

John Craft

EDUCATION:

1975 Ph.D. (Mass Communications), Ohio University, Athens, Ohio

1972 M.A. (Radio-Television), Ohio University, Athens, Ohio

1966 B.F.A. (Dramatic Arts), Ohio University, Athens, Ohio

PROFESSIONAL / ACADEMIC EXPERIENCE:

- 1993-present Professor -- Broadcast Management /Mass Communication
Walter Cronkite School of Journalism and Mass Communication
Arizona State University, Tempe, Arizona
- 1991-2003 Director of Graduate Studies
Walter Cronkite School of Journalism and Mass Communication
Arizona State University, Tempe, Arizona
- 1969-present Broadcast, Cable, Media Consultant
(see client list)
- 1978-1992 Associate Professor -- Broadcast Management/Mass Communication
Walter Cronkite School of Journalism and Telecommunication
Arizona State University, Tempe, Arizona
- 1983-1984 Analyst (part-time)
Data for the Future
New York City and Phoenix, Arizona
- 1980-1981 Director Video Services
Samaritan Health Service
Phoenix, Arizona
- 1973-1978 Assistant Professor -- Broadcasting
Department of Mass Communications
Arizona State University, Tempe, Arizona
- 1974-1975 Co-owner and Production Manager (part-time)
Rich/Craft Productions
Phoenix, Arizona
- 1972-1973 Teaching Assistant (part-time)
School of Radio-Television
Ohio University

- Athens, Ohio
- 1971-1972 Instructional Television Coordinator
WOUN-TV
Ohio University
Athens, Ohio
- 1971-1972 Field Coordinator (part-time)
Educational Television for Southeastern Ohio
Athens, Ohio
- 1966-1970 Director of Educational Television and Audio-Visual Services
Hancock County Schools
New Cumberland, West Virginia
- 1967-1969 Adjunct Faculty -- Broadcasting (part-time)
West Liberty State College, Weirton Branch
Weirton, West Virginia
- 1965-1966 Director of Staging and Lighting (and Television Producer)
WOUN-TV
Athens, Ohio
- 1964-1965 Technical Staff (part-time) (Set construction supervisor, lighting design
supervisor)
Ohio University Theatre
Athens, Ohio
- 1963-1965 Production/Operations Crew (part-time) (Technical director, camera operator,
audio
operator, floor director, video tape operator)
WOUN-TV
Athens, Ohio
- 1963-1965 Actor, Designer, Technician (summer seasons)
Ohio Valley Summer Theater
Athens, Ohio

HONORS AND AWARDS:

Selected, Trustee's Study Visit to Ireland, National Academy of Television Arts and Sciences,
New York,

November, 2000.

Nominated: Educator of the Year--1999, American Marketing Association (Phoenix Chapter),
Phoenix,

Arizona, 1999.

Employee Recognition--25 years, Arizona State University, Tempe, Arizona, 1999
Listed, Points of Pride, College of Public Programs, Arizona State University, Tempe, Arizona, 1999.

Silver Circle Award (for community service in broadcasting) National Academy of Television Arts and Sciences, Arizona Chapter, Phoenix, Arizona, 1999.

Telly Award (classic), *Arizona Crossroads: Along Old Route 66*, Telly International Awards, Cincinnati, Ohio, 1999.

Telly Award (classic), *John Henry Waddell*, Telly International Awards, Cincinnati, Ohio, 1999.

Silver Award, Worldfest Flagstaff Documentary Competition, *66 Memories: Arizona Crossroads*, Flagstaff, Arizona, 1998.

Award of Distinction--Communicator Award, *66 Memories: Arizona Crossroads*, The Communicator Awards, Arlington, Texas, 1998.

Award of Excellence -- Copper Quill (Audiovisual), *66 Memories: Arizona Crossroads*, International Association of Business Communicators, Phoenix, Arizona, 1998.

Award of Merit -- Silver Quill (Audiovisual), *66 Memories: Arizona Crossroads*, International Association of Business Communicators, Southwest Region, San Antonio, 1998.

Bronze Award, Columbus International Film and Video Festival, *66 Memories: Arizona Crossroads*, Columbus, Ohio, 1998.

Gold Award, Worldfest Houston Documentary Competition, *66 Memories: Arizona Crossroads*, Houston, Texas, 1998.

Bronze Award, Worldfest Charleston Documentary Competition, *66 Memories: Arizona Crossroads*, Charleston, South Carolina, 1997.

Delegate, Great Britain Television Study Group, National Academy of Television Arts and Sciences, New York, New York, 1996.

Award for service, Cronkite School of Journalism and Telecommunication, Arizona State University, Tempe, Arizona, 1996.

Delegate, China Television Study Group, National Academy of Television Arts and Sciences, New York, New York, 1995.

Third Place (Documentary), *John Henry Waddell*, Silver State Documentary Competition, Las Vegas, Nevada, 1995.

Award of Merit -- Copper Quill (Audiovisual), *Arizona Crossroads: Along Old Route 66*, International Association of Business Communicators, Phoenix, Arizona, 1995.

Honorable Mention (Video Production), *John Henry Waddell*, Women in Communication, Arizona Chapter, Phoenix, Arizona, 1995.

Bronze Award, Worldfest Charleston Documentary Competition, *John Henry Waddell*, Charleston, South Carolina, 1995.

Finalist, Sinking Creek Documentary Competition, *John Henry Waddell*, Vanderbilt University, Nashville, Tennessee, 1995.

Finalist, Rochester Film Festival (Movies on a Shoestring), *Arizona Crossroads: Along Old Route 66*,
Rochester, New York, 1995.

Finalist, Worldfest Charleston Documentary Competition, *Arizona Crossroads: Along Old Route 66*,
Charleston, South Carolina, 1994.

Honorable Mention Paper, *The Invisible Women: Local Television News and the Women as Newsmaker*
[with S. Kilgard]. Southwest Education Council for Journalism and Telecommunication,
Flagstaff,
Arizona, 1994.

Second Place, *Consumer Attitudes Toward Cosmetic Surgery Advertising* [with N. Prenzno].
Southwest Education Council for Journalism and Telecommunication, Flagstaff, Arizona, 1994.

First Place (Documentary), *Arizona Crossroads: Along Old Route 66*, Silver State Documentary
Competition, Las Vegas, Nevada, 1994.

Rocky Mountain "Emmy" nomination, *Arizona Crossroads: Along Old Route 66*, National
Academy of
Television Arts and Sciences, Phoenix, Arizona, 1994.

Award of Merit -- Silver Quill (Audiovisual), *Arizona Crossroads: Along Old Route 66*,
International
Association of Business Communicators, Southwest Region, Phoenix, Arizona, 1994.

First Place (Documentary), *Arizona Crossroads: Along Old Route 66*, Faculty Competition,
Broadcast
Education Association, Las Vegas, Nevada, 1994.

First Place (Video Production), *Arizona Crossroads: Along Old Route 66*, Women in
Communication,
Arizona Chapter, Phoenix, Arizona, 1994.

Leg-of-Stool Award -- Service, Cronkite School of Journalism and Telecommunication, 1993-
1994.

Honorable Mention Paper, *An Exploration and the Development of Hypotheses to Explain in Part
the
Individual's Operative and Motivational Structures Prepotent in the Fantasy Versus Reality
Seeking
Behavior When Selectively Perceiving Television Content.*" [with F. Matera & M. Wilson].
Southwest Education Council for Journalism and Telecommunication, Lubbock, Texas, 1993.

Rocky Mountain "Emmy" nomination, *Ride and Rope 'em, Cowboy*, National Academy of
Television
Arts and Sciences, Phoenix, Arizona, 1992.

Versatility Award, for excellence in teaching, research, and service, Cronkite School of
Journalism and
Telecommunication, 1991-1992.

First Place (Documentary), *Ride and Rope 'em, Cowboy*, Faculty Competition, Broadcast
Education
Association, Las Vegas, 1992.

First Place Paper, *Emerging News Media Communication Technologies in Future Military
Conflicts*

(with J. Boyle). Southwest Education Council for Journalism and Telecommunication, Corpus Christi, Texas, 1991.

Scholarly recognition, Phi Kappa Phi, Arizona State University Chapter, Tempe, Arizona, 1991.

Versatility Award, for excellence in teaching, research, and service, Cronkite School of Journalism and Telecommunication, 1989-1990.

Outstanding Teaching Award, Cronkite School of Journalism and Telecommunication, 1987-1988.

Teaching Award, "Apple Polisher," Devil's Advocates, Arizona State University, Tempe, Arizona, 1987-1988.

Honorary Membership for Service, International Television Association, Phoenix, Arizona, 1987-to present.

Selected to participate in Faculty Seminar on Broadcast Sales, International Radio and Television Society, New York, 1987.

Selected to participate in Gannett Foundation Media Technology Seminar, Columbia University, New York, 1987.

Superior Achievement Award for best presentation at International Radio and Television Society, 13th Annual Faculty Seminar, New York, 1985.

Selected to participate in Faculty Seminar on Broadcast Programming, International Radio and Television Society, New York, 1985.

Outstanding Teacher, Teacher Effectiveness Resource File, University Program on Faculty Development, Arizona State University, Tempe, Arizona, 1983.

Selected to participate in Faculty Seminar on Cable Television, International Radio and Television Society, New York, 1983.

Outstanding Video Program, Arizona Medical Association, Samaritan Health Service, Phoenix, Arizona, 1981.

Production designer for "Merlin the Magician," an award-winning children's series distributed throughout the United States on educational television, WOUB-TV, Athens, Ohio, 1965.

Production designer for "Folktrails" series which won national award for the best educational musical series of 1964, WOUB-TV, Athens, Ohio.

Production designer for "Symposium With Howard Bay" which won Alpha Epsilon Rho award for best locally produced television program, WOUB-TV, Athens, Ohio, 1964.

RESEARCH ACTIVITIES:

GRANTS RECEIVED:

“TCM 435: Cable Television and Emerging Telecommunication Systems -- course revision,”
Faculty
Development Grant, Arizona State University, Tempe, Arizona, 1998-1999.
"Political Content on Phoenix Local Television Newscasts," (with K. Jamieson) Annenberg
School for
Communication, University of Pennsylvania, Philadelphia, Pennsylvania, 1998.
"Town of Guadalupe Mutual Self Help Housing and Home Rehabilitation Program," (with S.
Weber and
A. Baker) ASU Neighborhood Community Grant, Tempe, Arizona, 1998.
Summer Broadcast Journalism Institute Segment, Arizona Chapter of National Academy of
Television
Arts and Sciences, 1999, 2000, 2001, 2002.
"Arizona Crossroads: 66 Memories," (with F. Matera) SRO/The Phoenix Suns, To produce a
30-minute video documentary on Route 66, 1997.
"Arizona Crossroads: 66 Memories," Great Scott Productions, To produce a 30-minute video
documentary on Route 66, 1997.
"Arizona Crossroads: 66 Memories," Dean's Incentive Grant, College of Public Programs,
Arizona
State University, To produce a 30-minute video documentary on Route 66, 1997.
"Arizona Crossroads: 66 Memories," Arizona Broadcast Rentals, Tempe, Arizona, (In-
kind),1996. "Arizona Crossroads: 66 Memories," Winslow Chamber of Commerce,
Winslow, Arizona,
(In-kind),1995.
"Arizona Crossroads: Along Old Route 66, Part II," Arizona State Parks, Historic
Preservation Office, To produce a 30-minute video documentary on Route 66, 1994-1995.
"Arizona Crossroads: Along Old Route 66," (with F. Matera) SRO/The Phoenix Suns, To
produce a
30-minute video documentary on Route 66, 1992-1993.
"Arizona Crossroads: Along Old Route 66," Post-Newsweek Cable, To produce a 30-minute
video documentary on Route 66, 1992-1993.
"Arizona Crossroads: Along Old Route 66," (with F. Matera) Dean's Incentive Grant, College
of Public
Programs, Arizona State University, To produce a 30-minute video documentary on Route 66,
1992-1993.
"Trails--Route # 66, The Mother Road," (planning phase) Arizona Humanities Council (with
Alan Baker and Fran Matera) To develop script
and for planned videotape documentary on
Route #66 in Arizona, 1991-1992.
"Trails--Route # 66, The Mother Road," (planning phase) Post-Newsweek Cable. To develop
script and for planning videotape documentary on Route #66 in Arizona, 1992.
"Rodeo Clown" (with A. Baker) Dean's Incentive Grant, To produce a 30-minute video
documentary on rodeo clowns, 1991-1992.
"The Beauty of Individual Differences--A Television Documentary," Project Director (with F.
Matera),
Dean's Incentive Grant, College of Public Programs, Arizona State University,1990 -1991.

"The Television Programming Syndication Industry in the United States," Research Director (with D.

Godfrey), Dean's Incentive Grant, College of Public Programs, Arizona State University, 1999-1991.

"The Beauty of Individual Differences--A Television Documentary," Project Director, Arizona Humanities Council, Phoenix, Arizona, 1990.

"Writing Across the Curriculum -- Broadcast Management," Project Director, Dean's Incentive Grant,

College of Public Programs, Arizona State University, 1989-1990.

"Videotape Planning Grant-- Jerome Robbins: A Television Documentary," Project Director (with F. Matera), Dean's Incentive Grant, College of Public Programs, Arizona State University, 1989-1990.

"A Descriptive Analysis of Utilization of Cable Television Distribution by Institutions of Higher Education

in Selected Locations," Project Director, Faculty Grant-in-Aid, Arizona State University, Tempe,

Arizona, 1973.

"Extending Videotaping Capacity to the Hancock County Educational Television System," Project

Director, West Virginia Department of Education, Charleston, West Virginia, 1969.

"A Call-in Request System for Video Distribution of Educational Films to Elementary School Classrooms," Project Director, West Virginia Department of Education, Charleston,

West Virginia, 1968.

"The Implementation of Educational Television Program Origination on a CATV System," Project

Director, Tower Antenna Corporation, Coshocton, Ohio, 1967.

PUBLICATIONS, PAPERS:

Sponsored Research:

"Corporate Video Facility Survey," AlliedSignal, Morristown, New Jersey, 1993-1994.

"ITVA Demographic Study." Phoenix Chapter of International Television Association, Phoenix, Arizona 1989.

"Commercial Load on Local Television Newscasts." KTSP-TV, Phoenix, Arizona, 1989.

"Video Study 1988." A Survey of Professional Video Departments in the State of Arizona, Phoenix

Chapter of International Television Association, Phoenix, Arizona, 1989.

"Video Study 1987." A Survey of Professional Video Departments in the State of Arizona, Salt River

Project, Phoenix, Arizona, 1987.

"Video Study 1986." A Survey of Professional Video Departments in the State of Arizona, Salt River

Project, Phoenix, Arizona, 1986.

"Uses of Video in Patient Education." Phoenix Baptist Hospital, Phoenix, Arizona, 1983.

"Audio Visual Organization in the Hospital." Phoenix Baptist Hospital, Phoenix, Arizona, 1983.

"Executive Summary--Cable Television of Glendale." Times-Mirror Corporation, Irvine, California, 1981.

"Executive Summary--Scottsdale Cablevision." Times-Mirror Corporation, Irvine, California, 1981.

"Local Programming for Scottsdale Cablevision." Times-Mirror Corporation, Irvine, California, 1981.

"Local Programming for Cable Television of Glendale." Times-Mirror Corporation, Irvine, California, 1981.

"Preliminary Considerations for the Establishment of a Comprehensive Television System to be Utilized for Instructional and Public Relations Communication Purposes." Samaritan Health Service, Phoenix, Arizona, 1980.

"Preliminary Considerations for a Proposed San Carlos Television System Capable of Providing Cablecast Programming Originations." For San Carlos Apache Indian Tribal Council, San Carlos, Arizona, 1980.

"A Survey of Utilization Patterns of Television in Health Care Institutions." Samaritan Health Service, Phoenix, Arizona, 1980.

"Pay Cable Utilization Patterns." Research study for Golden Hills Communications, Mesa, Arizona, 1979.

"It's Your Government, Too--Instructional Television Effectiveness Patterns." Research study for Arizona State Department of Education, Phoenix, Arizona, 1978.

"A Computerized Filing System for Radio and Television Stations." Report of the development of a computerized music library system, KUPD-KKKQ Radio, Tempe, Arizona, 1978.

"Radio Utilization Patterns of College Students at Arizona State University." Research study for KBBC-FM, Phoenix, Arizona, 1977.

"National Law Enforcement Telecommunications System Upgrade Project Final Report." Historical research report on development of nationwide police communications network for Law Enforcement Assistance Administration, Washington, D.C., 1977.

"A Descriptive Analysis and Evaluation of the Spot Announcement Campaign to Provide Information on the Socially Responsible Uses of Beverage Alcohol." Research report provided for and empirical study conducted for Arizona Department of Health Services, 1977.

"Recommendations and Considerations for Establishing a Local Origination Television Studio at Leisure World." Golden Hills Communication Company, Mesa, Arizona, 1976.

"Descriptive Recommendations for a Local Instructional Materials Production Area."
Allegany
Community College, Cumberland, Maryland, 1972.
"An Evaluation of Instructional Television Utilization Patterns in the Marietta City Schools."
Marietta,
Ohio, 1971.
"A Proposal for Disseminating Vocational Skills and Guidance Through Mass Media
Techniques to the
Unemployed and Underemployed in the Appalachian State of West Virginia." Department of
Education, State of West Virginia, 1971.
"Dial Access Informational Retrieval Systems." Allegany Community College, Cumberland,
Maryland, 1971.
"An Orderly Development of Instructional Television in the Hancock County Schools." New
Cumberland, West Virginia, 1968.

Papers, Articles, Books:

Books:

Craft, J.E., F.A. Leigh, & D. g. Godfrey, *Electronic Media*. Belmont, California: Wadsworth
Publishing
Company: 2001.

Richardson, A. R.,(ed), *Corporate and Organizational Video*. (Craft, J. E., Chapter 2 "New
Technology," Chapter 6 "Programming," New York: McGraw-Hill , 1992.

Papers, Articles:

Ruggiero, L. & J. E. Craft, "An Objective Measure of the Influence of Public Journalism:
Framing a Yardstick for Connections Sought. by a New Journalism Paradigm—A Pilot
Study" *Southwest Mass Communication Journal*, Vol. 16, Number 2, 2001, p. 36-47

"Traditional College Students' Preference for News: Newspaper, Television or the Internet."
(with A.
Hahn) Southwest Education Council for Journalism and Telecommunication, Tulsa, OK,
2001.

"The Mass Media's Effect on Young Women's Body Image." (with A. Gerdes) Southwest
Education
Council for Journalism and Telecommunication, Tulsa, OK, 2001. (accepted)

"Creative Projects used in the Tenure and Promotion Process." Visual Communication
Conference,
Chico Hot Springs, Montana, 2000.

- “An Objective Measure of the Influence of Public Journalism: Framing a Yardstick for Connections Sought by a New Journalism Paradigm—A Pilot Study” (With L. Ruggiero) Southwest Education Council for Journalism and Telecommunication, Tempe, Arizona, 2000. (Honorable Mention Paper)
- “Creative Project Criteria for Promotion and Tenure.” Visual Communications Conference, South Lake Tahoe, California, June, 1999.
- “66 Memories: The Image of an American Vacation.” Society for the Interdisciplinary Study of Social Imagery, Colorado Springs, Colorado, March, 1999.
- "The End of the Cold War: Its Impact on International News Coverage in Two U. S. Newspapers" (With W. Harrison). Southwest Education Council for Journalism and Telecommunication, El Paso, Texas, November, 1998.
- "The War that Wiggled: An Evaluation and Identification of Problems in Television News Coverage of the Gulf War" (with N. Lindh). Southwest Education Council for Journalism and Telecommunication, Dallas, Texas, October, 1997.
- Kilgard, S. & J. E. Craft,. "The Invisible Women: Local Television News and the Women as Newsmaker" *Southwestern Mass Communication Journal*. Vol 10, Number 1, Spring/Summer, 1995.
- Prenzno, N. & J. E. Craft, "Consumer Attitudes Toward Cosmetic Surgery Advertising". *Southwestern Mass Communication Journal*. Vol 10, Number 1, Spring/Summer, 1995.
- "The Effect of the Medium on the Perception of Color: A Comparative Analysis of Television and Print" (with T. Ailts). Southwest Education Council for Journalism and Telecommunication, Flagstaff, Arizona, October, 1994.
- "Perceptions of News Media Managers Toward Their Own Corporate Community Responsibility" (with D. Olsen and M.L. Galician). Association for Education in Journalism and Mass Communication, Atlanta, Georgia, August, 1994.
- Craft, J. E., F. Matera & M. Wilson. "Developing hypotheses to partially explain operative, motivational structures in the fantasy vs. reality seeking behavior when selectively perceiving television content" [with F. Matera & M. Wilson]. *Southwestern Mass Communication Journal*. Vol 9, Number 2, 1994.

"Fantasy Versus Reality Seeking Behavior When Selectively Perceiving Television Content" [with F. Matera & M. Wilson]. Visual Communications Conference, Feather River, California, June, 1994.

Wright, W. & S. Kaplan, (eds.) *The Image of Technology* Craft, J. E. & F. Matera. "Arizona's Route 66 an Image of Technology" University of Southern Colorado, Pueblo, Colorado, 1994).

"Arizona's Route 66 an an Image of Technology" (with F. Matera). Society for the Interdisciplinary Study of Social Imagery, Colorado Springs, Colorado, March, 1994.

"The Invisible Women: Local Television News and the Women as Newsmaker" [with S. Kilgard]. Southwest Education Council for Journalism and Telecommunication, Flagstaff, Arizona, October, 1994.

"Consumer Attitudes Toward Cosmetic Surgery Advertising" [with N. Prenzno]. Southwest Education Council for Journalism and Telecommunication, Flagstaff, Arizona, October, 1994.

"The Impact of Television Advertising on Anglo and Minority Children's Preference for Advertised Food Products" [with R. Nash]. Southwest Symposium on Journalism and Mass Communication. Lubbock, Texas, October, 1993.

"An Exploration and the Development of Hypotheses to Explain in Part the Individual's Operative and Motivational Structures Prepotent in the Fantasy Versus Reality Seeking Behavior When Selectively Perceiving Television Content" [with F. Matera & M. Wilson]. Southwest Symposium on Journalism and Mass Communication. Lubbock, Texas, October, 1993.

"Broadcast News, Cable TV and the Telcos: A Historical Examination of the Rhetorical Forces Affecting the Electronic Distribution of Information to the American Television Public" [with F. Matera]. American Journalism Historians Association conference. Salt Lake City, Utah, October, 1993.

"Funding and Production of the Television Documentary: "The Beauty of Individual Differences." Visual Communication Conference. Flagstaff, Arizona, July, 1992.

"The Flight of Stalin's Little Sparrow: The Cold War Rhetoric of *Time*, *Newsweek*, and *U.S. News & World Report* in Coverage of the Defections of Svetlana Alliluyeva" (with Richard Lentz). Southwest Symposium on Journalism and Mass Communication. Jonesboro, Arkansas, October, 1992.

"The Promise of a New You: An Examination of Codes of Ethics in Advertising by Physicians Specializing in Plastic Surgery." (with Nancy Brown). Southwest Symposium on Journalism and Mass Communication. Jonesboro, Arkansas, October, 1992.

"New Technologies in Mass Media: Electronic Communication Delivery Systems of the Future." International Popular Culture Association. New Orleans, Louisiana, April 8, 1993.

"Funding and Production of the Television Documentary: *"The Beauty of Individual Differences"* Visual Communication Conference. Flagstaff, Arizona, June, 1992.

"Emerging News Media Communication Technologies in Future Military Conflicts" (with J. Boyle). Southwest Education Council for Journalism and Telecommunication, Corpus Christi, Texas, September, 1991.

"The Business of Television Programming Syndication: A Profile of the Small Distributor" (with D. Godfrey). Broadcast Education Association, Las Vegas, Nevada, April, 1992.

"Emerging News Media Communication Technologies in Future Military Conflicts" (with J. Boyle), *Southwestern Mass Communication Journal*. Vol 8, Number 1, Spring/Summer, 1992.

"Television and the Twenty-First Century: An Information Resource or an Information Monopoly." Popular Culture Association, San Antonio, Texas, March, 1991.

Frost, K. M. & J. E. Craft, "Perspectives on Peoplemeters: An Industry View on a New Electronic Television Ratings Service." *Southwestern Mass Communication Journal*, vol.6,1,1990, Lubbock, Texas, 1990.

Craft, J. E. *Broadcasting*, "Monday Memo, Cable vs. Telco Commentary." (guest editorial), April 9, 1990, p.30.

"Global Potential / Local Demands: The Use of Satellite Technology by Local Television Stations for News Gathering" (with J. Boyle). Western Communication Educators Conference, Sacramento, California, October, 1990.

"The Diffusion of Cable Television: An Examination of the Rhetorical Forces Driving Its Development" (with F. Matera). Southwest Education Council for Journalism and Mass Communications Symposium, Lewisville, Texas, September, 1990.

"Cable TV vs. Telco TV." Telecommunications 2000 Conference, National Cable Television Association, Phoenix, Arizona, November 1989.

Craft, J. E. "Cable Television: Coming of Age." *Billboard* 15, December, 1984: 54 + (Special Edition: 90th Anniversary.)

"Educating Media Personnel for Non-Broadcast Video." International Television Association West Coast Conference, Los Angeles, California, 1983.

"Emerging Telecommunications Technologies and the Marketplace." National Association of Fraternity and Sorority Administrators Annual Conference, Phoenix, Arizona, 1982.

"Preserving the Tension Between Text and Fiction for the Video Interpretation of Poetry" (with K. Minister). Western Speech Communication Association, San Jose, California, 1981.

"A Descriptive Analysis of Utilization of Cable Television Distribution by Institutions of Higher Education in Selected Locations" (with T. Christensen). Arizona State University, Tempe, Arizona, 1976.

"Higher Educational Use of the Educational Access Channel on Cable Television Systems." Western Social Science Association, Tempe, Arizona, 1976.

"A Survey of the Present Utilization by Higher Education on the Educational Access Channel for Purposes of Origination on Cable Television Systems in the Top One Hundred Television Markets in the United States." Ann Arbor, Michigan: *University Microfilms*, 1976. (Copy on file with Federal Communications Commission, Washington, D.C.).

"Analysis of Data Received Concerning Selected Items--International Council of Museums Questionnaire." Working Party on Communication, International Council of Museums, Phoenix, Arizona, 1976.

Book Review:

Craft, J. E. *Public Television: Politics & the Battle Over Documentary Film* by B. J. Bullert. Found in *Journalism and Mass Communication Quarterly*, Summer 1998 (Vol.75:2).

Craft, J. E., *The Vanishing Vision--The Inside Story of Public Television* by James Day. Found in *Journalism and Mass Communication Quarterly*. Summer 1996 (Vol.73:2).

Creative Activity / Video Tapes:

Juried creative activity presentations:

66 Memories: Arizona Crossroads, 30-minute documentary. Visual Communication Conference, Winter Park, Colorado, 1998.

John Henry Waddell, (with F. Matera) 30-minute documentary. Association for Education in Journalism and Mass Communication, Washington, D. C., 1995.

John Henry Waddell, (with F. Matera) 30-minute documentary. Visual Communication Conference, Flagstaff, Arizona, 1995.

Arizona Crossroads--Along Old Route #66, (with F. Matera) 30-minute documentary. Broadcast Education Association, Las Vegas, Nevada, 1994.

Arizona Crossroads--Along Old Route #66, (with F. Matera) 30-minute documentary. Society for the Interdisciplinary Study of Social Imagery Conference, Colorado Springs, Colorado, 1994.

Arizona Crossroads--Along Old Route #66, (with F. Matera) 30-minute documentary. Association for Education in Journalism and Mass Communication, Atlanta, Georgia, 1994.

Arizona Crossroads--Along Old Route #66. Producer /Director,/Videographer, (with F. Matera) 30-minute documentary. Route 66 Conference, State Historic Preservation Office, Arizona State Parks, Flagstaff, Arizona, 1994.

Arizona Crossroads--Along Old Route #66. Producer /Director,/Videographer, (with F. Matera) 30-minute documentary. Visual Communications Conference, Jackson, Wyoming, 1993.

Arizona Crossroads--Route # 66 Producer /Director/Videographer (with F. Matera) 30-minute videotape documentary. International Popular Culture Association. New Orleans, Louisiana, 1993.

Along Old Route #66. Producer /Director, 15-minute videotape presentation, (with F. Matera). Texas/Southwest Popular Culture Association. Kingsville, Texas, 1993.

Along Old Route # 66. (invited videotape presentation). Visual Communication Conference. Flagstaff, Arizona, June, 1992.

Videotaped programs produced and distributed:

Arizona Crossroads: Along Old Route 66. Producer, Director, Videographer, (with F. Matera) 30-minute documentary, (National cable network broadcast: The History Channel, New York, New York, 1999).

66 Memories: Arizona Crossroads. Producer, Writer, Director, Videographer, (with F. Matera) 30-minute documentary, (National distribution to public television stations through Westlink, Albuquerque, New Mexico), Phoenix, Arizona, 1997.

Rocky Mountain Emmy Awards Nominations, Executive Producer, 30-minute awards program, National Academy of Television Arts and Sciences, (Regional distribution through CBS facilities, New York, New York), Phoenix, Arizona, 1996.

John Henry Waddell, Executive Producer, (with A. Baker) 30 - minute documentary, (National distribution through Pacific Mountain Network, Denver, Colorado, additional distribution to public television stations through Westlink, Albuquerque, New Mexico), Phoenix, Arizona, 1995.

The 17th Annual Rocky Mountain Emmy Awards, Producer, National Academy of Television Arts and Sciences, Phoenix, Arizona, 1994.

A Candlelight Christmas--The Phoenix Bach Choir, Part II. Executive Producer , (with A. Baker) 60-minute television program for KTSP-TV, Phoenix, Arizona, December 1993.

Arizona Crossroads: Along Old Route 66. Producer, Director, Videographer, (with F.Matera) 30-minute documentary, (National distribution through Pacific Mountain Network, Denver, Colorado, additional distribution to public television stations through Westlink, Albuquerque, New Mexico), Phoenix, Arizona, 1993.

A Candlelight Christmas--The Phoenix Bach Choir. Executive Producer (with Alan Baker), 60-minute television program for KAET-TV, KTSP-TV, The Phoenix Channel, and KONC radio, Phoenix, Arizona, December 1992. (Funded by APS, Dial Corp, St. Joesph's Hospital, and KTSP-TV).

Along Old Route 66. Executive Producer, Videographer, 15-minute documentary, Arizona Humanities Council, Phoenix, Arizona, 1992.

The Beauty of Individual Differences. Executive Producer, 30 - minute documentary, Arizona Humanities Council, Phoenix, Arizona, 1991.

Ride and Rope 'em, Cowboys. Executive Producer, 15 - minute documentary, Arizona High School Rodeo Association, (National distribution through Pacific Mountain Network, Denver, Colorado), Phoenix, Arizona, 1991.

Intervention Facilitator Training. Executive producer, 30-minute management training program distributed to major corporations internationally, Phoenix, Arizona, 1983.

Staying Alive. Producer and director for 15-minute video tape produced and directed for Western Speech Communication Association Convention, San Jose, California, 1981.

Paramedic Training. Executive producer, training video tape, Central Arizona College/Samaritan Health Service, Phoenix, Arizona, 1981.

Prevention of Child Abuse. Executive producer, training video tape, Child Crisis Center/Samaritan Health Service, Phoenix, Arizona, 1981.

Management Video Memo. Executive producer, informational series, Samaritan Health Service, Phoenix, Arizona, 1981. (5 programs)

Arthroscopic Surgery. Producer and director for Samaritan Health Service, Phoenix, Arizona, 1981.

Samaritan Health Service Newsmagazine. Executive producer of monthly 15-minute video tapes, Phoenix, Arizona, 1981. (8 programs)

Patient Education and Staff Development. Executive producer of numerous educational video tapes, Samaritan Health Service, Phoenix, Arizona, 1981.

Beautiful Phoenix. Executive producer, Samaritan Health Service, Phoenix, Arizona, 1981.

Turner Ranch. Producer and director for a 30-minute television documentary on the development of the first tertiary water treatment plant in the Southwest for Western Savings, Phoenix, Arizona, 1980.

CASHA: Hospital Controversy. Producer and director for a 30-minute documentary for Western Savings/Leisure World, Mesa, Arizona, 1979.

Progress Analysis I Producer and director for a 20-minute video report for Western Savings, Phoenix, Arizona, 1979.

Progress Analysis II Producer and director for a 20-minute video report for Western Savings, Phoenix, Arizona, 1979.

Bingo. Executive producer of weekly, 30-minute cable game show for Leisure World, Mesa, Arizona, 1978-1982. (180 programs)

Leisure World Showcase. Executive producer for weekly, 30-minute news / interview program, Mesa, Arizona, 1977-1982. (225 programs)

Spot Announcement Campaign. Producer and director for a 30-minute video tape for Arizona Department of Health Services, Phoenix, Arizona, 1977.

Arizona's Great Resorts. Producer and director for a 15-minute video tape for Douglas Richards Associates, Phoenix, Arizona, 1976.

A Place for You. Producer and director for a 15-minute promotional video tape for Memorial Union, Arizona State University, Tempe, Arizona, 1976.

Leisure World Showcase. Producer of weekly 30-minute video tapes, interview series, Mesa, Arizona, 1974-1977. (160 programs)

ASU Today. Co-producer of daily five-minute public events program, KAET-TV, Tempe, Arizona, 1974. (75 programs).

The Cub. Producer and director of 30-minute dramatic program for cable television, Weirton, West Virginia, 1970.

The Princess and the Tailor. Producer and director for 30-minute children's dramatic program for public television, WOUB-TV, Athens, Ohio, 1966.

Producer, director, or designer for instructional television programs including the following series:

Adventure: Economics (for junior high school), Ohio University, Athens, Ohio, 1970.

Introduction to Chemistry (for college level), Hancock County Schools, 1970.

Introduction to Biology (for college level), Hancock County Schools, 1969.

Senior High School Metalworking, Hancock County Schools, 1968.

Public Speaking (for high school), Hancock County Schools, 1968.

Senior High School Auto Mechanics, Hancock County Schools, 1967.

Freshman English 4, Ohio University, Athens, Ohio, 1964.

Freshman English 3, Ohio University, Athens, Ohio, 1963.

Introduction to Fine Arts, Ohio University, Athens Ohio, 1963.

Producer and director for numerous cable television programs including the following:

Community News, three times daily news updates, Weirton Cable Television, Weirton, West Virginia, 1967-1970.

We the Teenagers, weekly discussion program, Weirton Cable Television, Weirton, West Virginia, 1968-1970.

Dramatic Showcase, monthly local drama, Weirton Cable Television, Weirton, West Virginia, 1970.

West Liberty State College Presents, weekly public affairs program, Weirton Cable Television, Weirton West Virginia, 1969.

Coach's Corner, weekly sports talk, Weirton Cable Television, Weirton, West Virginia, 1968-1970.

Weir High School Basketball, home basketball games, Weirton Cable Television, Weirton, West Virginia, 1968-1970.

Weir High School Wrestling, home wrestling meets, Weirton Cable Television, Weirton, West Virginia, 1968-1970.

Production consultant, *Community News*, Tower Antenna Corporation, New Philadelphia, Ohio, 1970.

Producer, director for additional special programs including local election coverage, Community Parades, Community Center Sporting Events, and Community Concerts, Weirton Cable Television, Weirton, West Virginia, 1967 -1970.

Production consultant, Special Community Events, Tower Antenna Corporation, New Philadelphia, Ohio, 1970.

Producer and director for numerous corporate video and medical programs. Phoenix, Arizona, 1980-present.

Film Script:

Railroad to Redemption, (original screenplay -- with F. Leimbek), Phoenix, Arizona and Del Mar, California, 1999.

Videotaped programs advised and consulted:

In Search for a Better Life: From Across the Line. Production Advisor, 26-minute student documentary (Silver State Documentary Competition, Columbus International Vide Festival), Mesa Public Schools, Mesa, Arizona, 1999.

Wonders of Weather: Raging Waters. Production footage, 20-minute documentary, Pioneer Studios, Pinewood, England, U.K., 1998.

Orphium Restoration: A Horizon Special. Production consultant, 26-minute documentary, (KAET-TV) Phoenix, Arizona, 1998.

Flash Floods: A Warning to Beware. Production Advisor, 20-minute student documentary (Rocky Mountain Emmy Award), Arizona Floodplain Management Association, Phoenix and Tucson, Arizona, 1992.

Last Will and Testament. Lighting/production consultant, 30-minute western drama, CJS Film Studios, Phoenix, Arizona, 1989.

Selected Media Interviews and Other Publications:

Television interview: "Media Coverage of the Catholic Church." 6:00 News, KPNX-TV, Phoenix, Arizona, July 22, 2003.

Radio interview request: "Media Ownership." O'Reilly Factor. Fox Network, June 25, 2003.

Newspaper quotes: "Eugene Pulliam Tribute." Indianapolis Star, Indianapolis, Indiana, May 30, 2003.

Newspaper quotes: "Military Has Come a Long Way. . . ." Tribune Newspapers, Mesa, Arizona, April 7, 2003.

Newspaper quotes: "News From the Front Lines." Daily News-Sun, Sun City, Arizona, March 28, 2003.

Newspaper quotes: "War Coverage Evolves." Daily News-Sun, Sun City, Arizona, March 27, 2003.

Newspaper quotes: "Legacy Will Live on. . . ." Tribune Newspapers, Mesa, Arizona, February 28, 2003.

Newspaper coverage: "In the News." ASU Insight, Tempe, Arizona, February 14, 2003.

Newspaper quotes: "I Love My Job." Tribune Newspapers, Mesa, Arizona, February 9, 2003.

Radio interview: "Convergence in the Media." (Emily Harris- Reporter) National Public Radio, Washington, D.C., October 18, 2001.

Newspaper coverage: "World Trade Center." Tribune Newspapers, Mesa, Arizona, September 17, 2001.

Newspaper background: "Throwaway Cellphones." Tribune Newspapers, October 14, 2001.

Magazine article: "Television Production Tips for Beginners." Child Care Center Magazine, Phoenix, Arizona, June, 2001.

Newspaper quotes: "World Trade Center Terror." Tribune Newspapers, Mesa, Arizona, September 23, 2001.

Newspaper quotes: "Bin Laden Video." Tribune Newspapers, Mesa, Arizona, December 14, 2001.

Newspaper quotes: "Cities Spending Big on PR." Arizona Republic, Phoenix, Arizona, June 24, 2001.

Newspaper background: "Wireless Phones." Tribune Newspapers, Mesa, Arizona, October, 2001.

Newspaper quotes: "Minorities on TV." El Sol (Spanish Weekly), Phoenix, Arizona, August 6, 2001.

Newspaper quotes: "Route 66 Roadtrip." The Press Interpreter, Riverside, California, August 27, 2001.

Magazine article: "Route 66 Revisited" ASU Research, Arizona State University, Tempe, Arizona, Fall, 2000.

Television interview: "Questions for the Candidates" KNXV-TV, Seven segments that ran during the "5:00 pm News" October 15 - November 4, 2000.

Cable television program: "Just You Watch More Stuff that Won't Waste Your Time." NATAS/SPJ panel on

broadcast news. Cox Cable 11, Phoenix, Scottsdale, Chandler, Tempe, Gilbert, Glendale, Arizona, (18 broadcasts) September, 2000.

Newsletter interview: "New Director Promotes Worldwide Journalism." Journalist, Arizona State University, Tempe, Arizona, Summer, 2000.

Television interview: "Survivor: The Television Show," KPHO-TV "5:00 pm News" August 23, 2000.

Radio interview: "Big Brother Television Program." KFYI "Wake Up Arizona (15-minute segment)" Phoenix, Arizona, July, 17, 2000.

Newspaper coverage: "Peeping Cam." Arizona Republic, July 6, 2000.

Network television interview: "Reality Television." Fox News Channel, New York, July 5, 2000.

Newspaper background: "Why do We Watch Reality TV?" Arizona Republic, June 27, 2000.

Newspaper coverage: "Republic Workers Cash in on Rumors." Arizona Republic, June 17, 2000.

Newspaper background: "Television Game Shows." Tribune Newspapers, May 4, 2000.

International radio interview: "Travel Route 66: USA." ORF FM4 (English), Feature interview (10-minutes), Vennia, Austria, April 25, 2000.

Newspaper background: "Turn off the TV Week." Tribune Newspapers, April 24, 2000.

International magazine coverage: "Get Hip to This Timely Tip: Route 66..." U. S. News and World Report, Washington, D. C. April 24, 2000.

Network television interview: "Political Talk Radio." CNN (Cable News Network), Atlanta, Georgia, April 13, 2000.

Newspaper coverage: "Joe Foote Becomes Director of Cronkite School." ASU Insight, March 31, 2000.

Newspaper coverage: "National Search Yields New Cronkite School Chief." State Press, Arizona State University, Tempe, Arizona, March 28, 2000.

Newspaper background: "Who Wants to be a Millionaire." Tribune Newspapers, February 21, 2000.

Television interview: "Language Buster Box" KNXV-TV "10 pm News," February 18, 2000.

Newsletter story subject: "Silver Circle," NATAS NEWS, New York, Fall, 1999.

Newspaper coverage: "New Technology." Tribune Newspapers, February 8, 1999.

Television interview: "Coverage of Littleton, Colorado," KPHO-TV, "5 pm News," April, 29, 1999.

Newspaper coverage: "Cable TV and Business," The Jewish News, Phoenix, Arizona, June 30, 1999.

Newspaper coverage: "The New Media," The Tucson Citizen, Tucson, Arizona, July 26, 1999.

Radio interview: "Kids and TV," KTAR, Phoenix, Arizona, August 2, 1999.

Radio talk program: "The Mosh Pit with Pat McMahon," guest, 1-hour, KTAR, Phoenix, Arizona, August 27, 1999.

Newspaper coverage: "Mass Media and Society." Tribune Newspapers, October 11, 1999.

Newspaper Background: "Cable Television and the First Amendment," Tribune Newspapers, October 11, 1999.

Radio Talk Program: "The Moshe Pit with Pat McMahon," KTAR-AM, Phoenix, Arizona, August 27, 1999.

Radio News: "Report on Kids and TV," KTAR-AM, Phoenix, Arizona, August 2, 1999.

Newspaper Quotes: "New Media," Tucson Citizen, Tucson, Arizona, July 26, 1999.

Newspaper Quotes: "Cable TV and Business," Jewish News, Phoenix, Arizona, June 30, 1999.

Television interview: "Littleton, Co. Shooting: Media Coverage" KPHO-TV, "5:00 and 6:00 News," April 29, 1999.

Newspaper Quotes: "New Communication Technology and Society," Tribune Newspapers, February 8, 1999.

Television interview: "The Clinton Tapes" KSAZ-TV, "Arizona Prime News," September 21, 1998. Television interview: "The Truman Show," KPHO-TV, "5:00 and 6:00 News," June 5, 1998. Newspaper background: "Political Advertising in the Media," Arizona Republic, April 27, 1998.

Television background: "Televised Violence," KPHO-TV, "10:00 pm News," April 21, 1998.

Radio Talk Program: "The Media and Linda McCartney," KFYI, "Wake Up Arizona," April 23, 1998.

Radio Talk Program: "Television News," KTAR, "Pat McMahon Show," March 11, 1998.

Newspaper coverage: "Is the Public Fed Up With Monica," Tribune Newspapers, March 12, 1998.

Newspaper coverage: "Wag the Dog--Movie or Reality," Tribune Newspapers, February 20, 1998.

Newspaper coverage: "Help Me, I Can't Stop Watching Jerry Springer," Tribune Newspapers, February 9, 1998.

National magazine coverage: "Talking the Talk (cover story), Insight on the News, Vol. 14, No. 5, February 9, 1998., pp. 9-19. Washington D. C.: The Washington Times Corporation.

National newspaper coverage: "America's Main Street is back in business -- Route 66," Associated Press interview on Route 66, New York, New York, October, 1997.

Newspaper coverage: "Fugitive Capture raises ethical issue," Arizona Republic, October 10, 1997.

Newspaper background: "Independent Film in Arizona," Arizona Republic, September 2, 1997.

Newspaper coverage: "Under the knife for vanity," Tribune Newspapers, August 30, 1997.

Magazine cover story: "The information melting pot," ASU Research Magazine, Volume 11, Number 2, Spring/Summer, 1997, pages 16-19.

Television interview: "Hate Radio and Mary Rose Wilcox," KSAZ-TV, "10:00 pm News," August 14, 1997.

Newspaper coverage: "Animal World is his kingdom," Arizona Republic, April 23, 1997.

Radio Talk Program: "Television News," KFYI, "Wake Up Arizona," April 22, 1997.

Television interview: "Reality Programs and the News," KSAZ-TV, "Arizona Prime News," April 14, 1997.

Newspaper background: "Television distribution," Arizona Republic, April 14, 1997.

Newspaper coverage: "Television and kids programming," Arizona Republic, April 10, 1997.

Television interview: "Media Coverage of Fall From Radio Tower," KPNX-TV, "5:00, 6:00 and 10:00 pm News," February 7, 1997.

Television interview: "O.J. Media Coverage," KSAZ-TV, "Arizona Prime News," February 5, 1997.

Radio Talk Program: "ABC/Food Lion Settlement," KTAR, "The Pat McMahon Show," January 23, 1997.

Newspaper background interview : Children's television issues, Tribune Newspapers, July 12, 1996.

Newspaper background interview : Children's television issues, Arizona Republic, July 22, 1996.

Newspaper coverage: "KPNX on Militia's List," Tribune Newspapers, July 2, 1996.

Newspaper coverage: "E-mail Adds New Chapter..." Tribune Newspapers, July 14, 1996.

Newspaper coverage: "Murdoch Breaks Ground for Center." Tribune Newspapers, October 23, 1996.

Television interview: "V-chip," KSAZ-TV, "Arizona Prime" February 15, 1996.

Television interview: "Talk Radio Pushes the Limits" KPNX-TV, "6:00News" and "10:00 News." June 1996.

Television interview: "Children's TV," KSAZ-TV, "Arizona Prime" July 26, 1996.

Television interview: "Jenny Jones Story," KPHO-TV, "5:00 News," November 12, 1996.

Television interview: "TV Rating System," KNXV-TV, "6:00 News." December 1996.

Television interview: "The Appeal of 'I Love Lucy,'" KPHO-TV, "5:00 pm News," December, 1995.

Television coverage: "NATAS Trustees Meet with President Lee of Taiwan," "Newscasts," Taiwan Television and Chinese Television System Networks, Taipei, Taiwan, December 1995.

Television interview: "The Appeal of 'I Love Lucy,'" KPHO-TV, "5:00 pm News," December 1995.

Television interview: "Talk Radio," KAET-TV, "Horizon." December 19, 1995.

Television interview: "Nixon -- the Film," KTVK-TV, "5:00 pm News," December, 1995.

Television interview: "Talk Radio," KAET-TV, "Horizon," December 19, 1995.

Newspaper coverage: "Arizona Crossroads: Along Old Route 66," Road Views: Route 66 Magazine, Winter, 1995.

Newspaper coverage: "Frontline Catches Media Buccaneer," Arizona Republic, November 7, 1995.

Newspaper quotes: "Pullout prompts call to Channel 12," Arizona Republic, October 12, 1995.

Newspaper quotes: "MU Crowd erupts at verdict," State Press, October 4, 1995.

Newspaper coverage: "Arizona Crossroads: Along Old Route 66," Road Signs Magazine, Fall, 1995.

Newspaper coverage: "Arizona Crossroads: Along Old Route 66," Roadnews Magazine, Fall, 1995.

Newspaper coverage: "Arizona Crossroads: Along Old Route 66," Road Views: 66 Magazine, Fall, 1995.

Television interview: "Coverage of O. J. Simpson," KSAZ-TV, "10:00 pm News," September, 27 1995.

Television interview: "Coverage of O. J. Simpson," KPHO-TV, "5:00 pm News," September, 1995.

Television interview: "Coverage of O. J. Simpson," KSAZ-TV, "5:00 pm News," September 26, 1995.

Newspaper coverage: "Arizona Crossroads: Along Old Route 66," KAET Magazine, September 1995.

Radio coverage: "Arizona Crossroads: Along Old Route 66," "The Entertainment Minute," KTAR, September 4, 1995.

Newspaper coverage: "Arizona Crossroads: Along Old Route 66," Arizona Republic, September 4, 1995.

Newspaper coverage: "Magic of Route 66 remembered," Tribune Newspapers, September 4, 1995.

Newspaper coverage: "KAET to air show on Route 66," Kingman Miner, September 3, 1995.

Newspaper coverage: "Tales from a simpler time," Arizona Daily Sun, September 2, 1995.

Newspaper coverage: "Route 66: Drive down memory lane," State Press, September 1, 1995.

Newspaper coverage: "Documentary finds Kicks along old Route 66," "TGIF," Tribune Newspapers, September 1, 1995.

Newspaper coverage: "Arizona Crossroads: Along Old Route 66," "Pic Hits of the Week," New Times, August 31, 1995.

Newspaper coverage: "Arizona Crossroads: Along Old Route 66," Phoenix Channel 11 Guide, August, 1995.

Newspaper coverage: "Show on old Route 66 to be shown on Channel 8 Sept. 4," *Williams-Grand Canyon News*, August 30, 1995.

Television interview: "Public Access Television," KPHO-TV, "5:00 pm News," August 28, 1995.

Newspaper coverage: "Arizona Crossroads: Along Old Route 66," *TV Guide -- Phoenix, Arizona*, August 25, 1995.

Newspaper coverage: Channel 8 to take viewers on "Old Route 66," *ASU Insight*, August 25, 1995.

Newspaper coverage: "Route 66 Presentation is Scheduled on KAET," *Holbrook Tribune-News*, August 25, 1995.

Newspaper coverage: "Route 66 Presentation is Scheduled on KAET," *The Winslow Mail*, August 25, 1995.

Television interview: "ABC/Phillip Morris Suit," KSAZ-TV, "6:00 pm News," August 22, 1995.

Television interview: "ABC/Phillip Morris Suit," KSAZ-TV, "5:00 pm News," August 22, 1995.

Television interview: "ABC/Phillip Morris Suit," KSAZ-TV, "Arizona Prime News," August 22, 1995.

Television interview: "Children's Television," KSAZ-TV, "TV 10 Special," August, 1995.

Television interview: "Shield Laws," KSAZ-TV, "Arizona Prime News," July 31, 1995.

Television interview: "Unibomber vs. New York Times," KSAZ-TV, "Arizona Prime News," June 30, 1995.

Television interview: "Television Talk Shows," KSAZ-TV, Arizona Prime News, May 5, 1995.

Television interview: "O. J. Simpson Trial," KSAZ-TV, "5:00pm News," January 23, 1995.

Television interview: "Connie Chung Interview," KSAZ-TV, "Arizona Prime News," January 12, 1995.

Newspaper coverage: "Route 66 documentary in demand on cable TV," *The Journalist*, Winter, 1995.

"Courtroom Television," (local Television interview) KSAZ-TV, Phoenix, Arizona, September 28, 1994.

Quotes: "Inventor Sees Red Lights as Sites for Electronic Ads," *The Arizona Republic*, February 10, 1994.

Live television interview: "Network Affiliation Changes." KSAZ-TV, Phoenix, Arizona, June 16, 1994.

Radio interview: "O. J. Simpson Coverage." KNIX-FM, Tempe, Arizona, June 22, 1994.

Television interview; "O.J. Simpson, Media Coverage.") KPNX-TV, Phoenix, Arizona, July 7, 1994.

Quotes: "Channel Wars: The Battle of the Networks." *State Press*, Tempe, Arizona, July 12, 1994.

Quotes: "Station Seeks to Delay ABC Switch." *Tribune Newspapers*, Mesa, Arizona, August, 23, 1994.

Article: "Pillars Supporting Society Unbalanced." (invited ethics paper). *Arizona Business Gazette*, Phoenix, Arizona, December 23, 1993.

"Television Tabloid Journalism." (Television interview) KPNX-TV, Phoenix, AZ. September, 1992.

"America's Most Wanted." (Television interview) KTSP-TV, Phoenix, AZ. February 23, 1993.

"Violence on Television." (radio interview) Pat McMahon Show KTAR, Phoenix, AZ. January 21, 1993.

Quotes: "Voice Mail" *Phoenix Gazette*, Phoenix, Arizona, June, 1992

"Media Coverage of the Danny Horning Escape" (radio interview, 1 hr.) Jamie McFarronShow, KTAR, Phoenix, Arizona, July, 1992.

"The Role of TV Tabloid News." (television interview) , KPNX-TV, Phoenix, Arizona, July, 1992.

"One World" (cable television interview) Dimension Cable, Phoenix, Arizona, July, 1991.

"The Public Access Channels" (cable television interview) Dimension Cable, Phoenix, Arizona, July--September, 1991.

Quotes: "Her Own Show" *Arizona Business Gazette*, Phoenix, Arizona, September 20, 1991.

Quotes: "A decade of MTV: Was it worth it?" *State Press*, Arizona State University, Tempe, Arizona, August 26, 1991

Quotes: "High Tech Bringing Gulf War Home." *The Mesa Tribune*, Mesa Arizona, January 24, 1991.

"Media Ethics and the War in the Gulf." (local radio interview, 1 hr.) Pat McMahon Show, KTAR, Phoenix, Arizona, January, 1991.

"Media Ethics and the War in the Gulf." (local radio interview) , Prescott, Arizona, January, 1991.

"Media Ethics and the War in the Gulf." (local television interview) , KTSP-TV, Phoenix, Arizona, January, 1991.

"Media Technology and the Coverage of the Gulf War." (local television interview) , KTSP-TV, Phoenix, Arizona, January, 1991.

"Media Ethics and the War in the Gulf." (local television interview) , KPNX-TV, Phoenix, Arizona, January, 1991.

"Media Technology and the Coverage of the Gulf War." (local television interview) , "Southwinds, Cable News ." Phoenix, Arizona, January, 1991.

"President's Corner." (monthly column) *Natas Newsletter*, National Academy of Television Arts and Sciences, Phoenix, Arizona, 1991-1992.

Quotes/Picture: "Goin' Mobile--Advances in Technology Help Execs on the Move Stay in Touch." *Arizona State Alumni Magazine*, Tempe, Arizona, Summer, 1990.

Quotes: "Short Takes." *The Arizona Republic*, Phoenix, Arizona, February 26, 1990.

Quotes: "This is Television." *State Press Magazine*, Tempe, Arizona, October 13, 1989.

Quotes: "Prof Sees Future in Cable." *State Press*, Tempe, Arizona, September, 5, 1989.

Quotes: "Cronkite Grad School Program is Growing." *Alumni Announcer*, Tempe, Arizona, Spring 1989.

Quotes: "Downey to Bring Talk Show to Campus." *State Press*, Tempe, Arizona, January 27, 1989.

"FCC and the Fairness Doctrine." (national radio interview) Mutual Broadcasting System, New York, August 1987.

Quotes: "TV Exec Charges SRP with Negligence." *The Business Journal*, Phoenix, Arizona, October 5, 1987.

"Code of Ethics." (article) *Video Scope: ITVA Newsletter*, Phoenix, Arizona, February/March 1986.

"FCC and Children's TV Programs." (national radio interview) RKO Radio Network, New York, 29 January, 1985.

Quotes: "Children's Programming." *Tempe Daily News*, Entertainment Section, Tempe, Arizona, November 14, 1985.

"Effects of TV Violence on Children." (local radio interview) KJJJ, Phoenix, Arizona, 1 February, 1985.

"Cable Television: The Phoenix Experience." (local radio interview) KOY, Phoenix, Arizona, March 1984.

"President's Corner." (monthly column) *Video Scope: ITVA Newsletter*, Phoenix, Arizona, 1984-1986.

Quotes: "R/G Cable Taking Up New Challenge." *Phoenix Business Journal*, Phoenix, Arizona, September 10, 1984.

"Cable Television in the Valley of the Sun." (local television interview) KTVK NewsChannel 3, 27 January, 1983.

"Cable Television in the Valley." (local television interview) KTVK-TV, Channel 3, Phoenix, Arizona, February, 1983.

"The Coming of Cable." (local television interview) KOOL-TV, Channel 10, March, 1982.

TEACHING:

COURSES TAUGHT:

Arizona State University (1973 - present):

MCO 593: Applied Project (directed 22 master's student projects--thesis; served on 40 additional committees, both inside the School and as outside members for other departments).

MCO 590: Readings and Conferences (directed 31 master's students).

MCO 522: Mass Media and Society (15 sections).

MCO 493: Honors Thesis (directed 3 undergraduate student projects; served on additional committees).

TCM 499: Independent Study (directed 24 undergraduate students).

TCM 484: Internship (directed broadcast internship program).

TCM 472: Telecommunication Management (35 sections).

TCM 437: Television Direction (8 sections).

TCM 435: Cable Television and Emerging Telecommunication Technologies
(27 sections).

TCM 433: Broadcasting Operations (4 sections).

TCM 343: Broadcast Announcing (1 section).

TCM 336: Television Production (31 sections).

TCM 332: Broadcast Programming (37 sections).

TCM 235: Studio Techniques (9 sections).

TCM 200: Fundamentals of Broadcasting (5 sections).

Ohio University (1970-1973):

Radio Production (1 section--Teaching Assistant).

Instructional Television (1 section-- Teaching Assistant).

Television Production (2 sections--Teaching Assistant).

Hancock County Schools / Weir High School (1966-1970):

Television Production I (9 sections).

Television Production II (4 sections).

West Liberty State College (1968-1970):

Television Production (adult education class--faculty adjunct).

Ohio University (1963-1966):

Stagecraft and Lighting (undergraduate teaching assistant).

Television Production (undergraduate teaching assistant).

DIRECTOR, APPLIED PROJECT / GRADUATE THESIS:

Luna, D. "In Search for a Better Life: From Across the Line." (Video Documentary)
Walter

Cronkite School of Journalism and Telecommunication, Arizona State University,
Tempe, Arizona, 1998, (professional award winner).

Hill, H. "The ASU Channel 2 Partnership: A Case Study." Walter Cronkite School of
Journalism and Telecommunication, Arizona State University, Tempe, Arizona, 1998,
(outstanding graduate student).

Harrison, W. "The End of the Cold War: Its impact on International News Coverage in
Two U.S.

Newspapers." Walter Cronkite School of Journalism and Telecommunication, Arizona State University, Tempe, Arizona, 1998.

Lindh, N. "Toward the Development of a Method for Using the Internet to Conduct Survey Research." Walter Cronkite School of Journalism and Telecommunication, Arizona State University, Tempe, Arizona, 1998.

Lanza, T. "Native Tribes and Radio Broadcasting: Ownership, Usage, and Programming in the United States." Walter Cronkite School of Journalism and Telecommunication, Arizona State University, Tempe, Arizona, 1997, (outstanding graduate student).

Fickess, J. "A Survey of Business Ethics Coverage By Business Weekly Newspapers in the United States." Walter Cronkite School of Journalism and Telecommunication, Arizona State University, Tempe, Arizona, 1995.

Meyers, J. "An Examination of Program Length Commercials Broadcast over Television Stations in Arizona." Walter Cronkite School of Journalism and Telecommunication, Arizona State University, Tempe, Arizona, 1995.

Brown, N. "Consumer Attitudes Toward Cosmetic Surgery Advertising." Walter Cronkite School of Journalism and Telecommunication, Arizona State University, Tempe, Arizona, 1994, (outstanding graduate student).

Ailts, T. "The Effect of the Medium on the Perception of Color: A Comparative Analysis of Television and Print." Walter Cronkite School of Journalism and Telecommunication, Arizona State University, Tempe, Arizona, 1994.

Meyers, J. "Glorification of Criminals in the News Media: A Case Study of Coverage of Danny Ray Horning." Walter Cronkite School of Journalism and Telecommunication, Arizona State University, Tempe, Arizona, 1994.

Gupta, V. "Television Newscasting in India." Walter Cronkite School of Journalism and Telecommunication, Arizona State University, Tempe, Arizona, 1994.

Nash, R. "The Impact of Television Advertising on Anglo and Minority Children's Preference for Advertised Food Products." Walter Cronkite School of Journalism and Telecommunication, Arizona State University, Tempe, Arizona, 1993, (outstanding graduate student).

Thomas, L. "The Effect of New Imaging Technologies on Media Professional's Job Diversity, Job Satisfaction and Attitude Toward Change." Walter Cronkite School of Journalism and Telecommunication, Arizona State University, Tempe, Arizona, 1993.

Lund-Vaa, L. "An Analysis of the Liberal Bias in Network News Coverage of the 1989-90 Panama Invasion." Walter Cronkite School of Journalism and Telecommunication, Arizona State University, Tempe, Arizona, 1992.

Steuck, J. "Press Pools and Coverage of the Gulf War: Attitudes of Managing Editors." Walter Cronkite School of Journalism and Telecommunication, Arizona State University, Tempe, Arizona, 1991.

Ameduri, K. "New Consideration of Offering Financial Inducements to the Families of Potential Organ Donors." Walter Cronkite School of Journalism and Telecommunication, Arizona State University, Tempe, Arizona, 1997.

Wissmann, B. "Media Related Communication Tools Utilized by State Higher Education Governing Boards" Walter Cronkite School of Journalism and Telecommunication, Arizona State University, Tempe, Arizona, 1991.

Boyle, J. "Emerging News Media Communication Technologies in Future Military Conflicts." Walter Cronkite School of Journalism and Telecommunication, Arizona State University, Tempe, Arizona, 1991, (outstanding graduate student).

Joralmon, D. "The Sierra Estrella Interactive Videodisc Guide: An Experiment in Electronic Publishing" (including video program), Walter Cronkite School of Journalism and Telecommunication, Arizona State University, Tempe, Arizona, 1989.

Phillips, J. "Learning in a Child's World: A Study in Video Documentary Production Technique" (including video program), Walter Cronkite School of Journalism and Telecommunication, Arizona State University, Tempe, Arizona, 1989.

Frost, K. "Television Network and Advertising Agency Perceptions on Peoplemeters," Walter Cronkite School of Journalism and Telecommunication, Arizona State University, Tempe, Arizona, 1988, (outstanding graduate student).

O'Bier, S. "Videoconferencing: Its Impact on American Business in Terms of Travel, Decision-making and Productivity," Walter Cronkite School of Journalism and Telecommunication, Arizona State University, Tempe, Arizona, 1983.

DIRECTOR, UNDERGRADUATE HONORS THESIS:

Connelly, F. "Hostile Takeover: Concentration of Electronic Media Ownership, the Telecommunications Act of 1996 and the Political Ramifications of Less Variety in the Mass Media," Walter Cronkite School of Journalism and Telecommunication, Arizona State University, Tempe, Arizona, 1997.

Moore, K. "Television Audience Measurement: Changes in the Television Environment Demand Quantity as Well as Quality in New Forms of Audience Measurement," Walter Cronkite School of Journalism and Telecommunication, Arizona State University, Tempe, Arizona, 1986.

Lehman, K. "Programming Terrorism: The Relationship Between Television and Terrorism,"
Walter Cronkite School of Journalism and Telecommunication, Arizona State University, Tempe, Arizona, 1986.

NEW COURSES DESIGNED:

MCO/TCM 235, Television Studio Techniques, Arizona State University, 1976.
MCO 433, Station Operation, Arizona State University, 1974.
TCM 435, Cable Television and Emerging Telecommunication Technologies, Arizona State University, 1978.

COURSE COORDINATOR:

MCO/TCM 336, Television Production, Arizona State University, 1973 - 1980.
MCO/TCM 332, Broadcast Programming, Arizona State University, 1976 - 1994.
MCO/TCM 235, Television Studio Technique, Arizona State University, 1976 - 1980.
TCM 472, Broadcast Management, Arizona State University, 1985-1986, 1992- present.
TCM 435, Cable Television and Emerging Telecommunication Technologies, Arizona State University, 1980 - 1982, 1990-present.

SERVICE:

UNIVERSITY SERVICE:

Arizona State University Committees:

University Graduate Council, 1999 - 2002.
Graduate Standards Committee, 1999 - 2002.
Chair, University Graduate Standards Committee, 1999-2000.

Member, University Graduate Standards Committee, 1999-2001.
Ad Hoc member, KAET Manager Search Committee, 2000.
Faculty Representative, Program Review, School of Planning and Landscape Architecture, Arizona State University, 2000.
Focus Group on Art and Cultural Enhancement, 1990.
University Ombudsperson Committee, 1989-1991.
Faculty Compensation Committee, 1988-1991, Interim Chair, 1990.
State of Arizona Communication Articulation Committee, 1987-1991.
Communication Advisory Committee, 1988-1991.
Search Committee, for Assistant Director /Career Services, 1988.
Board of Directors, University Program for Faculty Development, 1985-1990.
University Speakers Bureau, 1984-present.
Numerous Graduate Student Dissertation and Thesis Committees.
External Relations Committee, 1982-1985.
Faculty Senate, 1979-1981.
University Television Advisory Committee, 1978-1987, Chair, 1978-1980.
Student Policy Committee, 1979-1981.
Interdisciplinary Film Committee, 1977 - present.

College Committees:

AdHoc Graduate Director's Committee, 1999 - present
Ombudsperson, College of Public Programs, 1989 - 1991.
Graduate Curriculum Committee, 1990-1992.
Ad Hoc Committee of Faculty Salary Market Adjustment, 1990.
Standards Committee, 1988-1989.
Leg of Stool Award Committee, 1988-1989
Student Grievance Committee, 1987-1988.
Undergraduate Curriculum Committee, 1983-1984.
Graduate Curriculum Committee, 1985-1986.
Committee on Standards and Rules, Chair, 1980.
Human Subjects Research Review Committee, Chair, 1979-1980.

School Committees:

Member, School Executive Committee, 2003.
Chair, School Search for Broadcast, Print and New Media Assistant Professors, 2000-2001.
Author, School Curriculum Prospectus, 2000-2001.
Host, World Affairs Council Visitor from Philippines, September, 2000.
Member, Russell Endowed Chair Search Committee, 2000-2001.
Chair, School Graduate Committee, 1998-2003.
Chair, School Student Academic Paper Committee, 1998-1999.
Coordinator, NBC News Associates Program, 1999-2001.
Coordinator, Museum of Radio and Television Satellite Seminars, 1999-2001.
School Affirmative Action Representative, 1999-2003.

Chair, Director's Search Committee, 1999 - 2000.
Personnel Committee, 1979 - present, Chair, 1984 - 1987 and 1998 - present.
Broadcast Management Sequence Coordinator, 1998 - present.
AdHoc Committee for the establishment of the Anderson Scholarship, 1999.
Accreditation Review Committee, 1998.
Chair, Bylaws Review Committee, 1998.
Curriculum Coordinator, 1997.
Program Review Committee, 1997.
Chair Faculty Search Committee, Knight Chair position, 1995.
Chair Promotion (Professor) Committee, 1995.
Chair Promotion (Academic Professional) Committee, 1995.
Chair Mass Communication Minor
Chair Faculty Search Committee, Lecturer position, 1994.
Chair Promotion (Professor) Committee, 1994.
Chair Student Academic Paper Competition, 1993.
Chair Faculty Search Committee, three tenure-track positions, 1993.
Coordinator, Hearst Visiting Professional, 1992, 1993.
Ad Hoc Committee on Creative Activity, 1991.
Graduate Curriculum Committee, 1989-present, Chair 1991 - present.
Acting Director of Graduate Studies, 1989.
Leg of Stool Award Committee, 1988 - 1989.
Computer Committee, 1987-1989.
Standards Committee, 1987-1989.
Graduate Committee, 1987-1991.
Broadcast Curriculum Committee, 1987-1988.
Advisor, A.E. Rho Broadcast Honorary, 1973-1976.
Advisor, National Academy of Television Arts and Sciences, 1982-1989.
Department Chairman Search Committee, 1978-1979.
Curriculum Committee, Chair, 1978-1981.
Library Representative, 1978-1981.
Computer Representative, 1977-1979.
Scholarship Committee, 1975-1988.
United Way Representative, 1976.

SERVICE TO THE PROFESSION AND COMMUNITY:

Chair, Director Search Committee, Cronkite School of Journalism and Telecommunication, Arizona State University, 1999.
Outside Faculty Reviewer, School of Communication, University of Arkansas, 1999.
Participant, Graduation: Hooding of Graduate Degree Recipients, 1999.
Course Coordinator, TCM 435 Cable Television and Emerging Telecommunication Systems, 1999 - 2000.
Course Coordinator, TCM 433 Broadcast Sales and Promotion, 1999-2003.
Course Coordinator, TCM 472 Telecommunication Management, 1999-2003.
Course Coordinator, MCO 531 Broadcast Journalism, 1999.
Sequence Coordinator, Broadcast Management, 1999-2003.

Member, ad hoc Anderson Scholarship Committee, 1999.

Facilitator, Worldfest Video Archive, Arizona State University Libraries, Tempe, Arizona, 1999.

Member, Host Committee, Association for Education in Journalism and Telecommunication, Phoenix, Arizona, 1999.

Outside Reviewer, Search Committee, KOMU-TV, University of Missouri, 1999.

Outside Reviewer, Tenure and Promotion, University of Arkansas, 1998, 1999.

Outside Reviewer, Tenure and Promotion, University of Utah, 1997.

Book Review, Allyn & Bacon, Needham Heights, Massachusetts, 1999.

Member, National President's Meeting Organizing Committee, National Academy of Television Arts and Sciences, Phoenix, Arizona, 1998.

Member, Creating Critical Viewers Advisory Council, National Academy of Television Arts and Sciences, Arizona Chapter, Phoenix, Arizona, 1998.

Reviewer, *Journal of Broadcasting and Electronic Media*, Broadcast Education Association, Washington, D. C. , 1997 -- 1998.

Correspondent, *The Monitor*, Phoenix Chapter, National Academy of Television Arts and Sciences, 1997 -- 1998.

Judge, Radio Hall of Fame, Museum of Broadcast Communications, Chicago, Illinois, 1997 -- 1999.

Judge, American Women in Radio and Television, Phoenix, Arizona, 1997 -- 1998.

Chair, Judging "Emmy" Panel, New York Emmy Awards, National Academy of Television Arts and Sciences, Phoenix, Arizona, 1997.

Presenter, 17th Annual Rocky Mountain "Emmy" Awards Program, National Academy of Television Arts and Sciences, Scottsdale, Arizona, June, 1996.

Chair, Judging "Emmy" Panel, Boston Emmy Awards, National Academy of Television Arts and Sciences, Phoenix, Arizona, 1995.

Presenter, 16th Annual Rocky Mountain "Emmy" Awards Program, National Academy of Television Arts and Sciences, Scottsdale, Arizona, June, 1995.

Member, Board of Directors, Lincoln Center for Ethics, Arizona State University, Tempe, Arizona, 1994 - 1995.

Chair, Rocky Mountain Emmy Committee, National Academy of Television Arts and Sciences, Scottsdale, Arizona, 1994.

Presenter, 15th Annual Rocky Mountain "Emmy" Awards Program, National Academy of Television Arts and Sciences, Scottsdale, Arizona, June, 1994.

Moderator, Image of Technology Conference, Society for the Interdisciplinary Study of Social Imagery, Colorado Springs, Colorado, 1994.

Judge, Academic Paper Competition, Southwest Council for Education in Journalism and Mass Communication, Flagstaff, Arizona, 1994.

Judge, Academic Paper Competition, American Journalism Historian's Association, 1994.

Chair, Judging "Emmy" Panel, Chicago Emmy Awards, National Academy of Television Arts and Sciences, Phoenix, Arizona, 1994.

Chair, Judging "Emmy" Panel, Mid-South Emmy Awards, National Academy of Television Arts and Sciences, Phoenix, Arizona, 1994.

Chair, Judging "Emmy" Panel, Miami Emmy Awards, National Academy of Television Arts and Sciences, Phoenix, Arizona, 1994.

Chair, Judging "Emmy" Panel, Mid-South Emmy Awards, National Academy of Television Arts and Sciences, Phoenix, Arizona, 1993.

Chair, Judging "Emmy" Panel, National Public Service Entries, National Academy of Television Arts and Sciences, Phoenix, Arizona, 1993.

Master of Ceremonies, 15th Annual Rocky Mountain "Emmy" Awards Program, National Academy of Television Arts and Sciences, Scottsdale, Arizona, June, 1992.

Presenter, 15th Annual Rocky Mountain "Emmy" Awards Program, National Academy of Television Arts and Sciences, Scottsdale, Arizona, June, 1992.

Textbook reviewer for the following Publishers: Wadsworth Publications, Harper and Row, Mayfield, McGraw-Hill. (pre-publication review of textbooks on topics including: introduction to broadcasting, broadcasting production, television direction, broadcast programming, audio production, and mass media and society). 1978 - present.

Chair, Critical Viewing Project, National Academy of Television Arts and Sciences, Phoenix, Arizona, 1992.

Chair, Judging "Emmy" Panel, National Public Service Entries, National Academy of Television Arts and Sciences, Phoenix, Arizona, 1992.

Judge, Paper competition, Communication Law and Policy Interest Group, International Communication Association, 1991.

Chair, Judging "Emmy" Panel, Columbus-Dayton Chapter, National Academy of Television Arts and Sciences, Phoenix, Arizona, 1992.

Chair, Judging "Emmy" Panel, Detroit Chapter, National Academy of Television Arts and Sciences, Phoenix, Arizona, 1991.

Chair, Judging "Emmy" Panel, San Diego Chapter, National Academy of Television Arts and Sciences, Phoenix, Arizona, 1990.

Moderator, Southwestern Council on Journalism and Education Convention, Phoenix, Arizona, 1989.

Program Committee, Arizona Cable Television Forum, Phoenix, Arizona, 1989.

"Emmy" Committee, National Academy of Television Arts and Sciences, Phoenix, Arizona, 1989.

Member, Committee for Development of Television Curriculum, Vocational and Industrial Clubs of America, State of Arizona, Phoenix, Arizona, 1986.

Video Teleconference Coordinator, *Christian Science Monitor*, Phoenix, Arizona, 1986.

Chair, Judging Committee, Preliminary Panel, Golden Reel Awards, International Television Association, International Video Competition, 1983, 1984, 1985.

Chair, Ethics Committee, Phoenix Chapter, International Television Association, 1985-1986.

Phone operator for KAET-TV Pledge Drive, fund raising, March 1985.

Vice Presidential nomination, International Television Association, Dallas, Texas, 1985.

Judge, Emmy Award Selection Committee, National Academy of Television Arts and Sciences, 1983, 1985.

Judge, Video Competition, International Television Association, Los Angeles, California, 1984.

Judge, Video Competition, International Television Association, San Diego, California, 1984.
 Member, Selection Committee for Director of Cable Communication, City of Scottsdale, Arizona, 1982.
 Member of Board of Directors, PAL Foundation, Mesa, Arizona, 1977.
 Member of Phoenix Cable/Education Committee, 1977.
 Chairman of Emmy Award Selection Committee, Phoenix Chapter of National Academy of Television Arts and Sciences, Phoenix, Arizona, 1977.
 Scholarship chairman, Phoenix Chapter of National Academy of Television Arts and Sciences, Phoenix, Arizona, 1973-1976.
 Member, Citizens Advisory Committee on Cable Television, Tempe, Arizona, 1975.
 Member, Citizens Advisory Committee on Cable Television, Phoenix, Arizona, 1973-1974.
 Member, Broadcast Advisory Committee, Ohio University, 1971-1973.
 Member, Curriculum Committee, School of Radio-Television, Ohio University, 1971-1972.
 Member, Ombudsperson Selection Committee, Ohio University, 1972.
 Member, Technical Committee for Public Education, Brooke, Hancock, Jefferson Metropolitan Planning Commission, 1970.
 Member, West Virginia State Committee on Instructional Television Fixed Services, 1968-1970.
 District Fund Raising Chair, WQED-TV, Hancock County, West Virginia, 1967.
 Participant, various state and national professional conventions, 1965-present.
 Public Speaker for civic and professional organizations--Arizona Business Communicators, East Mesa
 Rotary, Parent/Teachers Organization, Women in Communication, Inc., National Association of Fraternity and Sorority Administrators, Arizona Cable Television Association, National Association of State Department of Education Public Relations Officers, Valley Leadership, and many others.

PUBLIC SEMINAR PRESENTATIONS:

Speech: "Sex and Violence in Television News Coverage." United Methodist Church, Mesa, Arizona, 1999.
 Academic Panel: "Talk Radio and Its Cultural Impact on Society." Pacific Sociological Association, Seattle, Washington, March, 1996.
 Academic Panel: "Teaching Media Leadership: Linking Educators and Industry Leaders." Association for Education in Journalism and Mass Communication, Anaheim, California, August, 1996.
 Speech: "Getting that Job" Student Committee, National Academy of Television Arts and Sciences, Arizona State University, Tempe, Arizona, October 26, 1995.
 Speech: "The Future of Television" Rotary Club of Phoenix, Phoenix, AZ. September 16, 1994.
 Speech: "Graduate Education in Mass Communication," International Television Association, Phoenix, AZ. April, 1994.

Panel Member: "Do Good Ethics Make Good Cents?" Lincoln Center for Ethics, Arizona State University, Tempe, AZ. April 20, 1994.

Speech: "The New Communication Technologies." ASU Downtown Center, Phoenix, AZ. February 23, 1993.

Speech: "Media Ethics." Society of Professional Journalists, Phoenix, AZ. April 6, 1993.

Speech: "Children, Television and Violence." Optimist Club of Phoenix, Phoenix, AZ. April 2, 1993.

"The New Communication Technologies." International Association of Business Communicators (Phoenix Chapter) Phoenix, Arizona, April, 1992.

"A History of Public Access Channels--A Historical Overview." Phoenix City Council Committee on Cable Television, Phoenix, Arizona, July, 1991.

"Public Access Channels on Cable Television Systems." National Federation of Local Cable Programmers (Mountain State Regional Conference) Phoenix, Arizona, April, 1991.

"Careers in Broadcasting," Dobson High School, Mesa, Arizona, 1990.

"Careers in Broadcasting," Career Services, Arizona State University, Tempe, Arizona, 1989.

"Careers in Broadcasting," Dobson High School, Mesa, Arizona, 1988.

"The Age of Office Automation." Arizona Society of Association Administrators, Phoenix, Arizona, May 1988.

"Cable Television and the First Amendment." Valley of the Sun Property Management Association, Phoenix, Arizona, February 1987.

"Television in the Public Schools." Vocational and Industrial Clubs of America, Phoenix, Arizona, April 1986.

"Cable and Satellite Communications Systems in the United States." Latin American Electronic Media Exchange, Tempe, Arizona, September 1986.

"Eldervision: Television and the Senior Adult." Conference on Wellness and Self-Care, sponsored by St. Lukes Hospital, Carefree, Arizona, June 1985.

"Ethics in Video Production Services." International Television Association, Scottsdale, Arizona, September 1985.

"Use of Television for Health Care Information for the Elderly." Carefree, Arizona, June 1985.

"Cable and Satellite Communication Systems in the United States." Latin American Electronic Media Exchange, Tempe, Arizona, September 1985.

"Video Interpretation of Literature." Arizona State University, Tempe, Arizona, September 1985.

"Stereotypes on Television." Harrington Arthritis Center, Phoenix, Arizona, March 1985.

"New Technology." Public Relations Society of America Conference, Flagstaff, Arizona, July 1984.

"Ethical Questions in Video Production." International Television Association, Phoenix, Arizona, November 1984.

"Technology and Society." ASASU Roundtable Seminar, Arizona State University, Tempe, Arizona, 1983.

"Technology and the Law." College of Law Seminar, Arizona State University, Tempe, Arizona, 1983.

"How to Appear on the Media." Maricopa County Medical Association, Phoenix, Arizona, 1983.

"Cable Television." American Society of School Public Relations Administrators Convention,
Phoenix,
Arizona, 1983.

OTHER RELATED ACTIVITIES:

MEMBERSHIP IN PROFESSIONAL SOCIETIES:

Association for Education in Journalism and Mass Communication
National Academy of Television Arts and Sciences, Life Member
Broadcast Education Association
Arizona Chapter, International Television Association, Honorary Life Member
Phi Kappa Phi, Honorary
American Association of University Professors

Offices Held in Professional Organizations:

Trustee, National Academy of Television Arts and Sciences, New York, New York,
1994-1996.
Alternate Trustee, National Academy of Television Arts and Sciences, New York, New
York, 1992-1994, 1996-1998.
President, Arizona Chapter, National Academy of Television Arts and Sciences,
Phoenix, Arizona, 1991-1992.
Treasurer, Arizona Cable Television Forum, Phoenix, Arizona, 1989-1991.
Board of Directors, Arizona Cable Television Forum, Phoenix, Arizona, 1988-1991.
Board of Governors, National Academy of Television Arts and Sciences, Phoenix,
Arizona, 1973-1976.1986-1998.
Board of Directors, Phoenix Chapter, International Television Association, 1985-1986.
International Executive Council, International Television Association, 1983-1985.
President, Arizona Chapter, International Television Association, 1983-1985.

PROFESSIONAL AND COMMUNITY RECOGNITION:

Silver Circle Award, National Academy of Television Arts and Sciences, Phoenix,
Arizona, 1999.
Service Award for membership as a National Trustee, National Academy of Television
Arts and Sciences, New York, New York, 1998.
Service Award for membership as a Governor, National Academy of Television Arts and
Sciences, Arizona Chapter, Phoenix, Arizona, 1998.
Included, *Who's Who in the West*, 1991- present.
Included, *Who's Who in Entertainment*, 1991-1992.
Subject of a newspaper column: "ASU Professor Teaches Couch Potatoes to Eye
Television's Future," *The Mesa Tribune*, Mesa,
Arizona, September, 21, 1990.
Guest: "In Honor of 10th Anniversary of C-SPAN" for work in cable television, Phoenix,
Arizona, April 10, 1989.

Subject of a feature article about a programming class taught at KPHO in *Wireless*,
Meredith Broadcast Corporation newsletter, 1979.
Recognition, Arizona Cable Television Association Annual Convention, Phoenix,
Arizona, 1979.
Listed as cable television researcher, *Aspen Handbook on the Media*, Aspen Institute, Palo
Alto, California, 1976-77.
Listed as cable television researcher, *Aspen Handbook on the Media*, Aspen Institute, Palo
Alto, California, 1975-76.
Included, *Dictionary of International Biography*, 1972, 1973.
Included, *Who's Who in the Midwest*, 1970-1973.
Subject of a feature article on high school television production class. *The Herald-Star*,
Steubenville, Ohio, May 24, 1969.
Subject of a feature article on educational television cable access programs. *TV Directory*,
Weirton, West Virginia, May 19-25, 1968.
Subject of a feature article about a children's dramatic program produced and directed for
WOUB-TV and distributed on Ohio Educational Television stations in *Ohio Schools*
Magazine, 1965.

PROFESSIONAL DEVELOPMENT:

National Instructional Television Fixed Services Teleconference, Tempe, Arizona, 1999.
Pacific Sociological Association Conference, Seattle, Washington, 1996.
University Continuing Education Association, Region VI Conference, Kona, Hawaii, 1996.
Visual Communication Association Conferences, 1993, 1994, 1995, 1996, 1998, 1999.
Association for Education in Journalism and Telecommunication Convention, Atlanta,
Georgia, 1994, Washington, D. C. 1995,
Anahieim, California, 1996.
Mediation training, Arizona State University, Tempe, Arizona, 1991.
Southwestern Council on Journalism and Education Convention, Southwest, 1989 - 1993.
"How Satellites are Changing Political Campaigns and Election News Coverage."
Teleconference, Tempe, Arizona, 1988.
"Technology in Higher Education: State and Institutional Policy." Flagstaff, Arizona ,
1986.
Instructional Television Fixed Services Seminar, Stanford University, Palo Alto,
California, 1985.
Sigma Delta Chi Convention, Phoenix, Arizona , 1985.
COMTEX/ICIA Conference, Anaheim, California, 1983.
"Telecommunications Conference." College of Business, Arizona State University, Tempe,
Arizona, 1983.
Faculty Management Intern, KOOL-TV, Channel 10, Phoenix, Arizona, 1979.
Arizona Cable Television Conventions, Phoenix, Arizona, 1974 -- present.
Arizona Broadcasters Association Conventions, Phoenix and Tucson, Arizona, 1974 --
present.
National Association of Broadcasters Conventions, Las Vegas, Dallas, Atlanta,
Washington D.C.,
1973--present.

Broadcast Education Association, Las Vegas, Dallas, Atlanta, Washington D.C., Atlanta, 1973--present.
 International Television Association West Coast Conference, Los Angeles, California , 1985.
 Western Educational Society for Telecommunications Convention, San Francisco, California, 1983-1984.
 Video Expo Conference, San Francisco, California, 1983-1985.
 Broadcast Education Association Programming Seminar, Hollywood, California, 1982.
 Broadcast Education Association Legal Seminar, Washington, D. C. , 1980.
 Western Social Science Conference, Tempe, Arizona, 1974.
 National Association of Educational Broadcasters Conventions, Kansas City, Kansas, Washington, D. C., and Denver, Colorado. 1967-1969.

CONSULTING CLIENTS:

(listing includes both contractual and pro bono public service clients).

Clearwater Hills Homeowners Association, Phoenix, Arizona – telecommunication options.
Arizona Republic -- Special sections, Phoenix, Arizona – advertising guidelines.
 Foundation for Senior Living, Phoenix, Arizona -- public relations.
 GRB Entertainment, Studio City, California -- program footage for *The Learning Channel*.
 Pioneer Productions, Pinewood Studios, London, England -- program footage.
 University of Nevada, Reno, Reno, Nevada -- program footage.
 WGBH-TV, Boston, Massachusetts -- program footage.
 AlliedSignal, Morristown, New Jersey – corporate video evaluation and plan.
 Honeywell Control Systems, Phoenix, Arizona -- copyright research.
 Golden Hills Cable Television, Mesa, Arizona -- cable programmer.
 Salt River Project, Phoenix, Arizona -- research project.
 McDonnell-Douglas, Mesa, Arizona – video program evaluation.
 KTSP-TV, Phoenix, Arizona -- research project.
 Post-Newsweek Cable, Phoenix, Arizona – EEOC research.
 McDonnell-Douglas, Mesa, Arizona -- video installation evaluation.
 Honeywell Corporation, Phoenix, Arizona -- instructional design.
 Honeywell Corporation, Phoenix, Arizona -- convention display design.
 Intel Corporation, Phoenix, Arizona -- equipment evaluation.
 Times-Mirror Cable Television, Irvine, California -- franchise research and proposal development.
 Scottsdale Memorial Hospital, Scottsdale, Arizona -- equipment evaluation.
 Memorial General Hospital, Las Cruces, New Mexico – equipment evaluation.
 America West Airlines, Tempe, Arizona -- equipment evaluation.
 Roadrunner Homes, Scottsdale, Arizona -- SMATV evaluation.
 ITT ServCom, Tempe, Arizona – equipment evaluation.
 United Cable Television, Scottsdale, Arizona -- local origination evaluation.
 Honeywell Corp., Phoenix, Arizona -- production design.
 Honeywell Corporation, Phoenix, Arizona -- equipment training.
 Storer / Mesa Cable, Mesa, Arizona -- equipment operation training.

Sun Lakes Community Association, Chandler, Arizona -- equipment evaluation.
Fountain Hills Community Association, Fountain Hills, Arizona -- cable television evaluation.
Cel-Corp. Marketing, Inc., Tempe, Arizona -- studio design and programming development.
San Carlos Apache Indian Reservation -- CPB proposal development.
Golden Hills Communications Company, Mesa, Arizona -- studio design and installation.
Tower Communications, New Philadelphia, Ohio – studio design and programming development.
State of West Virginia, Department of Vocational Education, Moundsville, West Virginia – instruction.
Ohio State Department of Mental Health Workshop, Columbus, Ohio. – instruction.
Allegheny Community College, Cumberland, Maryland -- studio design.
Tri-State Regional Resource Institute, Cumberland, Maryland -- program design.
Phoenix Baptist Hospital, Phoenix, Arizona -- closed circuit TV system.
Phoenix Memorial Hospital, Phoenix, Arizona -- closed circuit TV system.
Diamond's Department Stores, Tempe, Arizona – video production, Training Department.
Channel 61, Phoenix, Arizona -- low power television station programming.
Leisure World Retirement Community, Mesa, Arizona -- video production training.
Tempe Union High School District, Tempe, Arizona -- television production studio.
Arizona Bank, Phoenix, Arizona – video presentation system proposal, corporate board room.
Western Savings Training Department, Phoenix, Arizona – audio visual system.
Jane Wayland School, Phoenix, Arizona -- video training.
Samcor, Phoenix, Arizona _ video presentation system, corporate board room.
Dynacor, Phoenix, Arizona -- video presentation system.
Arizona Medical Association, Phoenix, Arizona -- media relations (lecture).
Arizona Cable Television Association, Phoenix, Arizona– local origination (lecture).
School of Journalism and Telecommunication, ASU, Tempe, Arizona -- audio studio installation.
Samaritan Health Service, Phoenix, Arizona -- studio design.
Page Unified School District, Page, Arizona -- programming evaluation.
Mesa Little Theatre, Mesa, Arizona -- personnel selection.
Plaza 3, Phoenix, Arizona -- lecture presentation.
Good Samaritan Medical Center, Phoenix, Arizona -- design video playback system.
Desert Samaritan Hospital, Mesa, Arizona -- design video playback system.
Maryvale Samaritan Hospital, Phoenix, Arizona -- design video playback system.
Glendale Samaritan Hospital, Glendale, Arizona -- master antenna system.
Lincoln Samaritan Hospital, Glendale, Arizona -- design video playback system.
John C. Lincoln Hospital, Phoenix, Arizona -- video recorder interface.
Phoenix General Hospital, Phoenix, Arizona – video equipment training.
Scottsdale Cablevision (TM), Scottsdale, Arizona -- franchise research and proposal development.
Glendale Cablevision (TM), Glendale, Arizona -- franchise research and proposal development.
Old Pueblo Cable Television (TM), Tucson, Arizona -- franchise research and proposal development.
Storer Mesa Cable Television, Mesa, Arizona -- video training.

American Cancer Society, Arizona Chapter, Phoenix, Arizona –video production equipment design.

Tempe High School District, Tempe, Arizona -- video production equipment proposal evaluation.

Douglas Richards Associates, Phoenix, Arizona -- hotel television system study.

Al Spector Development, Phoenix, Arizona – SMATV systems.

Lewis and Roca Law Offices, Phoenix, Arizona -- Cable television systems.

TV 53, Incorporated, Phoenix, Arizona – low power television station development.

Madison School District – television production equipment planning.

Individual clients -- instruction in television appearance and performance.