



SMPTE Spotlight:

Brian Bentley, EdD

BY RUSSELL POOLE

Some of SMPTE's most influential members are faculty at highly esteemed colleges and universities. One of these members is Brian Bentley, EdD, Associate Dean for the School of Arts & Sciences and Assistant Professor in the Department of Mass Media Arts at Clark Atlanta University. Bentley has had an incredible career and is responsible for creating the first Historically Black Colleges and Universities (HBCU) SMPTE student chapter.

Bentley began his career as a student, earning a BA in broadcasting from Southern University and a Certificate in game design from Full Sail University. He has an incred-

CURRENT POSITION:

Associate Dean for the School of Arts & Sciences and Assistant Professor in the Department of Mass Media Arts at Clark Atlanta University

PROFESSIONAL ORGANIZATIONS:

SMPTE; Broadcast Education Association (BEA); National Association of Black Journalists (NABJ); Association for Education in Journalism and Mass Communication (AEJMC); National Academy of Television Arts & Sciences (NATAS); Southeast Chapter, International Game Developers Association (Atlanta Chapter); National Association of Mathematicians

DEGREES:

MA, MBA, MFA



ible number of degrees, including an MA in mass communications from Southern University, an MBA from Purdue University Global, and an MFA in creative writing from Full Sail University. He received a doctorate in instructional leadership from Argosy University. Bentley is also now pursuing a PhD in strategic media at Liberty University.

“I would say that my main influences during my career were my parents,” said Bentley when asked about those who influenced him. “They always instilled in me the value of hard work and taught me always to be professional. My parents are always there for encouragement and inspiration.”

While earning his degrees and after receiving them, Bentley had a rather illustrious career in film and television, working as a television news producer while sharing time in production. Furthermore, he has worked in the post-production industry, spending some time as a film colorist. His career in education spans more than 20 years. Bentley's roles have included administrative positions such as Associate Dean for Arts & Sciences, Campus Director of Academic Operations, Associate Dean of Academic Affairs, and Department Chair for Digital Film-making/ Video Production & Visual Effects and Motion Graphics. He has also served as co-director of broadcast training for radio, television, film and full-time faculty. Positions like these gave him the gravitas and authority to start the first SMPTE student chapter at an HBCU. “The first HBCU SMPTE chapter came to be from the inquiry, ‘What do you all think about a student SMPTE chapter at Clark Atlanta University?’” Bentley spoke on the student chapter’s founding. “The idea was well received because it would be an opportunity to host industry meetings and student workshops. Having the first HBCU student chapter at Clark Atlanta University is awesome and exciting!”

Bentley's work at Clark Atlanta University (CAU) and with SMPTE is transforming the entire industry. He is one of the leading forces behind the inaugural “Power of Color Symposium,” a SMPTE event dedicated to the science of representation in media. Bentley and SMPTE came together to create an amazing event, which takes place at CAU in February.

“Through this collaboration with SMPTE, I hope that we can foster opportunities for both students and faculty in the area of professional development,” said Bentley when asked about his hopes for the future. “In addition, I would like to leave a lasting impact by always being a

“I WOULD LIKE TO LEAVE A LASTING IMPACT BY ALWAYS BEING A TEAM PLAYER AND WORKING TO PREPARE OUR STUDENTS TO BE COMPETITIVE IN A GLOBAL JOB MARKET WITH INDUSTRY-LEVEL SKILL SETS.”

team player and working to prepare our students to be competitive in a global job market with industry-level skill sets.”

In addition to SMPTE, Bentley is a member of several organizations, including the Broadcast Education Association (BEA), National Association of Black Journalists (NABJ), Association for Education in Journalism and Mass Communication (AEJMC), National Academy of Television Arts & Sciences (NATAS) Southeast Chapter, International Game Developers Association (Atlanta Chapter), and National Association of Mathematicians. He also enjoys watching sports and movies, hiking, and learning new technologies.

DOI: 10.5594/JMI.2024.PRBC4004
Date of publication: 24 January 2024