Media Execution - WOLF Sports Network
    - Rising Star - Margaret DiRoma
    - Best Station Website - Jacob Baker
    - Best Outside Broadcast- WOLF Radio CRD Broadcast
    - Best Interview- Sports Pack Zawdie Jackson Interview
    - Audio Production - Imaging - John Howley (WOLF Sports Network)
    - Best Newcomer On-Air - Jason Barker
    - Best News Broadcaster- Yade Medina
    - Best On-Air Talent - Yade Medina
    - Best Podcast Talent - Margaret DiRoma
    - People's Choice Podcast- HollyWOLF Tate Garrick
    - Best New Podcast - Margaret DiRoma
    - Best Program/Content Director - Jaylin Murphy
    - Best News Feature - Margaret DiRoma

BEA 2025 Festival of Media Arts –
First Place

- Student Audio Competition
    - SA8 Sound Engineering and Production- WOLFstock Artist Mashup

Awards of Excellence

- Student Audio Competition
    - SA6 Non-Narrative Audio- Sports Pack Episode 11/11
- Student Scriptwriting
    - SW6 – Narrative Podcast of Radio Drama/Play (1/30 pages) – Nearly Human – Epsiode 2 "The Station"

Submitted

- Student Audio Competition
    - SA2 Comedy or Drama- Triple Threat Snake Your Case Draft
    - SA5 Narrative Audio- HollyWOLF Studios Star Wars Season Finale
    - SA5 Narrative Audio- Nearly Human - The Station
    - SA6 Non-Narrative Audio- College Radio Day Live- Election Preview Show

    - SA6 Non-Narrative Audio- The Feed Men vs Women
- Student Interactive Media and Emerging Technologies Competition
    - Social Media- WOLF Sports Network Instagram
- Student News Competition
    - SN1- Radio Feature Reporting- Immigration in America, Maggie DiRoma
    - SN1- Radio Feature Reporting- Radio Documentary on the Media in Elections Campaigns

College Radio Day
    - Spirit of College Radio Day Award 2024

Spring 2025
Broadcast Education Association – Dr. Marjorie Yambor Signature Station Award
- First Place – WOLF Radio

College Broadcasters, Inc 2024/ BEA On-Location National Student Production Award: Submitted
Finalist:
- Radio Station of the Year – WOLF Sports Network- ALL
- Best Student Media Website – WOLF Sports Network Website- ALL
- Best Special Broadcast – Election Show 2024- Andrew Jefferson, Margaret DiRoma-Murphy, Maria Mendes
- Best Documentary – Impact of Experiential Learning in College Radio Elaine Hudgins
- Best Podcast – Nearly Human The Station Ep2- Margaret DiRoma-Murphy
- Best Station Imaging – WOLF Radio Imaging ALL
- Best Interview – Dean Owen Election Coverage - Andrew Jefferson, Margaret DiRoma-Murphy

CMA Pinnacles/– National Student Media Competition
FINALIST
- General
    - Podcast- Nearly Human – The Station Ep2 Maggie DiRoma-Murphy
- Creative
    - Vertical Short – WSN Sports Pack Code Word Reel Richard Reed and Team
    - Best DJ Personality- WSN Sports Pack On-Air Team
- Promotional/Advertising
    - Audio PSA- Counseling Center PSA Carlie Pair
    - Campus Media Engagement- WSN Pre-k Connections WSN Staff
- Organizational
    - Audio Outlet of the Year- WOLF Radio