

Dustin Hahn, Ph.D.

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Education

Texas Tech University (Lubbock, Texas)	December 2014
Degree: Doctor of Philosophy in Mass Communication	
Texas Tech University (Lubbock, Texas)	August 2012
Degree: Master of Arts in Mass Communication	
Harding University (Searcy, Arkansas)	December 2009
Degree: Bachelor of Arts in Electronic Media Productions	

Teaching

Texas Christian University (August 2016 to Present)

History of Broadcasting (Five Sections)

Description: Examines the cultural implications of radio and TV history

Television Studies for Non-Majors (Four Sections)

Description: Explores the history, business, content, production, and effects of TV

Basic Video Production (Four Sections)

Description: Teaches basics of lighting, audio, camera operation, and editing

Post-Production

Description: Upper-level course emphasizing advanced post-production skills

Cinematography

Description: Upper-level production course learning cinematography techniques

Advanced Video Production

Description: Upper-level production course instituting new production techniques

Global Sports Media

Description: Upper-level sports broadcasting course showcasing global models

Sports Post-Production

Description: Upper-level course emphasizing sports-specific video post-production

Sports Documentary Production

Description: Upper-level course learning and producing sports documentaries

Special Topics in Sports Broadcasting: Sport Fanship

Description: Upper-level course exploring fanship motives, behavior, and more

West Texas A&M University (January 2014 to August 2016)

Basic Video Production (Four Sections)

Description: Intensive course in audio/visual preparation, shooting, production

Sports Media Practicum (Three Sections)

Description: Hands-on content production course in sports media

Television Reporting and Anchoring (Three Sections)

Description: Prepared students for live, weekly television newscasts

Television News Production

Description: Upper-level course in field and studio news production

Independent Study: Upper-level Television News Production and Management

Description: Management and production oriented independent study in news

Independent Study: Sports Video Production

Description: Focused on developing bi-weekly, in-depth sports interviews

Introduction to Mass Communication (Three Sections)

Description: Intensive course in audio/visual preparation, shooting, production

Graduate Quantitative Research Methods

Description: Covered content analyses, surveys, experiments, and data analysis

Mass Communication Theory

Description: Introduced students to major concepts and theories within the field

Media Design

Description: Intensive course in audio/visual preparation, shooting, production

New Media

Description: Prepared students to create and responsibly use various new media

Senior Portfolio and Development

Description: Résumé building, web-based portfolios, interviewing, and more

Lubbock Christian University (Fall 2013)

Sports Writing and Reporting

Description: Prepared students for live and recorded work in sports reporting

Abilene Christian University (May 2012 to May 2013)

Writing for Electronic Delivery (Three Sections)

Description: Prepared students for Web writing, usability, and engagement

Electronic Media Principles (Two Sections)

Description: Intensive course in audio/visual preparation, shooting, production

Sports Media Independent Study

Description: Pragmatic and research-based independent study in sports media

Introduction to Visual Media

Description: Guided students through photo and video shooting and editing

Texas Tech University (Fall 2012 to Fall 2014 intermittently)

Principles of Digital Media (Two Sections)

Description: Guided students through the production of a professional website

Video Production and Editing

Description: Taught students the basics of videography and production

Advertising Design and Layout

Description: Portfolio-building course applying theoretical concepts of design

Mass Communication Research Methods (Teaching Assistant)

Description: Quantitative and qualitative social scientific research methods

Student Comments

“I learned so much and would definitely recommend this course to other people! I also enjoyed class discussions everyday and how fun Dr. Hahn made it!”

“The overall structure of the class was well put and Professor Hahn is a great teacher.”

“I loved this class! Mr. Hahn is a great instructor! I learned so much.”

“The class discussions are very engaging and help to learn in an entertaining manner.”

“Very helpful. Explanations for tricks and skills were very useful.”

“Mr. Hahn is a great teacher and really tries to help when students do not understand the programs.”

“Seriously, great teacher. Mr. Hahn did a great job teaching this class and making the readings relevant.”

Research

Works in Progress

Hahn, D. (*in preparation*). Credibility and enjoyment of base-rate information in sports media. *Journal*, 2020.

Cummins, R., **Hahn, D.**, & Moe, A. (*in preparation*). The influence of visual attention to exemplar versus base-rate indicators of athlete performance on viewer perception and evaluation of athletes. *Journal*, 2020.

Hahn, D. (*in preparation*). Fan of sports fan update [Review of the book *Sports fan: The psychology and social impact of sport fandom*, by D. L. Wann & J. D. James]. *Journal*, 2020

Hahn, D. (*in preparation*). “Marriage Program Promotional.”

Hahn, D. (*in preparation*). “KinderFrogs Promotional.”

Journal Articles

Hahn, D. (in press). Instagram as exemplar: Examining the presence and likeability of subjects and statistics in March Madness posts. *International Journal of Sport Communication*.

Hahn, D. & Cummins, R. G. (in press). The impact of domain-specific interest on exemplification effects in sports media. *Psychology of Popular Media Culture*.

Hahn, D. (2019). Teaching sport fanship through competition and immersive application of scholarship. *Journal of Media Education*, 10, 42-49.

Hahn, D., VanDyke, M., & Cummins, R. (2018). It’s a numbers game: Change in frequency, type and presentation form of statistics used in NFL broadcasts. *International Journal of Sport Communication*, 11, 482-502.

Hahn, D. & Cummins, R. (2018). Differentiating objective sport knowledge versus subjective sport fanship via a test of exemplification in sport media. *Communication & Sport*, 6, 331-348.

Hahn, D. & Cummins, R. (2014). Effects of attractiveness, gender, and athlete-reporter congruence on perceived credibility of sport reporters. *International Journal of Sport Communication*, 7(1), 34-47.

Cummins, R. & **Hahn, D.** (2013). Re-presenting sport: How instant replay and perceived violence impact enjoyment of mediated sports. *Mass Communication and Society*, 16, 787-807.

Creative Scholarship

- Hahn, D.** (2018). “Children’s Ministry Recruitment Video.” Award of Excellence. *BEA On-Location*. Screened October 2018 in Houston, Texas.
- Hahn, D.** (2018). “ReEngage Promotional.” Best of Competition Award. *Festival of Media Arts*. Screened April 2018 in Las Vegas, Nevada.

Conference Presentations

- Hahn, D.** (2018, October). *The structure of social sports media: An analysis of Instagram posts during 2018 March Madness tournaments*. Presented at the BEA On-Location annual conference, Houston, Texas.
- Hahn, D.**, VanDyke, M., & Cummins, G. (2018, April). *It’s a numbers game: Change in frequency, type, and presentation form of statistics used in NFL broadcasts*. Presented at the Broadcast Education Association annual conference, Las Vegas, Nevada.
- Hahn, D.** & Cummins, R. (2018, April). *The impact of domain-specific interest on exemplification effects in sports media*. Presented at the Celebration of Faculty Research & Creative Scholarship, Fort Worth, Texas.
- Hahn, D.**, VanDyke, M., & Cummins, G. (2018, April). *It’s a numbers game: Change in frequency, type, and presentation form of statistics used in NFL broadcasts*. Presented at the Celebration of Faculty Research & Creative Scholarship, Fort Worth, Texas.
- Cummins, R., **Hahn, D.**, & Moe, A. (2017, March). *The influence of visual attention to exemplar versus base-rate indicators of athlete performance on viewer perception and evaluation of athletes*. Presented at the 10th Summit of the International Association of Communication and Sport, Phoenix, AZ.
- Hahn, D.** & Cummins, R. (2015, April). *Exciting plays and boring numbers: Examining the role of fandom, exemplar, and time on perception and recall*. Paper presented at the Broadcast Education Association annual conference, Las Vegas, Nevada.
- Hahn, D.** (2014, February). *More of a numbers game than ever? Examining the change in frequency, type, and presentation form of statistics used throughout the history of NFL broadcasts*. Cornette Library Faculty Research Poster Presentation, Canyon, Texas.
- Hahn, D.** & VanDyke, M. (2013, August). *More of a Numbers Game than Ever? A Longitudinal Examination of the Change in Frequency, Type, and Presentation Form of Statistics Used in NFL Broadcasts*. Paper presented at the Association for Education in Journalism and Mass Communication annual conference, Washington, D.C.
- Hahn, D.** & Cummins, R. (2012, August). *More than just a pretty face? Examining the influence of attractiveness and reporter/athlete congruity on perceived credibility*. Paper to be presented at the Association for Education in Journalism and Mass Communication annual conference, Chicago, Illinois.
- Hughes, S. & **Hahn, D.** (2012, June). *Sing it out: A study of worship media effectiveness*. Paper presented at the Christian Scholars’ Conference, Nashville, Tennessee.
- Cummins, G. & **Hahn, D.** (2012, April). *Does instant replay increase enjoyment? Examining the relationship between instant replay, enjoyment, and perceived violence of play*. Paper presented at the Broadcast Education Association, Las Vegas, Nevada.
- Hahn, D.** (2011, November). *Determining potential factors influencing online blog credibility: The continued examination of age and gender in addition to number of followers*. Paper presented at the International Research Conference for Graduate Students, San Marcos, Texas.

Hahn, D. (2011, November). *Setting the campus agenda: A front-page look at the influence of collegiate news media.* Paper presented at the International Research Conference for Graduate Students, San Marcos, Texas.

Panels and Invited Speaking Presentations

Hahn, D. (2018, October). “Storyboarding with Your Camera.” Production pedagogy panel presented at BEA On-Location, Houston, Texas.

Hahn, D. (2018, March). “Media & Society Today.” Faculty Favorite Lecture Series presented by TCU’s Extended Education Program, Fort Worth, Texas.

Hahn, D. (2018, February). “Educating Future Filmmakers.” Deep in the Heart Film Festival, Waco, Texas.

Hahn, D. (2017, February). “Educating Future Filmmakers.” Deep in the Heart Film Festival, Waco, Texas.

Grants

Funded Grants

Junior Faculty Summer Research Program Grant 2018

Description: Awarded \$6000 for summer research project titled “Likeable Madness: A Content Analysis of the Structure and Subjects of Instagram Posts During 2018 NCAA Tournaments.”

WTAMU Foundation Faculty Development Grant 2015

Description: Awarded \$524.00 for assistance in travel accommodations to present research at a national conference.

Additional Grant Proposals

Faculty Development and Scholarly/Creative Activities Grant 2014

Service

Industry Memberships and Organizational Participation

Association for Education in Journalism and Mass Communication

Description: Member and presenter in sessions including the sport communication division.

Broadcast Education Association

Description: Member and district conference presenter.

National Broadcasting Society

Description: Member and student group co-advisor.

Alpha Epsilon Rho

Description: Lifetime member of the National Electronic Media Honor Society

South Central Broadcasting Society

Description: Hosted 2016 regional event.

Student Organizations and Guidance

National Broadcasting Society (WTAMU)

Description: Co-advisor to the NBS students' chapter at WTAMU that serves, competes, and collaborates in media production projects.

African Student Organization (WTAMU)

Description: Advisor to ASO that creates a community of support on campus for African students and others, serves the community, and teaches others about Africa

Advising

Student Advising

Description: Advise numerous undergraduate students' progress in our program and aid in degree planning in order to graduate the student in a timely manner.

New Student Orientations

Description. Aid in initial student planning for freshmen and transfer student majors.

Committees (University, College, and Department)

College Executive Committee (College; 2018-Present)

Description: Served in numerous capacities to revise college handbook and procedures.

Departmental Curriculum Committee (Departmental; 2016-Present)

Description: Updated curriculum request changes including identifying writing emphasis.

FTDM Faculty Search Committee (Departmental; 2018-2019)

Description: Assisted in reviewing, interviewing, and nominating new instructor.

Career Consultant Search Committee (College; 2019)

Description: Engaged in meetings with potential hires and offered candidate feedback.

Alumni and Guest Speaker Committee (Departmental; 2016-2019)

Description: Aided in communication and hosting of guest speakers to department.

Honors Working Group (University; 2016-2018)

Description: Encourage integration and growth of Honors College across campus.

Green Chair Committee (Departmental; 2016-2017)

Description: Liaison for Green Chair visitor and marketed event.

University Service

Mondays at TCU (2018 to Present)

Description: Tour facilities for potential students, families, and guests; explain curriculum.

Facilities Tours (2016 to Present)

Description: Tour facilities for potential students, families, and guests.

KinderFrogs Video (2017 & 2019)

Description: Led student-produced promotional film for fundraising event and website.

Departmental Video (2016)

Description: Led student-produced promotional film for departmental website.

Honors Frog Film Contest (2016)

Description: Served as instructor and judge for honors film contest.

Professional Contributions

Journal Reviewer (2018-Present)

Description: Serve as regular reviewer of manuscripts for Communication & Sport.

Broadcast Education Association Reviewer (2018-Present)

Description: Serve as reviewer and judge for multiple paper and creative competitions.

BEA On-Location Reviewer (2019)

Description: Serve as judge for creative competitions.

Community Contributions

Burleson Church of Christ

Description: Deacon of technology, lead live stream video team, teach classes, lead small groups, and create video and advertising media for the organization.

Freelance Media Production

Description: Often utilize my media skills to non-profits and do media work for local families and newly wed couples.

Media Consulting

Description: Occasionally lend my media expertise as a consultant to local and distant non-profits in order to improve or begin further media objectives.

Southwest Church of Christ

Description: Active member of a local, Christ-centered group of individuals where I support the group and community through teaching, service projects, contributions, speaking engagements, small group gatherings, media consulting, and more.

Media

Freelance (Burleson, Texas)

Spring 2011-Present

I shoot and edit professional photos and videos for a variety of clients.

Reaching Audiences Conference (Lubbock, Texas)

Summer 2013

I collaborated in an effort to edit and produce a series of videos to highlight the conference.

Online Educational Tutorials (Lubbock, Texas)

Spring 2012-2013

I shot, edited, and produced online video tutorials for the Stochastic Challenge project funded by a grant from the National Science Foundation.

Hahn Media Productions (Searcy, Arkansas)

2010 Calendar Year

I owned my own production company specializing in wedding videos, corporate videos, DVD building, and family photography

Silo Seven Films' Assistant (Marion, Illinois)

2007 and 2009

I worked with the company owner in post-production editing, assembling and managing equipment, coordinated operations, provided on-camera talent as needed.

KVHU 95.3 FM Production Engineer (Searcy, Arkansas)

Fall 2008 to 2009

I was the university's board operator and producer during intercollegiate football and basketball games for the commercial radio station.

TV16's Production Assistant (Searcy, Arkansas)

Spring 2008

I operated studio cameras, ran prompters, managed time, controlled audio and lighting boards, and operating the live video editor for the university's cable television station.

Skills

- Videography
- Cinematography
- ARRI Alexa Mini
- DJI Ronin 2
- Drone pilot
- Linear Video Editing (DVCAM)

- Nonlinear Video Editing
- Digital Photography
- Jib Operations
- News Writing (All Media)
- Web Design
- Radio Announcing
- Board Operating
- Live Event Recording
- Lighting and Audio Set-up
- Premiere Pro
- Final Cut Pro X
- After Effects
- Audition
- Soundbooth
- Photoshop
- Illustrator
- InDesign
- Media Encoder
- Encore
- Dreamweaver

Honors and Achievements

Award of Excellence, BEA On-Location	2018
Best of Competition Award, Festival of Media Arts	2018
Helen DeVitt Jones Part-time Graduate Fellowship	2013 to 2014
Hutcheson Graduate Fellowship Recipient	2012 to 2014
Awarded Second Place Honors for the 2012 BEA Sports Division	2012
Helen DeVitt Jones Scholarship and Fellowship Recipient	2010 to 2012
Awarded Graduate Assistantship Position at Texas Tech	2010 to 2012
College of Mass Communications Scholarship Recipient	2008 to 2009
TNT Social Club Officer and Scholarship Recipient	2008 to 2009
Harding University Academic Scholarship Recipient	2006 to 2009
Harding University Track Athletic Scholarship Recipient	2006 to 2009
Ironman Texas 140.6 and Ironman Texas 70.3 Finisher	2013 to 2014
International Travel: Togo, Mali, Burkina Faso, Morocco, China, Canada, Chile, the Dominican Republic, and the Philippines	2004 to 2015