

VITA

CRAIG MITCHELL ALLEN

Work address: Walter Cronkite School of Journalism and Mass Communication,
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EMPLOYMENT

August 1991-present: Associate Professor in Walter Cronkite School of Journalism and Mass Communication at Arizona State University. Past coordinator of broadcast journalism instruction. Teaching areas include international communication, broadcast news reporting, and mass media history; assignments have included coordination of ASU's student-produced newscast on Phoenix cable system. Students won Hearst Foundation intercollegiate broadcast news championship in 2000 and finished second and ninth in 2002 and 1998. The student production was named nation's "Best Student Newscast" by Society of Professional Journalists in 1996.

December 1997-present: Director, Arizona Summer Broadcast Institute. Coordinator and principle instructor of ASU's summer enrichment program for Arizona high school students. Responsible for fundraising, curricula, scholarships, and student recruitment. The Institute is a two-week in-residence program funded by the Scripps Howard Foundation, the Arizona Broadcasters Association, and the National Academy of Television Arts and Sciences.

August 1989-August 1991: Assistant Professor and broadcast news coordinator in College of Communication at The University of Alabama. Teaching areas included mass media history, broadcast news analysis, news writing, and news production. Taught and supervised student-produced newscast carried on Tuscaloosa cable system. Was academic advisor for 30 students.

September 1986-August 1989: Teaching Assistant in E.W. Scripps School of Journalism at Ohio University. Teaching areas included public affairs reporting (print and broadcast), broadcast news writing, and broadcast news production. Served two years as teaching assistant for student produced newscast carried on Athens cable system. Was academic advisor for 15 students.

September 1984-August 1986: Instructor at Whitworth College, Spokane, Washington. Teaching areas included beginning news writing and reporting (print), broadcast production, broadcast performance, and mass media management. Was academic advisor for 25 students.

November 1983-July 1985: News assignment editor and operations manager at KHQ TV-AM-FM, Spokane, Washington. Responsible for daily operation of 30-person news department; was active in scheduling, budgeting, and news story development. Assisted promotion departments in promotional campaigns. Supervised audience research activities and anchor perception studies of research consultants.

February 1982-November 1983: Assistant news operations manager at KMGH-TV, Denver, Colorado. Responsible for planning news stories for 75-person staff. Supervised five-person assignment desk and managed coverage of three-state area during hour-long newscast at 5 p.m. and 35-minute newscast at 10 p.m. Helped coordinate coverage of several news stories with CBS.

March 1981-February 1982: News director at KRDO-TV, Colorado Springs, Colorado. Supervised 18-person staff; was responsible for \$300,000 dollar annual budget. Hired and supervised anchors, reporters, producers, and videographers. Did spot anchoring, producing, and reporting.

June 1978-March 1981: News director at KAPP-TV, Yakima, Washington. Initially hired as executive producer; became news director Mar. 1979. Supervised 10-person staff and was responsible for \$150,000 budget. Anchored, produced, and reported; six field reports were carried nationally on ABC syndication. Hired and supervised anchors, reporters, producers, and videographers.

June 1977-June 1978: Reporter at KPTV, Portland, Oregon. Served as part-time general assignment reporter and spot anchor.

September 1976-June 1977: Reporter-news editor at KPNW AM-FM, Eugene, Oregon. Served as part-time afternoon news writer and weekend editor-anchor.

September 1971-August 1976: Copy editor-reporter-writer at *Oregon Journal*, Portland, Oregon. Worked part-time weekends and fulltime summer in sports department at afternoon daily with statewide circulation. Wrote features, event stories, and occasional columns. For three years edited and designed pages for *Journal's* weekend edition.

September 1974-June 1976: Sports information director, Linfield College, McMinnville, Oregon. Supervised on part-time basis all publicity for school's athletic department. Wrote two news releases per week and maintained contacts with newspapers, radio, and TV. Wrote and edited brochures and game programs and handled radio play-by-play.

September 1972-September 1974: Correspondent for *Statesman Journal*, Salem, Oregon. Wrote features and covered local government as stringer for this daily newspaper.

TEACHING

Courses taught: International Mass Communication, Mass Media History, Foundations of Radio-TV, Advanced Broadcast Reporting, The Television Newscast, News Problems, Broadcast Writing, Radio-Television Writing.

Ph.D. Committee Co-Chaired: 1

Ph. D. Committees (total): 3

Masters Committees Chaired: 18

Masters Committees (total): 30

Undergraduate Honors Theses Chaired: 4

Undergraduate Honors Committees (total): 6

EDUCATION

Ph. D. in mass communication, Ohio University, 1989.

Minor in history; Dissertation topic: "Peace, Prosperity, and Prime Time TV: The Politics of 1956."

M.S. in journalism, University of Oregon, 1978.

Thesis topic: "Cable Television in Major Markets: A Case Study of an Unsuccessful Attempt in Portland, Oregon."

B.A. in business-economics, Linfield College, McMinnville, Oregon, 1976, magna cum laude.

G.P.A.s: 4.00 doctoral; 3.71 masters; 3.81 undergraduate.

OFFICES

President, Arizona State University Academic Assembly Downtown Phoenix Campus, 2010-2011

President-Elect, Arizona State University Academic Assembly Downtown Phoenix Campus, 2009-2010

Chair, ASU University Senate Personnel Committee, 2009-2010

Chair, Cronkite School Promotion and Tenure Committee, 2008-2010

Chair, ASU Student-Faculty Policy Committee, 2000-2004

Chair, College of Public Programs Personnel Committee, 2000-2001

Chair, History Division, Broadcast Education Association, 1995-1997

Chair, Nominating Committee, Radio-Television Journalism Division, Association for Education in Journalism and Mass Communication, 1997

Vice Chair, History Division, Broadcast Education Association, 1994-1995

Chair, Membership Committee, American Journalism Historians Association, 1994-1995

Chair, Teaching Standards Committee, History Division, Association for Education in Journalism and Mass Communication, 1993-1994

Co-Chair, Broadcast History Committee, American Journalism Historians Association, 1990-92

HONORS AND AWARDS

Teaching-Academic

Sister Cities International 2006 Distinguished Volunteer, 2006

Wakonse-Arizona Fellow, 2003

International Radio Television Society (IRTS) Fellow, 2003

ASU "Sparky" Award for outstanding contribution to ASU Academic Senate, 2001

E.W. Scripps Foundation Teaching Grant, for ASU Summer Broadcast Institute, \$35,000, 2002-2001

AEJMC Broadcasters-In-Residence Teaching Grant, \$24,000, 2002-2001

Integrated Scholarship Award for best teaching-research-service, Walter Cronkite School of Journalism, Arizona State University, 1999

Integrated Scholarship Award for best teaching-research-service, Walter Cronkite School of Journalism, Arizona State University, 1998

Teaching Enrichment Grant, Canadian Embassy, 1997

Mark of Excellence Award for nation's "Best Student Newscast," Society of Professional Journalists, 1996

Integrated Scholarship Award for best teaching-research-service, Walter Cronkite School of Journalism, Arizona State University, 1995

"Leg of the Stool" Award for best teacher, Walter Cronkite School of Journalism, Arizona State University, 1993

Outstanding Doctoral Student Award, E.W. Scripps School of Journalism, Ohio University, 1988

Ohio University College of Communication fellowship, 1986-1989

Research

Research grant, \$2,000, Arizona State University, 2009, for study of Spanish television.

Research grant, \$2,000, Arizona State University, 2008, for study of Spanish television.

Research grant, \$4,500, Arizona State University, 2007, for study of Spanish television.

Best paper award, "Sold American," AEJMC International Division, 1997

Best paper award, "Mandate to News Consult," AEJMC Radio-TV Journalism Division, 1996

Best paper award, "Newsroom Views about Consultants," AEJMC Radio-TV Journalism Division, 1994 (with Dan Berkowitz and Diana Beeson)

Book award, *Eisenhower and Mass Media*, Choice Award, as one of best scholarly books by new authors, 1994

Best paper award, "ABC's News Advisory Service," BEA News Division, 1992

Best paper award, "Television News Comprehension," BEA Courses and Curricula Division, 1990

Best student paper, "Parasocial Interaction," AEJMC Radio-Television Journalism Division, 1988

Best student paper, "Grey Area in the Blue Skies," AEJMC Radio-Television Journalism Division, 1988

Research grant, \$4,500, Arizona State University, 1996, for study of international TV news

Research grant, \$6,000, Arizona State University, 1995, for study of local TV news consultants

Research grant, \$5,000, Arizona State University, 1994, for study of local TV news consultants

Research grant, \$3,500, Arizona State University, 1993, for study of local TV news consultants

Research grant, \$4,000, Arizona State University, 1992, for study of local TV news compensation

Research grant, \$700, Eisenhower World Affairs Institute, 1990, study of Eisenhower's public relations

Professional

Best spot news coverage, KMGH-TV, Colorado Association of Broadcasters, 1983 (with staff)

Best newscast, KRDO-TV, Colorado Springs Press Association, 1982 (with staff)

Third place, best mini-documentary, KAPP-TV, Society of Professional Journalists/Sigma Delta Chi, Pacific Northwest chapter, 1981

BOOKS

News Is People: The Rise of Local TV News and the Fall of News From New York. Ames: Iowa State University Press, 2001 and Delhi, India: Surjeet Publications, 2005. Reviewed by Media Relations, American Journalism, Mass Communication and Society, Electronic Media, C-SPAN, Kansas City Star, TV Barn, and Arizona Republic.

Eisenhower and the Mass Media: Peace, Prosperity, and Prime Time TV, Chapel Hill: University of North Carolina Press, 1993. Reviewed by Foreign Affairs, American Historical Review, Political Science Quarterly, Southern Historian, Theatre Survey, Choice, Journalism History, American Journalism, Editor and Publisher, WFLN Public Radio (Philadelphia), Indianapolis News.

WORKBOOK

When The News Is You, Phoenix: U.S. Department of Interior, 1997.

BOOK CHAPTERS

"Television Broadcast Records," in *Electronic Media History: Methods of Historical Analysis and Criticism*, Don Godfrey, ed., Lawrence Erlbaum, 2006, pp. 207-232.

"Sold American: U.S. News Consultants and News Issues Abroad," in *Critical Studies in Media Commercialism*, Lance Strate & Robin Anderson, eds., Oxford, 2000, pp. 84-100.

"The Rise of Private Media Around the World," in *Civic Discourse and Digital Age Communications in the Middle East*, Hussein Amin, ed., Ablex, 2000, pp. 279-286.

"The True Mass Medium," in *Three Centuries of American Media*, Lloyd Chiasson, ed., Morton, 1998, pp. 309-319.

"Television News," in *History of the Mass Media in the United States*, Margaret A. Blanchard, ed., Fitzroy Dearborn, 1998, pp. 647-651.

"Tackling TV Titans in Their Own Backyard: WABC-TV in New York," in *Television in America: Community, Culture, and Change*, Michael Murray & Don Godfrey, eds., Iowa State University Press, 1997, pp. 3-18.

"Television, 1948-Present: Entertainment or Information?," in *Perspectives on Mass Communication History*, David Sloan, ed., Lawrence Erlbaum, 1991, pp. 334-346.

REFEREED PUBLICATIONS (Juried)

"News Directors and Consultants: RTNDA's Endorsement of TV Journalism's 'Greatest Tool,'" *Journal of Broadcasting and Electronic Media*, September (Fall) 2007, pp. 424-437.

"Discovering 'Joe Six Pack' Content in Television News: The Hidden History of Audience Research, News Consultants, and the Warner Class Model," *Journal of Broadcasting and Electronic Media*, December 2005 (Winter 2006), pp. 363-382.

"American Consultants in Newsrooms Abroad: A Study of Effects in Turkey and of Change in Global TV," *Turkey Journal of Communication*, February 2004, pp. 13-27.

"TV News in the Focus Group Era," *Television Quarterly*, Fall 2003, pp. 38-43.

"Gender Breakthrough Fit for a Focus Group: The First Women Newscasters and Why They Arrived in Local TV News," *Journalism History*, Winter 2003, pp. 154-162.

"Newscast Innovation in the 'Far-Off' Southwest: Learning from TV's First 'Big News' on Los Angeles Station KNXT," *Southwestern Mass Communication Journal*, Fall 2002, pp. 22-35.

Dan Berkowitz, Craig Allen, and Diana Beeson, "Exploring Newsroom Views About Consultants in Local TV: The Effect of Work Roles And Socialization," *Journal of Broadcasting and Electronic Media*, Fall 1996, pp. 447-459.

"Priorities of General Managers and News Directors in Anchor Hiring: Extending the Business-Journalism Dialectic to the Executive Suite," *Journal of Media Economics*, Autumn 1995, pp. 111-124.

"News Conference on TV: Ike-Age Politics Revisited," *Journalism Quarterly*, Spring 1993, pp. 13-25.

"Eisenhower's Congressional Defeat of 1956: Limitations of Television and the GOP," *Presidential Studies Quarterly*, Spring 1992, pp. 57-71.

"Robert Montgomery Presents: Hollywood Debut in the Eisenhower White House," *Journal of Broadcasting and Electronic Media*, Fall 1991, pp. 431-448.

"Our First Television Candidate: Ike Over Stevenson," *Journalism Quarterly*, Summer 1988, pp. 352-359.

REFEREED PUBLICATIONS (Editorial Board)

"Press Conferences," *The International Encyclopedia of Communication*, New York: Blackwell, 2008, pp. 3875-78.

"Global Communication and Television Across Europe," *Journal of Broadcasting and Electronic Media*, June Summer (2007), pp. 391-393.

"Coming Soon to a Channel Near You: American News Consultants and the Globalization of TV News," *Interaksi Journal* (Indonesia), accepted June 2007, forthcoming.

"La Globalización de la Televisión," *Tiempo y Espíritu* (Mexico), September 1999, pp. 7-10.

"Consultant Debate," *RTNDA Communicator*, September 1995, pp. 102-106.

"It's Got to Be Done," an examination of issues confronting a television news assignment desk, *RTNDA Communicator*, June 1984, pp. 54-57.

REVIEW ARTICLES

Review of "A History of Broadcasting in the United States," *Journalism History* 35(1), Summer 2009, p. 56.

Review of "Live Television," *Journal of Broadcasting and Electronic Media* 53(1), Spring 2009, pp. 165-166.

Review of *The Columbia University History of American Television in American Journalism*, Summer 2008, pp. 134-135.

Review of *Rules of the Game* (by Olaf Hoerschelmann) in *Journalism History*, Fall 2007, pp. 186-187.

Review of *General Eisenhower: Ideology and Discourse* (by Ira Chernus) in *The Journal of American History*, March 2004, pp. 1514-1515.

Review of *Voice of America: A History* (by Alan Heil) in *Journalism & Mass Communication Quarterly*, Spring 2004, pp. 221-224.

Review of *Rhetoric As Currency: Hoover, Roosevelt, and the Great Depression* (by Davis W. Houck) or *The Journal of American History*, September 2002, pp. 690-691.

Review of *Mass Media in 2025: Industries, Organizations, People, and Nations*, (by Erwin Thomas and Brown Carpenter) in *Journalism & Mass Communication Quarterly*, Summer 2002, pp. 497-498.

- Review of *Radio and Television Regulation: Broadcast Technology in the United States, 1920-1960* (by Hugh Slotten) for *The American Historical Review*, February 2002, pp. 238-239.
- Review of *Electronic Media Criticism* (by Peter Orlik) for *Mass Communication and Society*, Fall 2001, pp. 470-71.
- Review of *KPFA On the Air* (by Veronica Selver) in *Journalism History*, Spring 2001, pp. 47-48.
- Review of *Tell The Truth and Run: George Seldes and the American Press* (by Rick Goldsmith) in *American Journalism*, Winter 2000, pp. 112-113.
- Review of *The Encyclopedia of Television News* (by Michael Murray) in *American Journalism*, Spring 1999.
- Review of *Salant, CBS, and The Battle for the Soul of Broadcast Journalism* (by Richard Salant) in *Journalism & Mass Communication Quarterly*, Spring 1999, pp. 178.
- Review of *War of the Black Heavens: The Battles of Western Broadcasting in the Cold War* (by Michael Nelson) in *American Journalism*, Summer 1999, pp. 118-119.
- Review of *KING: The Bulletts of Seattle and Their Communication Empire* (by Casey Corr) for *American Journalism*, Spring 1998.
- Review of *Redeeming the Wasteland: Television Documentary and Cold War Politics* (by Michael Curtin) for *The American Historical Review*, April 1997, pp. 555-556.
- Review of *Tuning In to Young Viewers* (by Tannis MacBeth) for *American Journalism*, Spring 1997, pp. 240-241.
- Review of *KTLA At Forty* (by Golden West Broadcasting) for *Journalism History*, Autumn 1996, pp. 127-128.
- Review of *Air Wars: Television Advertising in Election Campaigns, 1952-1992* (by Darrell West) for *The Journal of American History*, March 1995, p. 242.
- Review of *See It Now Confronts McCarthyism* (by Thomas Rosteck) for *Journalism History*, Summer 1995, p. 90.
- Review of *Fifties Television* (by William Boddy) and *Make Room for TV* (by Lynn Spigel) for *Journalism History*, Winter 1994, p. 144.
- Review of *Frost Interviews With Nixon* (by David Frost) for *Journalism History*, Spring 1994, p. 44.
- Review of *The Press and the Ford Presidency* (by Mark Rozell) for *Journalism & Mass Communication Quarterly*, Spring 1994, p. 219.
- Review of *Is Anyone Responsible?* (by Shanto Iyengar) for *American Journalism*, Summer-Fall 1993, pp. 120-121.
- Review of *Serious Pursuits* (by Asa Briggs) for *American Journalism*, Summer-Fall 1993, pp. 103-104.
- Review of *The Press, Presidents and Crisis*, (by Brigette Nachos) in *American Journalism*, Summer-Fall 1992, pp. 202-203.

OTHER PUBLICATIONS

"New Security Plan," *ASU Academic Senate Newsletter*, May 2004, p. 4.

"Travel Reimbursement," *ASU Academic Senate Newsletter*, May 2003, p. 4.

- "ASU Professor Discovers the 'Miracle' of Balkanization," *ASU Journalist*, Fall 2002, pp. 10-11.
- "The Write Refrain: Some Tips for 'Singing On the Page,'" Arizona Associated Press Broadcast Association, October 1998.
- "More Local TV History," *Rewind* (publication of BEA History Division), February 1997, pp. 1-2
- "Unkind Freedom Forum Study Suggests Historians' P.R. Needs," *Clio* (publication of AEJMC History Division), Spring 1994, pp. 1-4.
- "News Remains on Sidelines at FOX-TV," *Static* (publication of AEJMC Radio-Television Journalism Division), Spring 1994, p. 4.
- "Minority Anchors in Local TV News: A Main Show Numbers Game?," *Phoenix Journalism Monthly*, April 1993, p. 5-6.
- "The Survey Says: A New Look at Anchors and Those Who Hire Them," *Arizona Film Theatre and Television Review*, March 1993, p. 11-12.

Contributed to a series of articles on manipulation of television news managers by news sources in *RTNDA Communicator*, September 1981.

REFEREED PAPERS (Juried)

- "A New Look at the Americanization of Global Mass Media: The Emergence of American News Consultants in Newsrooms Abroad," accepted for presentation at the 2004 Hawaii International Conference on Arts and Humanities, Honolulu, Hawaii.
- "Television News Ethics from Situation to Turning Point: The Legitimization of News Consultants by News Directors of the RTNDA," presented at 2002 annual convention of International Communication Association, Seoul, South Korea.
- "Newscast Innovation in the "Far-Off" Southwest: Learning from TV's First "Big News" on Los Angeles Station KNXT," presented at 2001 annual conference of the Southwest Education Council for Journalism and Mass Communication, Tulsa, Okla.
- Didem Koroglu and Craig Allen, "U.S. News Consultants in Turkey: Privatization, Americanization, and the Changing Face of the Turkish Newscasts," presented at 2000 annual convention Broadcast Education Association, News Division, Las Vegas, Nev.
- "The Failed Case of Hero-Anchor Christine Craft: Contradiction, New Evidence, and What Television News Can Learn," presented at 1999 annual convention of International Communication Association, San Francisco, Calif.
- "The Man Who Moved Mt. Olympus: Richard O'Leary and the ABCs of Local TV News," presented at 1999 annual convention of Broadcast Education Association, News Division, Las Vegas, Nev.
- "American News Values Abroad: The Spread of U.S. News Consultants in the Wake of Privatization," presented at 1998 annual convention of International Communication Association, Jerusalem, Israel.
- "Sold American: The Influence of U.S. News Consultants on Newscasts in Great Britain and Germany," presented at 1997 annual convention of Association for Education in Journalism and Mass Communication, International Division, Chicago, Ill.
- "Mandate to News Consult: The Untold Story of the FCC's 1960 Community Ascertainment Policy," presented at 1996 annual convention of Association for Education in Journalism and Mass Communication, Radio-Television Journalism Division, Anaheim, Ca.

"Deregulation, Mergers, and Affiliation Upheaval: A New Challenge for Local Television News," presented at 1995 annual convention of Broadcast Education Association, News Division, Las Vegas, Nev.

Dan Berkowitz, Craig Allen, and Diana Beeson, "Newsroom Views about Consultants in Local TV: The Effect of Work Roles and Socialization," presented at 1994 annual convention of Association for Education in Journalism and Mass Communication, Radio-Television Journalism Division, Atlanta, Ga.

"Paying the Anchor in Local Television News: A Comparative Study of Priorities Between General Managers and News Directors," presented at 1993 annual convention of Association for Education in Journalism and Mass Comm., Radio-Television Journalism Division, Kansas City, Mo.

"The 'Cutting Edge' in Local Television News: Revisiting Layoffs, Staff Reductions, and Downsizing Mythology," presented at 1993 annual convention of Association for Education in Journalism and Mass Communication, Media Management and Economics Division, Kansas City, Mo.

"Eisenhower, McCarthy, and the News Conference that Fought Back: A Turning Point in White House Press Relations, 1953-54," presented at 1992 annual convention of American Journalism Historians Association, Lawrence, Kan.

"ABC's News Advisory Service and Local TV News," a study of news consultants and national control in local television journalism, presented at 1992 annual convention of Broadcast Education Association, News Division, Las Vegas, Nev.

"Political Conventions: A GOP Redefinition," presented at 1991 annual convention of the American Journalism Historians Association, Philadelphia, Pa.

"Eisenhower's Pyrrhic Victory: Mixed Lessons From the First National TV Campaign," presented at 1990 annual convention of the American Journalism Historians Assn., Coeur d'Alene, Idaho.

"Television News Comprehension: A Case For Theory in Broadcast Education," presented at 1990 annual convention of Broadcast Education Association, Courses-Curricula Division, Atlanta, Ga.

"The and the GOP: Madison Avenue Comes to the Aid of the Party," presented at 1988 annual convention of Association for Education in Journalism and Mass Communication, History Division, Portland, Ore.

"Parasocial Interaction and Local TV News: Perceptions of News Teams and News Personalities in Denver," presented at 1988 annual convention of Association for Education in Journalism and Mass Communication, Radio-Television Journalism Division, Portland, Ore. Refereed version also presented at 1988 Ohio University regional research conference, Athens, Ohio.

"TV and the 1956 Presidential Campaign: Insights into the Evolution of Political Television," presented at 1987 annual convention of Association for Education in Journalism and Mass Communication, History Division, San Antonio, Texas.

"Grey Area in the Blue Skies," an examination of helicopter safety in television newsrooms, presented at 1987 annual convention of Association for Education in Journalism and Mass Communication, Radio-Television Journalism Division, San Antonio, Texas. Refereed version also presented at 1987 Ohio University regional research conference, Athens, Ohio.

PANELS-INVITED PAPERS

"Teamed Teaching Exchanges in Developing Countries: New Opportunities and Challenges," presented to International Division, Broadcast Education Association, April 2010.

"The Process of Publishing in International Journals," presented to Diponegoro University, Semarang, Indonesia, July 2007.

- "Current Trends in American Voter Opinion," presented to Diponegoro Univeristy, Semarang, Indonesia, July 2006.
- "The Role and Dominance of Media Consultants in American Journalism," presented to Diponegoro Univeristy, Semarang, Indonesia, July 2006.
- "News, Weather, and Sports Around the World: Opportunities in Other Countries' TV News," panel presentation, 2006 annual convention of Broadcast Education Association, International Division, Las Vegas, Nev.
- "Tidal Waves of Broadcast History: Perspectives on Five Sweeping Developments that Changed the American Landscape: The Far Reaching Influence of Media Consultants on News," panel presentation, 2005 annual convention of Broadcast Education Association, News Division, Las Vegas, Nev.
- "Hispanic Media in the United States: Directions for Mexican Career Seekers," presented to Carrera de Ciencias de Comunicación, Universidad del Noroeste, Hermosillo, Mexico, March 2005.
- "Social Class, Television News, and the Warner Class Model: Learning from Audience Research of News Consulting Organizations," invited paper, the Association for Education in Journalism and Mass Communication, Radio Television Journalism Division, Toronto, Canada, August 2004
- "The Next Generation of Media Users: Insights from Campus on Generation X," ASU Homecoming lecture, Tempe, Ariz., October 2003.
- "Reaching Students in Classrooms: What 'Class' May Also Mean," Wakonse-Arizona Fellows, Camp Tontozona, Ariz., May 2003.
- "Careers in Sportcasting: Passing Muster with Consultants and Headhunters," panel presentation, 2003 annual convention of Broadcast Education Association, Las Vegas, Nev.
- "Job Satisfaction Among Broadcast Journalists: The World of Joe Six Pack and His Impact on Television News," panel presentation, 2001 annual convention of Broadcast Education Association, Las Vegas, Nev.
- "Canadian Media Consolidation and the Phenomenon of City TV," panel presentation, 2001 annual convention of Broadcast Education Association, Las Vegas, Nev.
- "When the Expert Witness is You: What to Expect Lawyers and Media Professors Cross Paths," chair and panel presentation, 2000 annual convention of Association for Education in Journalism and Mass Communication, Radio-Television Journalism Division, Phoenix, Ariz.
- "Understanding Joe Six Pack: The Implications of Focus Groups and Public Surveys in Structuring Today's Television News," panel presentation, 2000 annual convention of Broadcast Education Association, Las Vegas, Nev.
- "Learning from the Lower Class: Downmarketing Local TV News," panel presentation, 1999 annual convention of Association for Education in Journalism and Mass Communication, Radio-Television Journalism Division, New Orleans, La.
- "Eyewitness and Action News: Guideposts for Civic Journalism on TV," invited paper, 1999 annual convention of Broadcast Education Association, Las Vegas, Nev.
- "Developing an International Program With Outreach," panel presentation, 1998 annual convention of Broadcast Education Association, Las Vegas, Nev.
- "The Newscasters Revisited," chair, 1997 annual convention of Association for Education in Journalism and Mass Communication, Radio-Television Journalism Division, Chicago, Ill.

- "The Electronic Textbook: Is the Future Now?", chair and panel presentation, 1997 annual convention of Text and Academic Authors Association, Las Vegas, Nev.
- "Crime and Violence on Local TV News: Is It Unethical?", panel presentation, 1996 annual convention of Broadcast Education Association, Las Vegas, Nev.
- "Broadcast Standards and Practices: Where Are They Now," panel presentation, 1996 annual convention of Broadcast Education Association, Las Vegas, Nev.
- "Historical Snapshots and Evolution of Radio and TV News Over the Years: What's Influenced It?", panel presentation, 1995 annual convention of Broadcast Education Association, Las Vegas, Nev.
- "The Effect of Affiliation Switches on Local TV Newsrooms," panel presentation, 1995 annual convention of Broadcast Education Association, Las Vegas, Nev.
- "Student Produced Television Newscasts," panel presentation, 1994 annual convention Radio-Television News Directors Association, Los Angeles, Ca.
- "The Challenge of Economics in Media History: Are Students Getting Their 'Money's' Worth?," panel presentation, 1994 annual convention of Association for Education in Journalism and Mass Communication, History Division, Atlanta, Ga.
- "Presidential Archive System: Broadcast Research on a Budget," panel presentation, 1994 annual convention of Association for Education in Journalism and Mass Communication, Radio-Television Journalism Division, Atlanta, Ga.
- "News Consultants and Educators: Arm's Length Relationship of Emerging Common Ground?," panel chair, 1994 annual convention of Broadcast Education Association, Las Vegas, Nev.
- "Teaching Broadcast News with Video Archive Sources," panel presentation, 1993 annual convention of American Journalism Historians Association, Salt Lake City, Utah.
- "The Interactive Classroom: Bringing the 'Dead' to Life," panel presentation, 1993 annual convention of Association for Education in Journalism and Mass Comm., History Division, Kansas City, Mo.
- "An Economic Direction in Local TV News Research: The Managers Speak," invited paper, 1993 annual convention of Broadcast Education Association, Las Vegas, Nev.
- "Local TV Journalism and the Audience: What Consultants are Telling Producers About the RCD," panelist-invited paper, 1993 annual convention of Broadcast Education Assn., Las Vegas, Nev.
- "Media History in Undergraduate Education," panel chair, 1991 annual convention of American Journalism Historians Association, Philadelphia, Pa.
- "Broadcast Research in Presidential Library Archives," panel presentation, 1991 annual conference of Rochester Institute, Rochester, NY.
- "The First Amendment in Broadcasting," panel chair, 1990 annual convention of American Journalism Historians Association, Coeur d'Alene, Idaho.

RESEARCH BOARDS

- Editorial advisor, Journal of American History, 2008-present
- Editorial board, Journal of Broadcasting and Electronic Media, 1994-present
- Editorial board, American Journalism, 1994-present
- Editorial advisor, The Harvard International Journal of Press/Politics, 2003
- Editorial advisor, Media History Monographs, 2001
- Video review editor, Journalism History, 1993-2001
- Editorial board, Center for the Study of the Presidency, 1993-1999
- Publication board, Ohio University, 1988-1989

RESEARCH JUDGING

Referee, BEA News Division juried paper competition, 2010, 2008, 2007, 2003, 2002, 1993, 1992.
Referee, AEJMC Radio-Television Journalism Division juried paper competition, 2009, 2008, 2007, 2004, 2003, 2002, 2000, 1999, 1997, 1995, 1994.
Referee, ICA Mass Communication Division juried paper competition, 2008, 2007, 2006, 2005, 2004, 2003, 2002, 2001.
Referee, AJHA juried paper competition 2010, 2009, 2008, 2007, 2005, 2003, 2002, 2001, 2000, 1999, 1998, 1997, 1995.
Referee, AEJMC Media Management and Economics Division juried paper competition, 2007, 2006, 2005, 2004, 2003, 2002, 1997, 1995, 1994.
Judge, National Association of State Radio Network News Awards, 2005.
Referee, ICA Intercultural and Developmental Communication Division juried paper competition, 2002, 2001, 2000, 1999.
Judge, National Academy of Television Arts and Sciences, regional Emmy awards, 2001, 2000, 1999, 1996, 1995.
Referee, BEA History Division juried paper competition, 2000, 1999, 1998, 1997, 1996, 1995, 1993.
Referee, BEA International Division juried paper competition, 2003.
Judge, New York Film and Television Festivals, 1997.
Referee, AEJMC History Division juried paper competition, 1995, 1994.
Discussant, annual convention of AEJMC, Media Management and Economics Division, 2004, 1997, 1995, 1994.
Discussant, annual convention of AEJMC, Radio-Television Journalism Division, 2004, 1998, 1995.
Judge, Society of Professional Journalists, regional student TV news competition, 1994.
Judge, National Academy of Television Arts and Sciences, regional Emmy awards (Ohio), 1993.
Judge, National Academy of Television Arts and Sciences, regional Emmy awards (Nashville), 1992.
Judging coordinator, Iowa Broadcast News Association annual radio and television awards, 1993.

SPEECHES AND APPEARANCES

"Putting Your Best Forward in Encounters With TV News," seminar presentation, Gilbert Leadership Council, Gilbert, Ariz., April 2010.

"Renewing Our Service Mission," speech presentation, speech presentation, Gamma Beta Phi, Arizona State University, Tempe, Ariz., April 2010.

"Freedom, Regulation, and Ethics in the U.S. News Media" speech presentation, Diponegoro University, Semarang, Indonesia, July 2006.

"Current Trends in American Voter Opinion," speech presentation, Diponegoro University, Semarang, Indonesia, July 2006.

"The American Tradition of Conflict Between Political Leaders and the News Media" speech presentation, Diponegoro University, Semarang, Indonesia, July 2006.

"Modern Politics and Modern Media" speech presentation, Daughters of the American Revolution East Valley chapter, Mesa, Ariz., October 2005.

"Comunicación Sin Fronteras," panelist, Carrera de Ciencias de Comunicación, Universidad del Noroeste, Hermosillo, Mexico, March 2005.

"La Globalización de los Medios," speech presentation, Carrera de Ciencias de Comunicación, Universidad del Noroeste, Hermosillo, Mexico, March 2005.

"What's on the Tube," speech presentation, regional Keystone Conference, Boys and Girls Clubs, Phoenix, Ariz., November 2004.

"Social Class, the Media, and the Students You Greet," speaker, Wakonse-Arizona Fellows, Camp Tontozona, Ariz., May 2003

- "How American Media are Changing the World," speaker, Spirit of the Senses salon, Phoenix, Ariz, August 2002.
- "Teaching High School Students at the Summer Broadcast Institute," speaker, Cronkite School Endowment Board, July 2002.
- "Television News, the Middle East, and Terrorism," speaker, Tri-City Jewish Community Center Forum, Tempe, Ariz, December 2001.
- "Trends in Arizona Local News," speaker, ASU Local News Panel Discussion, Phoenix, Ariz., October 2001.
- "Window on the Masses: The Implications of Focus Groups and Public Surveys in the Competitive Mass Media," lecture, Humanists Association, Phoenix, Ariz., September 2000.
- "Careers for Young People in Television News," seminar, Highland High School, Gilbert, Ariz., February 2000.
- "The Fear of Free Enterprise Among Russia's Leaders-To-Be: How American Entrepreneurs and Their 'Killer Apps' Can Show You the Way," lecture, Moscow State University, Moscow, Russia, April 1999.
- "The Globalization of Television and the New World View of Mexico and the United States," speech, Universidad del Noroeste, Hermosillo, Mexico, March 1999.
- "Federal Agencies and the Budget Cuts They Face: The Importance of Better Media Relations in Reaching Taxpayers and Keeping the Politicians Away," speech, Department of Interior, Bureau of Land Management national managers conference, Phoenix, Ariz., October 1996.
- "The Legacy of Walter Cronkite," speaker, Cronkite School Endowment Board, February 1995.

SERVICE

Community Service

Phoenix-Hermosillo Sisters Cities Committee, 1998-present; subcommittee chair, Teacher-Exchange Program, 1999-present

Organizations-Committees

University Senate, Arizona State University, 1997-present
 ASU Governance Grievance Committee, 2006-present
 ASU Downtown Campus Governance Council, 2006-present
 ASU Anti-Sweatshop Advisory Committee (university), 2000-present
 General Studies Council, Arizona State University (university), 1998-present
 ASU Student-Faculty Policy Committee (university), 2000-2006
 Committee on Academic Freedom and Tenure, Arizona State University (university), 1999-2002
 ASU University Assembly Tellers Committee, 2002, 2007
 University Senate Consultative Committee, Arizona State University (university), 1997-2000
 Personnel Committee, Arizona State University (college), 1999-2001
 Search Committee, Arizona State University Associate Dean position (college), 1999
 Personnel Committee, Arizona State University (school), 1995-1998
 Undergraduate Admissions Committee, Arizona State University (school), 1997-present
 Internal Grants and Awards Committee, Arizona State University (college), 1996-1998
 Standards Committee, Arizona State University faculty positions (school), 1993-1996
 Search Committee, Arizona State University (school), 1994
 Hearst Visiting Professionals Committee, chair, Arizona State University (school), 1993-1994
 Curriculum Committee, University of Alabama (college), 1989-1991

Search Committee, University of Alabama (unit), 1990
Ohio University Graduate Student Senate, 1988-1989
Outstanding graduate faculty selection committee, Ohio University (university), 1987

Service as Source to the Media (while at ASU)

Network Television Documentary Appearances--1	Newspaper Articles (Arizona)--64
Newspaper Articles (National/International)--29	Radio Talk Shows (Arizona)--16
Radio Talk Shows (National/International)--11	Radio News Reports (Arizona)--9
Radio News Reports (National/International)--3	Television News Reports (Arizona)--16
Live Television News Appearances (National/Intl.)--4	Television Talk Shows (Arizona)--1
Television News Reports (National/International)--1	Magazine Articles (Arizona)--2
Television Talk Shows (National/International)--3	
Magazine Articles (National/International)--13	
Wire Service Articles --10	
Internet Appearances--4	

Advising-Special Teaching

Director, ASU Summer Broadcast Institute (for high school students), 2007, 2006, 2005, 2004, 2003, 2002, 2001, 2000, 1999, 1998.
Advisor, RTNDA student chapter, Arizona State University, 1992-2000
Advisor, RTNDA student chapter, University of Alabama, 1989-1991
Instructor, University of Alabama high school media workshops, 1990, 1991
Instructor, State of Ohio Governor's Scholars high school enrichment program, 1987, 1988, 1989
Advisor, Ohio University *Greek Forum* newspaper, 1988
Advisor, KWRS-FM, Whitworth College student radio station, 1985-1986

Professional

Media relations consultant, U.S. Dept. of Interior, Bureau of Land Management, Arizona Office, 1993-1998
Writing consultant, KOLD-TV News, Tucson, Arizona, 1993-1994
Participant, C-SPAN Seminar for Professors, Washington, D.C., 1994
Media relations consultant, College of Osteopathic Medicine, Ohio University, 1987-1989
Consultant, documentary on local television news, WBIQ/Alabama Public Television, 1990
Consultant, documentary series on American TV election campaigns, Channel 4/Illuminations, Ltd., London, 1988
Participant, NBC-TV/Foundation for American Communication conference, St. Louis, 1985
Participant, ABC-TV News Advisory Service (affiliate) panels, Los Angeles, 1980, and San Francisco, 1979

Memberships

Gamma Beta Phi, academic honorary
Phi Kappa Phi, academic honorary
Kappa Tau Alpha, national journalism honorary
Phoenix Sisters Cities Commission
International Communication Association
Association for Education in Journalism and Mass Communication
Broadcast Education Association
American Journalism Historians Association