

DR. B. WILLIAM SILCOCK

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EDUCATION

Ph.D. University of Missouri School of Journalism, 2001

Dissertation: *Global Gatekeepers: Mapping the News Culture of English Language Television News Producers Inside Deutsche Welle*. Adviser: Lee Wilkins

M.A. in Communications Brigham Young University, 1989

Thesis: *Competitive Fire: A Historical Descriptive Analysis of Adherence to Traditional Journalism Ethics in Television News Coverage of the Mark Hoffmann-Salt Lake City Bombings*. Adviser: Norman Tarbox

B.A. in Communications Brigham Young University, 1980

LEADERSHIP, RESEARCH AND TEACHING BACKGROUND

Leadership

- Significant experience extending over more than a decade developing and mentoring media professionals from diverse ethnic, religious and geo-political cultures. Successfully partnered with multiple U.S. Embassies (Kyrgyzstan, Kosovo, Georgia and Serbia) and their diplomatic personnel to foster freedom of expression in those regions.
- Responsible for the day to day management of a team of 50 individuals including faculty, staff and graduate students in three distinctly different, award-winning newsroom environments.
- For a university-foundation partnership, created content, produced and directed multiple leadership seminars for senior level media executives from across the U.S. Curriculum included strategic planning, mission statements, team building and best HR practices.

Scholarship

In a dozen refereed journal articles I have published on:

- News Cultures - Global newsroom theory. Convergence models. Social media.
- International Television - Iraq War images. Ethics. Media transformation in the Balkans.

Teaching

At five universities my 25 years of teaching includes:

- Honors College Faculty Fellow - Press coverage of terrorism. Media ethics & diversity.
- TV News Skill Sets - Depth Reporting. Newscast producing. Coaching performance.

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ACADEMIC AND PROFESSIONAL EXPERIENCE

Curator, Hubert H. Humphrey Fellows Program. Director, Cronkite Global Initiatives. (Present)

- Administer all facets of the 10-month mid-career State Department program for foreign journalists from targeted nations including Pakistan, China and Sri Lanka.
- Responsible for creating, developing and implementing global initiatives.

Barrett Honors Faculty Fellow (2009-2011) and Associate Professor, Walter Cronkite School of Journalism and Mass Communication, Arizona State University. 2008-Present. Assistant Professor 2001.

- Selected for inaugural class of the Provost's emerging leaders seminar.
- Chair of master theses, Chair of teaching improvement seminars, Chair faculty retreat.
- Honors College Fellowship: Student study trip, theses chair, policy committee.

Managing Editor / Instructor, Missouri School of Journalism, University of Missouri. 1993-2001. KOMU-TV (NBC). Columbia, Missouri.

- Managed news staff of 50, two and a half hours of daily newscasts, faculty anchor.
- Taught TV news producing, advanced reporting, journalism history and global news.

Fulbright Scholar and Visiting Professor, School of Journalism/Mass Communications, University of Stockholm Stockholm, Sweden. February-June 1997.

- Taught American documentary genres. Researched news media convergence.

Fulbright Scholar and Visiting Professor, School of Communications, Dublin City University Dublin, Ireland. September 1991-June 1992.

- Taught TV reporting. Researched TV news coverage of the Maastricht Summit.
- Co-executive producer of *Euro-Reporter* TV magazine from four nations.

Assistant Professor, Brigham Young University. 1984-1991 and 1992-1993.

- Creative activity: Reported, produced and directed 5 documentaries (2 overseas)
- Taught: Radio & TV reporting, media ethics.

News and Public Affairs Director KBYU-TV/FM (PBS/NPR) Provo/Salt Lake City, Utah. Market size #40. 1984-1992.

- Managed news staff of 30. Daily TV newscast, 7 radio newscasts.
- Society of Professional Journalists, Utah Headliners Chapter, President.

KTVX-TV (ABC) Salt Lake City, Utah. Senior Producer/ Reporter. Market size #40. 1982-1984.

KIVI-TV (ABC) Boise, Idaho. Weekend/Noon Anchor/ Reporter. Market size #116. 1980-1982.

WPDE-TV (ABC) Florence, South Carolina. Weekend Anchor/Reporter. Market Size #125. 1980.

States News Service Washington, D.C. 1980 (Summer).

KSL-AM (CBS) Salt Lake City, Utah. Weekend Anchor/Reporter. 1980.

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RESEARCH

Publications

Book

Silcock, B. William, Lodato, M., Green, S. & Schwalbe, B. (2011) *News Now: Digital Story-Telling in the Visual Age*. Boston: Allyn and Bacon

Silcock, B. William, Rogus, M. & Heider, D. (2007). *Managing Television News: A Handbook for Ethical and Effective Producing*. Mahwah, New Jersey: Lawrence Erlbaum Associates (249 pages). *Review*: "An outstanding resource for educators" and as a text that "one would be hard pressed to find another.... as complete and instructive." *Journalism Quarterly* 84/1 spring (2007): 184-186.

Journal Articles

Silcock, B. William. "Tribal Journalism" *Electronic News* 2 (4), 171-175, 2009.

Silcock, B. William. "The Battle of Ideological Images: CNN vs FOX in Visual Framing of the Invasion of Iraq." *Electronic News* 2(3), 153-176, 2008.

Silcock, B. William. "Good Morning Montenegro: Transplanting American Television News Culture into an Emerging Democracy. A Case Study of Media Training in the Balkans." *Electronic News* 1(3), 2007.

Silcock, B. William. "Every Edit Tells a Story: Sound and Framing Routines of Videotape Editors in Global News Cultures." *Visual Communication Quarterly*. 14:1 Winter (2007): 3-15. Lead article.

Silcock, B. William. "Global News, National Stories: Producers as Mythmakers At Germany's Deutsche Welle Television." *Journalism & Mass Communication Quarterly* 97.2 (2002): 339-353.

Silcock, B. William, Carol B. Schwalbe and Susan Keith. "Secret" Casualties: Images of Injury and Death in the Iraq War Across Media Platforms." *Journal of Mass Media Ethics* 23.1(2008): 36 - 50.

Silcock, B. William and Susan Keith. "Translating the Tower of Babel: Issues of Definition, Language, and Culture in Converged Newsrooms." *Journalism Studies* 7:4 (2006): 610-627.

Keith, Susan, Carol B. Schwalbe and B. William Silcock, "Images in Ethics Codes in an Era of Violence and Tragedy." *Journal of Mass Media Ethics* 21 (4). (Fall 2006): 245-274.

Susan Keith, Carol B. Schwalbe and B. William Silcock.* "Visualizing Cross-Media Coverage: Picturing War Across Platforms During the U.S.-Led Invasion of Iraq." *The Atlantic Journal of Communication* 17, no. 1 (March 2009): 1-18. The authors were equal contributors.

Curriculum Vitae of B. WILLIAM SILCOCK

Carol B. Schwalbe, Susan Keith and B. William Silcock.* "Visual Framing of the Early Weeks of the U.S.- Led Invasion of Iraq: Applying the Master War Narrative to Electronic and Print Images." *Journal of Broadcasting & Electronic Media* 52, no. 3 (Fall 2008): 448-465.

* The authors were equal contributors.

Schwalbe, Carol B., Susan Keith and B. William Silcock. "Embedded Images: The Framing of the First Visuals of the U.S. War in Iraq." *Southwestern Mass Communication Journal* 19:2, (2004): 61-72.

Editor-reviewed Publications:

Book Chapters:

Keith, S., and B. William Silcock. "Beyond the 'Tower of Babel': Ideas for future research in media convergence." In A. Grant & J. Wilkerson, (Eds.), *Understanding Media Convergence*. New York: Oxford University Press. 2009. 221-233.

Silcock, B. William. "Master Skills in the Television Reporting and Producing Courses." *Mass Communication Education*. Ed. Mike Murray. Ames: Iowa State Press, 2003. 345-361.

_____. "Too Many Bodies, Too Much Blood: The Family Sensitive Movement in Television News." *Media Ethics: Issues and Cases 3rd Ed*. Eds. Patterson, Philip and Lee Wilkins. New York: McGraw-Hill, 1998. 47-53.

_____. "Alaska's Television Frontier: Northern Television Inc. and the Auggie Hiebert Story" *Television in America: Local Station History from Across the Nation*. Eds., Murray, M.D. and D.G. Godfrey. Ames: Iowa State University Press. 1996. 384-396.

_____. "Television News Coverage of the Maastricht Summit" *Political Communication in Action*. Ed. David Paletz. Cresskill, New Jersey: Hampton Press. 1996. 119-140. *This research resulted from a Fulbright Research Year in Dublin, Ireland.*

Invited Publications and Book Reviews

Silcock, B. William. Review of Mudd, Roger "The Place to Be: Washington, CBS, and the Glory Days of Television News." *Public Affairs. Electronic News*, 2 (3), 1-3, 2008.

Silcock, B. William. Review of Lochete, Bob *Kentucky Farmer Invents Wireless Telephone! But was it radio? Fact and Folklore about Nathan Stubblefield*, *Journal of Radio Studies* 9.1 (2002): 195-196.

Silcock, B. William. "Management Styles." *RTNDA Communicator* 53.2 (1999): 49-50.

Encyclopedia & Dictionary Entries:

Silcock, B. William. "Andrew Lack." *Encyclopedia of Television News*. Ed. Michael D. Murray.

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Phoenix: Oryx Press, 1999. 130.

_____. "Billboard Magazine." Eds., Donald Godfrey and Fritz Leigh. *Historical Dictionary of American Radio*. Westport CT: Greenwood Press, 1998. 45.

_____. "Cashbox Magazine." Eds., Donald Godfrey and Fritz Leigh. *Historical Dictionary of American Radio*. Westport CT: Greenwood Press, 1998. 64-65.

_____. "Motown." Ed. Donald Godfrey and Fritz Leigh. *Historical Dictionary of American Radio*. Westport CT: Greenwood Press, 1998. 265.

Refereed Conference Papers:

Silcock, B. William, Carol B. Schwalbe and Susan Keith. "'Secret' Casualties: Images of Injury and Death in the Iraq War Across Media Platforms." Association for Education in Journalism and Mass Communication Convention, San Francisco. Presented Aug. 4, 2006.

Silcock, B. William. "Toward A Curriculum of Convergence: Comparing European and American Broadcast News Story Construction Routines - Keys from the Professional Television Newsroom with Implications for the Academic Classroom." Association for the Education in Journalism and Mass Communication Convention Special Winter Meeting. London. January 10, 2002.

_____. "The Boxer and Broadcast News: Prime Minister Vladimir Meciar and the Fight for Control of Television Policy in Slovakia." *Revised from first presentation (see below)*. International Communication Association. Chicago. May 1996.

_____. "The Boxer and Broadcast News: Prime Minister Vladimir Meciar and the Fight for Control of Television Policy in Slovakia." Central/Eastern Europe Biennial Conference. New College/University of Southern Florida. Sarasota. May 1995.

_____. "Testing Theories of The Global Newsroom: Television News Coverage of the Maastricht Summit." Association for Education in Journalism and Mass Communication Annual Convention. Atlanta. August 1994. *Revised from first presentation (see below)*.

_____. "Testing Theories of The Global Newsroom: Television News Coverage of the Maastricht Summit." IAMCR (International Association Mass Communications Research). Annual conference Dublin, Ireland. 1993.

Keith, Susan, Carol B. Schwalbe and B. William Silcock. "Private Moments, Public Platforms: Images and Ethical Codes Across Media in an Era of Violence and Tragedy. Association for Education in Journalism and Mass Communication Annual Convention, San Antonio, August 2005.
Media Ethics Division: second place, faculty research award.

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Schwalbe, Carol, Keith, Susan and B. William Silcock. "Embedded Images: The Framing of the First Visuals of the U.S. War in Iraq." Southwest Education Council for Journalism and Mass Communication Annual Convention. Salt Lake City. November, 2003. *Honorable mention.*

Articles, Journal: Manuscripts in Progress

Silcock, B. William and Lacy Halm-Chaffee. "Hidden Borders: Comparing and Contrasting English and Spanish Language Newscasts in the Phoenix Market" Field research completed. To be submitted to *The Journal of Broadcasting & Electronic Media*.

Invited and Competitively Selected Panel Presentations

Silcock, B. William and Carol Schwalbe. "War Images Past and Present: A Brief History of Controversial Images from the Crimean War to Iraq." Presented February 15, 2009, at the Western States Communication Association, Mesa, Arizona.

Silcock, B. William. "Pioneering Biographies: A Look at the Various Pioneers of Broadcast History." Invited panelist. BEA (Broadcast Education Association). Las Vegas, April 2009.

_____ "Changing the World-One Workshop At A Time: The Impact of International Media Training - Media Training in the Balkans." Invited panelist. BEA. Las Vegas, April 2009.

_____ International Conflicts in Teaching Electronic Media- In A Global Media Culture U.S. Traditions and principles may be at odds with host countries and their educational and cultural systems." Moderator/Respondent. BEA. Las Vegas, April 2009.

_____ "What To Wear On The Air" Coaching Your Students on Their Professional Costumes in the field and on the set." Producer and moderator. RTDNA (Radio Television Digital News Association)/ BEA (Broadcast Education Association), Las Vegas, April 2007.

_____ "Trauma, Tragedy and Terror: A Pedagogy for protecting Victims, Journalists and Communities." Producer and moderator. AEJMC (Association for Education In Journalism and Mass Communication). Toronto, August 2004.

_____ "Encore Anxiety: Been There, Done that, Now What?" Producer and moderator. RTNDA. Las Vegas, April 2004.

_____ "Dateline Overseas: Getting Student Reporters Overseas, How, When and Where." Producer and moderator. BEA. Las Vegas, April 2004.

_____ "Dateline Foreign Press?" Producer and moderator. RTNDA. Las Vegas, April 2003.

_____ "Producing Producers: Filling a Critical need in the newsroom via the classroom." Producer and moderator. AEJMC. Anaheim, August 1996.

_____ "Family Sensitive Newscasts." Producer and panel member. RTNDA Convention. Los Angeles, 1994

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Silcock, B. William and Susan Keith. "Translating the Tower of Babel: Issues of Language and Culture in Converged Newsrooms: A Pilot Study." Broadcast Education Association Conference. Las Vegas. April 2003.

_____. "Translating the Tower of Babel? Issues of definition, language and Culture in Converged Newsrooms: A Pilot Study." Ethics Across the Professions Conference. St. Petersburg, Fla. March 2003.

_____. "Translating the Tower of Babel? The Dynamics of Converged Media" Conference-. "The Dynamics of Converged Media." Columbia, S.C. Columbia. November 15, 2002.

_____. "Translating the Tower of Babel? Issues of Definition, Language and Culture in Converged Newsrooms: A Pilot Study." Association for Education in Journalism and Mass Communication Annual Convention. Miami Beach. August 9, 2002.

Invited Cronkite School Research Presentations

Cronkite School Brown Bag Series. *All below with Carol B. Schwalbe*

"'Secret' Casualties: Images of Injury and Death in the Iraq War Across Media Platforms" November 29, 2006.

"Images in Ethics Codes in an Era of Violence and Tragedy" September 28, 2005.

"Convergence at the Cronkite School" April 6, 2005.

Research Grants (Internal and External)

Primary Investigator

"Hidden Borders" Dean's incentive grant to compare English and Spanish language local television newscasts in Phoenix. Summer 2008, 2007 and 2006. \$12,000.

"Socio-Cultural Filters Inside a Global Newsroom: The Producers, Their Product, and Their Pictures" Dean's Incentive Grant. College of Public Programs, Arizona State University. Summer 2002. \$5,000.

Grant Team Member

U.S. Department of State co-operative grant. Team member helping Faculty of Communications Diponegoro University, Indonesia with curriculum development. 10-day fact-finding/lecturing visit. January 2007. \$300,000.

"News Bridges: Transatlantic Television News, British Broadcasters at ITN and American Journalism Students at the Cronkite School." Awarded: \$12,000. Funded by the Knight Foundation under the direction of AEJMC. Project Leaders: Craig Allen and Bill Silcock. \$12,000.

Research Awards

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- Faculty Research Award, Walter Cronkite School of Journalism & Mass Communication. 2006.
- Competitively selected research paper and forthcoming special journal publication “Secrets and Ethics.” Media Ethics Division, AEJMC. 2006.
- Second place, faculty research, Media Ethics Division, AEJMC. 2005.

CREATIVE ACTIVITY

Juried Creative Activity

Silcock, B. William. “Backstage at a presidential debate: the press, the pundits and the people.” Reporter/ Co-Executive Producer. Houston International Film competition. “Award of Excellence” Documentary Division, 2005. Aired on KAET-TV (PBS), KPHO-TV (CBS) and AZTV (Independent), Phoenix, Arizona. Rebroadcast November 2008 on KAET-TV (PBS).

_____. “Painters of Light: Water Color Artist Paul Jackson.” Reporter/Producer. Broadcast Education Association. Third place, News Division. KOMU-TV. (NBC), Columbia, Missouri. 2001.

_____. “Have Some Fun: The Sheryl Crow Story.” Reporter/Producer. Broadcast Education Association. Second place, News documentary. KOMU-TV (NBC), Columbia, Missouri. 1996.

_____. “Woodstock: Back to the Garden” Reporter/Producer. Broadcast Education Association. Juried faculty award Second place, News Division. RTNDA/Edward R. Murrow Award, First Place Regional Award. 30-minute documentary KOMU-TV (NBC), Columbia, Missouri. 1996.

Silcock, B. William and staff at KOMU-TV (NBC) Executive Producer. Edward R. Murrow Award/RTNDA (Radio Television News Directors’ Association). First place: Best small market newscast. 1994.

Silcock, B. William and staff at KOMU-TV (NBC). Executive Producer. *Making Health Care Work*. Silver State Documentary Festival/Greenspun School of Communication. Third Place documentary. 1994.

Silcock, B. William. *Fortress of Faith*. Correspondent/Producer. Historical religious documentary shot on location in East Germany. Angel Award. KBYU-TV (PBS), Salt Lake City, Utah. 1991.

_____. “Berlin Breakthrough: LDS Church Leaders meet East German Government Officials.” Reporter/ producer. Society of Professional Journalists, Second place radio spot news. KBYU-FM (NPR), Salt Lake City, Utah. 1988.

_____. *Space Senator: One Way Jake*. Reporter/Producer.

This one-hour documentary scrutinizes the first space flight by an American politician, Utah Senator Jake Garn. Aired on 60 PBS stations including WGBH Boston. United Press International, Second place Southwest Division. KBYU-TV (PBS). Salt Lake City, Utah. 1985.

_____. “Mud Slide at Clear Creek”. Reporter. Society of Professional Journalists, Utah Headliners S.P.J. Utah Headliners Chapter. Second Place, TV Spot News. KTVX-TV (ABC), Salt Lake City, Utah. 1984.

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_____. "Game wardens, murder at trapper's campsite." Reporter. Idaho Press Club. First Place, TV Spot News. KIVI-TV. Boise, Idaho. 1982.

TEACHING

AWARDS AND RECOGNITION

- Competitively selected across all four ASU campuses as a Visiting Honors Faculty Fellow to Barrett, the Honors College. Special course designed and taught Spring 2010 - "Terrorism and the Press" - included a trip with six students to the Oklahoma City Memorial Site. Class blog created: <http://terrpress.personal.asu.edu/>
- Competitively selected nationwide for a National Association of Television Program Executives (NATPE) Faculty Fellowship. Recipient to the January 2009 NATPE Conference.
- Faculty Teaching Award, Walter Cronkite School of Journalism and Mass Communication. 2007.
- Arizona State University Centennial Professor Nominee. 2003.
- Kappa Tau Alpha National Journalism Honor Society. 2001.
- Recipient Missouri Journalism School Donald K. Anderson Teaching Award. 1995.
- National Association of Broadcasters Harold Fellows Scholarship. 1985.

COURSES TAUGHT

Arizona State University - 2001 to Present.

Graduate/Honors/Special Topics:

- Designed and taught intensive seven-week broadcast news boot camp for incoming Cronkite graduate students. Fall, 2008.
- Designed honors seminar course "Turning Points in Television News History" co-taught with John J. Rhodes Chair and former CNN anchor, Aaron Brown. Spring, 2007.

Undergraduate:

- JMC 366 Journalism Ethics and Diversity
- JMC 315 Intermediate Reporting and Writing
- JMC 330 Advanced Broadcast Reporting
- MCO 430 International Mass Communication
- JMC 110 Principles and History of Journalism

Course Development:

- Created three courses for European Media Studies program -ASU Study

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Abroad. Directed the program for three years leading 25 Cronkite School undergraduate and graduate students on three-week academic program in London, Paris and Dublin. Students earned seven credits via course work and lectures at 11 global media outlets including in London the BBC, ITN and *The Guardian*; in Paris *The International Herald Tribune*, CNN, *Bloomberg* and *Time*; in Dublin RTE and Dublin City University. Summer 2003, 2004 and 2005. Program re-established June 2009.

- Designed a special projects course for a group of 20 undergraduate and graduate students. Students attended the 2003, 2004 and 2005 NAB (National Association of Broadcasters) and (RTNDA) The Radio Television News Directors' Association conventions in Las Vegas, Nevada. Spring 2002.

Course Modifications:

- Principles and History of Journalism (JMC 110) with Dean Callahan and Assistant Dean Gilger. Fall, 2007. Employed new innovative classroom electronic feedback for interactive quizzes and real-time opinions.
- News Problems (MCO 422) to Media Ethics (MCO 420) 2003. Media Ethics (MCO 420) to Media Ethics and Diversity (JMC 366). Fall 2007.
- Advanced Broadcast Newswriting (JMC 300) to radio news reporting course (JMC 315). 2006, 2007.

School of Journalism - University of Missouri (Columbia, Mo.) 1993-2001.

- Taught undergraduate/graduate in-depth reporting, producing, and broadcast management courses.
- Additional courses taught: media management and international media systems and journalism history.
- Editorial manager for two-and-a-half hours of daily television news on KOMU-TV (NBC) -a newsroom lab of more than 50 students. "On-Air" teaching as anchor of KOMU-TV's noon newscast. Backup anchor evening newscasts.

Brigham Young University. 1984-1993.

- Taught undergraduate/graduate courses in communications values, television reporting, and news producing.
- Created the university's first radio journalism course.
- Added ethics components to broadcast news courses.
- Designed and taught guest lectures for public relations, speech communications and print journalism courses. Taught a religion course on *The Book of Mormon: Another Testament of Jesus Christ*.

GRADUATE STUDENTS (At Arizona State University)

MMC Applied Projects (Completed)

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Chair

Elizabeth Gessell, "Framing the Female Network News Anchor: A Historical Comparative Study of Barbara Walters' and Katie Couric's Ascension to the Network Evening News Chair." May 2008.

Betsy Tom Vitron, "Media Convergence and Student Media Coverage Surrounding the 2004 Presidential Debate." May, 2007.

Lacy Chafee, "Sensational TV News Coverage in a Bi-Cultural Market: A Comparative Content Analysis of Seven Stations During Ratings and Non-ratings Periods in the Phoenix, Arizona Market." December, 2006.

Chris Wright, *Superfunded Revisited in Oklahoma* (documentary). April 2006.

Lee Hyun (Helen), *Looking for the Lost Land: Jerusalem of the East* (documentary about religion in North Korea). May, 2005.

Neil Kuczynski, "Gender Bias In Internet Coverage of Women's Sports." December, 2005.

Mary Sturgill, "British Coverage of an American Presidential Election: A Study of How ITN's Channel 4 Frames Stories in the 2004 Presidential Election." December, 2005.

Michelle Frey, "On the Bright Side: A Professional Development Project Analyzing the Transition From Off-Air to On-Air Television News Reporting." May, 2004.

Committee Member

Eileen O'Neil, "TIVO-The Next Big Thing? DVRs and Television Advertising Models." December, 2003.

Ken Fagan, *Saturday Night at the Moving Picture Show* (documentary), Spring, 2003.

George Copeland, "Violent Content and Commercialism in National Basketball Association Telecasts." Spring, 2002.

Andrew Maher, *Falcon Field: Training and Transition* (documentary). Spring 2003.

Manny Romero, "Arizona State University Reputation Management: Brian Buck Visits Shane's World Where Controversy Serves as Free Marketing." Spring, 2003.

Niels Marsvel, "International news Flow in U.S. Newspapers in the Post-Cold War Era: Longitudinal Trends, 1990-2002." Spring, 2004.

Barrett The Honors College Theses (completed)

Chair

Jessica Andrews and Denica Moodley, "Lodestar: A Holistic Haven for Help and Humanity." 28- minute documentary. May 2010.

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Colton Shone, "Silent Voices: The Underrepresentation of Native Americans In Local News" 28-minute television documentary. May 2010.

Jordon Lapeer, "YouTube and News Sourcing." December 2007.

Kimberly Lerdall, "Broadcast Correspondents: A Comparison." December, 2006.

Dillon Collier, "From Swayze to Rather: The Evolution of the Network News Anchor." May 2004.

Jonathan J. Cooper, "Copy writ in the Era of On-Line Journalism." May, 2009. (in progress)

International Invited Academic Lectures

Diponegoro University, Semarang, Indonesia January, 2007.

"The Ethical Interplay between American Journalism and Public Relations."

University of Tzula, Bosnia. November, 2002.

"The American Model of University Education" at the Balkan Conference on the Autonomy of the University.

Goteburg University School of Communication, Goteburg, Sweden, April, 1997.

"The American Civic Journalism Movement."

University of Dortmund, Germany. "American TV Practices News." May, 1992.

INTERNATIONAL MEDIA TRAINING WORKSHOPS CONDUCTED

Bishkek, Kyrgyzstan (March, 2010) - Workshops for National TV/Radio Corporation (NTRC). U.S. Embassy Bishkek.

Belgrade and Nis, Serbia (June, 2009) - Workshops on social networking and journalism ethics for newspaper, television and radio reporters. U.S. Embassy in Belgrade.

Belgrade and Nis, Serbia (June, 2008) - Internet reporting workshop for newspaper, television and radio reporters. U.S. Embassy in Belgrade.

Tbilisi, Republic of Georgia (January 2008) - Election reporting consulting for public and private television states. U.S. State Department.

Belgrade, Serbia (November, 2007) - Cultural affairs reporting workshop for television and newspaper reporters. U.S. Embassy in Belgrade.

Tirana, Albania (June, August, 2007) - Consulting assignment for VISION PLUS private TV station assisting them in creating a revised newsroom culture. Funded by the U.S embassy in Albania.

Skopje, Macedonia (November, 2006) - State Department-sponsored program working with Balkan Investigative Reporting Network (BIRN) to conduct a workshop for television journalists on "Success Stories."

Podgorica, Montenegro (March, 2006) - State Department-sponsored program working with TVCG

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Montenegro State Television on election programming for May 2006 nationwide referendum to breakaway from Serbia.

Podgorica, Montenegro (March, 2005) - State Department-sponsored program working with TVCG morning news team on reporting, anchoring, producing skills.

Podgorica, Montenegro (March, 2004) - Produced and taught a five-day seminar on television newscast producing for journalists throughout Montenegro.

Sarajevo, Bosnia (March, 2003) - Produced and taught a five-day seminar on investigative reporting for television journalists.

Macedonia On-Camera Workshop (June, 2002)- Assistant coordinator and lead faculty instructor for two-week seminars at ASU.

Kosovo TV Reporting Workshop (May, 2002)- Managed three-week faculty consultant and teaching trip to Kosovo conducting workshops in the TV news departments for four independent television stations.

Sarajevo, Bosnia (March, 2002) - Organized and conducted five-day seminar on investigative reporting for radio journalists.

Kosvar Albanians (June, 2000) - Organized and taught two-week election reporting workshops for the Office of International Media Training, State Department at the Missouri School of Journalism with follow-up in-country consultation for three weeks in 2002.

Croatia (1999) - Two consulting trips for a total of five weeks in election reporting workshops for journalists from Croatia, Albania, Slovenia and Macedonia September, 1999. December 1999 election coverage consultation for independent national news broadcast organized by N.U.T. the Croatia Independent Broadcast authority. In both of these projects we worked closely with Pro Media /IREX (International Research and Exchanged Board) and funded the U.S. Embassy. In 1997 conducted weeklong broadcast news workshop in Washington D.C. for Croatian journalists at U.S.I.A.'s offices.

Bosnia Broadcast Reporting workshops (February 1998, August 1996, June 1997) at the Missouri School of Journalism for Office of International Media Training, State Department.

East Central European News Directors (1997). Weeklong management seminar for Office of International Media Training, State Department at the Missouri School of Journalism.

Slovakia (1996) - Consulting assignment for radio stations sponsored by ICFJ (International Center for Foreign Journalists).

Romanians (1996) U.S.I.A. workshop for eight Romanian TV news directors.

Chinese (1988) - Course organizer for components of U.S.I.A. six-week training course for journalists from CCTV, Beijing in American Documentary techniques. Assisted broadcast graduate students from China. Co-Producer/Director of proposed joint venture documentary project involving CCTV, KBYU and the Nebraska Educational Television Network.

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TEACHING WORKSHOPS ATTENDED:

Competitively Selected:

“Diversity in the Classroom” AEJMC. San Antonio, Texas. August, 2005.

“Ethics Workshop” AEJMC. San Antonio. August, 2005.

“Convergence Media.” Poynter Institute for Media Studies, St. Petersburg, Florida. February, 2004.

“Dart Center Ethics Workshop: “Teaching about Trauma.” Dart Center of the University of Washington and the Annenberg School at USC. September, 2003.

IRTS (International Radio and Television Society). New York City. March, 2002.

IRTS. 1998. New York City. Team leader, case study competition “Steve Coltrin” \$2,000 Top prize award winner.

RIAS-RTNDA Berlin Kommission. Selected to participate in a two-week fact-finding mission of German broadcasting and the European Community and NATO issues. October, 1996.

Annenberg Summer Faculty Workshop, Washington, D.C. Communication Policy. June, 1994.

Pedagogical Workshops Attended

“ASU Rookie Camp: On Good Practice in University Teaching” fall, 2001, five-week course.

SERVICE

Editorial Board Member: *Electronic News*. Founding member.

Journal Reviewer:

- *Journalism Monographs*, 2010.
- *Journal of Broadcasting and Electronic Media*, 2002-Present.
- *Electronic News*, 2006-Present.
- *Visual Communication Quarterly*, 2009-Present.
- *Journal of Religion and Communication*, 2004-Present.

Paper competition, Radio-Television News Division, Association for Education in Journalism and Mass Communication Annual Conference, 2005-2007.

Paper competition, News Division, Broadcast Education Association. 2000-2002.

Academic Organizations:

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- Newsletter Editor/Secretary. Radio-Television Division (RTVJ) of AEJMC (Association for Journalism and Mass Communication). 2009.
- News Division Head. Broadcast Education Association (BEA) 150 members. 2004.
- Internationalization Task Force, AEJMC Fall, 2001.
- Co-chair, pre-convention radio-television division workshop. “Live Shots and Stand-Ups.” AEJMC. Washington, D.C. 2001.

International Service Activity:

With faculty of Dublin City University, member of EJTA (European Journalism Training Association) team consulting Charles University. Prague. 1992.

Judge

National Contest Judge. Religious News Writers Association - Broadcast Television Division, 2004, Radio Division, 2002 and 2003.

RTNDA Regional Television News Competition. 1994.

Emmy Award Regional Television News competition. 1992.

Alaska Press Club Television News Competition. 1990, 1991, 1992, and 1993.

Professional

Ex-Officio member of RTNDA (Radio-Television News Directors' Association) and RTNDF (Radio Television News Directors' Foundation). Elected to represent the academic organizations AJEMC and BEA to the international professional board. 2003-2004. Served on the ethics and convention planning committees.

Director-RTNDF/RTNDA and School of Journalism University of Missouri, Management Seminar for Television News Executives. Trained more than 100 news directors in leadership and management principles. 1995 - 2000.

- RTNDA National Conventions program team: 2005, 2004, 2003, 2000, and 1996.
- Utah State Chairman, Radio-Television News Directors' Association, 1989-1991.
- RTNDA Regional Conference Chair. Salt Lake City, Utah 1989.

National Programs Adviser National Broadcast Community Affairs Association (NBACA). Annual convention of accredited course, the instructor:

- “Managing the Mission of Community Affairs” 1998, Philadelphia.
- “Building a Sense of Teamwork in Community Affairs” 1997, Orlando.
- “Civic Journalism and Community Television” 1996, Houston.

President, Utah Chapter of SPJ (The Society of Professional Journalists). 1988-1989.

Curriculum Vitae of B. WILLIAM SILCOCK

- Regional Ethics Chair, National Ethics Committee 1986.
- SPJ/SDX Regional Conference Chair, Provo, Utah, 1986.
- SPJ/SDX National Campus Chapter of the year. Adviser, BYU. 1987

Panelist

“Journalism Objectivity: Have We Crossed the Line?”

RTNDA (Radio-Television News Directors’ Association). Las Vegas, Nevada. April, 2006

“The Textbooks: You’ve made them buy it now how do you make them use it?” BEA (Broadcast Education Association). Las Vegas, Nevada. April, 2004.

“Producing Producers II” moderator. BEA. Las Vegas. April, 2004.

“Issue in Broadcasting Historical Context.” Moderator. AEJMC (Association for Education in Journalism and Mass Communication). Kansas City, Missouri. August, 2003.

“Teaching the Broadcast News Course.” BEA. Las Vegas, Nevada. April, 2003.

“What’s Happening With Resume Reels?” Moderator. BEA. Las Vegas, Nevada. September, 1999.

“RTNDA’s Relationship with Broadcast Education.” BEA. Las Vegas, Nevada. September 1999.

“Commercial/Cable/Closed Circuit TV News: How to Make Your Student Newscast a Success.” Panelist. BEA. Las Vegas, Nevada. April, 1998.

“Ducking Scuds and Killing Time: The Ethical and Professional Issues Raised by ‘Real Time’ Coverage of Foreign News- The CNN Effect.” Moderator. AEJMC. Washington, D.C., August, 1995.

“Sanitizing the News on Local TV; Is Body Bag Journalism Dying Out?” AEJMC. Washington, D.C., August, 1995.

“FCC Regulation and Children’s Television.” Moderator. BEA. Las Vegas, Nevada. April, 1995.

Walter Cronkite School of Journalism and Mass Communication

- Faculty Advisory Council (elected), Spring, 2007. Re-elected Spring, 2009.
- Standards committee, Spring, 2006.
- Core curriculum committee, Spring, 2005.
- Curriculum committee, Fall 2001 - Spring, 2004.
- International professional visitors host -
 - Winter 2006, 2007 - 16 professors from Indonesia
 - Spring 2006 - German professional broadcasters RTNDA/Berlin Commission
- Broadcast Newswriting course Coordinator.
Supervised four faculty associates teaching advanced broadcast news writing (JMC 300).
2001-2005.
- Faculty co-supervisor NewsWatch Election TV coverage, November, 2006.

Curriculum Vitae of B. WILLIAM SILCOCK

- RTNDA Student Chapter adviser, Cronkite School, 2002-2005.
Organized 20 students each year to attend national conference of the Radio-Television News Directors' Association' in Las Vegas where they received professional critiques of their television and radio reporting/anchoring.
- RTNDA/BEA Co-Director "Student News Reporting Critiques" 2001-2005.
Coordinator of 15 TV news directors from across the country who reviewed more than 100 students' tapes. Twelve different schools participated each year.
- Freshman interest group faculty adviser, University of Missouri. Fall, 2000.
- SPJ/SSDX (Society of Professional Journalist/Sigma Delta Chi) Chapter Adviser at Brigham Young University when named 1985 national chapter of the year.

Community Service

Speaker, "Media Ethics in a Time of War - The Power of Images." Rio Verde Community Speakers' Program. February 10, 2009.

Speaker, "Backstage At A Presidential Debate," Senior Adult Education Program. Scottsdale Community College. October 9, 2008.

Speaker, "Ethical Issues in War Coverage," Humanist Society of Arizona. July 29, 2007.

Speaker, Ocher Lifelong Learning Institute "TV News, Decision-Making and Deadline Pressure." Phoenix East campus. February 9, 2006.

Speaker, "Wagging the Dogs: the media, elections, and times of war." School of Law, Arizona State University. Fall, 2004.