

THE JOHN C. LIVINGSTON ANNUAL FACULTY LECTURE 2018-2019



Dr. Anthony G. Sheppard

PROFESSOR

DEPARTMENT OF RECREATION, PARKS & TOURISM
ADMINISTRATION

COLLEGE OF HEALTH & HUMAN SERVICES

Tuesday, February 19, 2019

Redwood Room, University Union

3 p.m. | Reception to follow

“...has been deeply involved in the life of the University in all its forms where he has been one of the most articulate voices on the role of shared governance at Sacramento State, and one of its strongest advocates.”



SACRAMENTO
STATE

“Jaws, Netflix, and Retention.”

Dr. Anthony (Tony) Sheppard is the recipient of the 2018-2019 John C. Livingston Annual Faculty Lecture Award.

His lecture will consider the current focus on retention, and the use of that term, by comparing and contrasting with examples from the film industry, up to and including current streaming services. As he does in the classroom, Professor Sheppard will integrate theory, research, personal anecdotes, and examples from popular culture. Along the way he will consider the price of popcorn, the downsides to binge-watching entire seasons of television, and whether or not we're teaching and measuring what really matters.

Professor Sheppard currently serves as Chair (Interim) of the Department of Recreation, Parks and Tourism Administration and Vice Chair of the Faculty Senate. During his 22 years on campus, he has served as Department Chair, Graduate Program Coordinator, Chair of the College of Health and Human Services Academic Council, and served three terms as Chair of the Faculty Senate. He was the primary investigator on a multi-year, \$918,500 study that examined the recreational boating industry for the California Department of Boating and Waterways.

Away from campus, he is the Co-Director of the Sacramento Film and Music Festival, currently starting its 20th season, and the co-founder of two local filmmaking programs that have produced hundreds of short films and music videos. He has been writing about film and the film industry for many years and enjoys the opportunity to bring that passion to the classroom. This often leads to discussions of current film releases in his core marketing course and he frequently teaches a general education intensive writing course that incorporates film viewing and discussion in a curriculum focused on the meaning of leisure. He is also a frequent traveler, an avid photographer, and an experienced cat food bowl attendant.