

Vita

Frederic A. Leigh

Associate Dean
Clinical Professor
Walter Cronkite School of Journalism & Mass Communication
Arizona State University

Personal

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Education

- Ed.D. Higher and Adult Education
Emphasis: Administration
Division of Educational Leadership and Policy Studies
Arizona State University
Tempe, Arizona
Dissertation:
"Schools of Journalism/Mass Communication
and Campus Broadcasting: Patterns of
Cooperation."
- M.A. Communication Arts
Emphasis: Radio/Television/Film
University of Iowa
Iowa City, Iowa
- B.A. Communication Arts
Emphasis: Radio/Television/Film
University of South Dakota
Vermillion, South Dakota

Professional Experience

2005 - present: Associate Dean for Student Affairs/Recruitment and Retention
Cronkite School of Journalism and Mass Communication

1987 - 2005: Associate Director
Clinical Professor (1995 – present)
Clinical Associate Professor (1987-1995)
Cronkite School of Journalism and Mass Communication

(1999 - 2000) Interim Director
Cronkite School of Journalism and Mass Communication

1979 - 1987: Assistant Professor/General Manager
Cronkite School of Journalism and Mass Communication/
KASC Radio

1970 - 1979: Program Manager/General Manager
KVNO(FM)
Omaha, Nebraska

Instructor
Department of Communication
University of Nebraska at Omaha

Producer, Anchor, Program Host
KYNE-TV, Channel 26
Omaha, Nebraska

Publications

Books:

Craft, John E., Leigh, Frederic A., and Godfrey, Donald, G.
Electronic Media. Belmont, CA: Wadsworth Publishing Company,
2001.

Godfrey, Donald G. and Leigh, Frederic A. eds. *Historical Dictionary of
American Radio*. Westport, CT: Greenwood Publishing Company,
1998.

Book Chapters/Contributions:

Leigh, Frederic A. "Classic Rock", "Mayflower Decision", "Howard Stern", in Sterling, Chris. ed. *Encyclopedia of Radio*. Chicago, Ill: Fitzroy Dearborn Press, 2004.

Leigh, Frederic A. "Remembering a Mentor: Doug Anderson," in Murray, Michael D. and Moore, Roy L. eds. *Mass Communication Education*. Ames, Iowa: Iowa State Press, 2003.

Leigh, Frederic A. "Cultural and Educational Programming," in Rose, Brian G. ed. *TV Genres: A Handbook and Reference Guide*. Westport, CT:Greenwood Press, 1985.

Platte, M.K. and Leigh, Frederic A. "Satellites: The Hope of Educational TV," in *Communications America*. Minneapolis, MN: Burgess Press, 1983.

Articles:

Anderson, Douglas A. and Leigh, Frederic A. "How Editors View Coverage of Minority Affairs and Multicultural Issues," *Southwestern Mass Communication Journal* 9 (2) (1994): 76-82.

Leigh, Frederic A. and Anderson, Douglas A. "Tenure and Promotion in Schools of Journalism and Mass Communication," *ASJMC Insights*(Spring, 1994): 1-5.

Anderson, Douglas A. and Leigh, Frederic A. "How Newspaper Editors and Broadcast News Directors View Media Ethics," *Newspaper Research Journal* 13 (1&2) (Winter/Spring,1992): 112-122.

Leigh, Frederic A. and Anderson, Douglas A. "A Balance of Study and Teaching in Tenure and Promotion Cases," *Journalism Educator* 47 (1) (Spring, 1992): 74-79.

Leigh, Frederic A. "Searching for Cooperation with Public Broadcasting," *Journalism Educator* 45(2), (Summer, 1990): 4-12.

Leigh, Frederic A. "Creative Activities Gain Acceptance in Tenure Process," *Journalism Educator* 43(2) (Summer, 1988): 67-70.

Leigh, Frederic A. "College Radio: Effects of FCC Class D Rules," *Feedback* 26(2) (Fall, 1984): 18-21.

"Radio Managers' Jobs Changed in 25 years, Survey Indicates,"
Current, The Public Telecommunications Newspaper (June 28, 1993). (article reporting the results of a survey conducted by Frederic A. Leigh and R. Kendall Mills)

Paper/Panel Presentations:

"Ways of Knowing What Our Students Learn." Invited panelist at the Association for Education in Journalism and Mass Communication national convention, 2002, Miami, Florida.

"The Future is Now, But Then, So is the Past: A Look at How We Learn to Teach Our Subjects." Invited panelist at the Broadcast Education Association national convention, 2002, Las Vegas, Nevada.

"Ethics as Part of the Journalism/Mass Communication Curriculum: An Administrator's View." Invited panel presentation at the Broadcast Education Association national convention, 1999, Las Vegas, Nevada.

"News on the Campus Radio Station: Form and Function," moderator for panel presentation at the Broadcast Education Association national convention, 1994, Las Vegas, Nevada.

"How Editors View Coverage of Minority Affairs and Multicultural Issues," Southwest Symposium for Journalism and Mass Communication, 1993, Lubbock, Texas. (with Douglas A. Anderson)

"Can Public Radio Stations and RTVF/JOUR Departments Work Together?" Panel presentation at the Broadcast Education Association national convention, 1992, Las Vegas, Nevada.

"Tenure and Promotion in Schools of Journalism and Mass Communication: A Box Score," Southwest Symposium for Journalism and Mass Communication, 1991, Corpus Christi, Texas. (with Douglas A. Anderson)

"How Newspaper Editors and Broadcast News Directors View Media Ethics," Southwest Symposium for Journalism and Mass Communication, 1991, Corpus Christi, Texas. (with Douglas A. Anderson)

"From College Radio to Public Radio: What Happened to the Students?" Broadcast Education Association Radio Only Conference, 1990, Boston, Massachusetts.

"Schools of Journalism/Mass Communication and Campus Broadcasting: Sharing Production Resources," Broadcast Education Association national convention (second place paper, Production Committee), 1990, Atlanta, Georgia.

"Schools of Journalism/Mass Communication and Campus Broadcasting: Toward a Model for Cooperation," Southwest Symposium for Journalism and Mass Communication, 1989, Tempe, Arizona.

"Core Curriculum and Its Effect on Impacted Programs," panel participant, Western Regional Meeting of Broadcast Education Association, 1988, San Diego, California.

"Tenure and Promotion Criteria in Schools of Journalism and Mass Communication," Southwest Symposium for Journalism and Mass Communication, 1987, Arlington, Texas.

"MPATI: From Figure Eights to Satellite Communication," Western Communications Educators Conference, 1983, Fullerton, California. (with M.K. Platte).

"Fine Arts Radio in the Eighties: Popular or Elite Culture?" Popular Culture Association national convention, 1982, Louisville, Kentucky.

Academic and Professional Grants/Awards

Selected Participant, Freedom Forum Leadership Institute for Journalism and Mass Communication Education, Columbia University, New York, NY, Summer, 1992.

Recipient, Certificate of Recognition for significant contributions to the quality of life for students at Arizona State University, Vice President for Student Affairs, 1990 -2004.

Recipient, Certificate of Recognition for outstanding teaching performance, one of 25 Arizona State University professors to be rated outstanding by the Golden Key National Honor Society, 1988.

Recipient, grant from Arizona State University College of Public Programs Dean's Research Incentive Fund for a study of the effects of FCC Class D rules changes on low-power educational radio stations, 1982.

Recipient, Radio Expansion Grant from the Corporation for Public Broadcasting, Washington, DC, 1980.

Administrative Initiatives

Defined and developed the Associate Director position, 1987-2005. As the first associate director of the Cronkite School, developed the functions of the position to include student affairs, supervision of the broadcast curriculum, liaison with the professional broadcasting community, management of the School facilities and resources, campus radio station advisor, and supervision of School advising services.

Directed the revision of the broadcast curriculum of the Cronkite School, 1987 – 1999. In order to meet ACEJMC accreditation provisions, the broadcast curriculum was strengthened with two new broadcast journalism courses and focused by reducing from five to two emphases. Chaired the faculty committee and supervised the implementation of the curricular revisions. Provided input to and direction for 2002 transition to converged curriculum in the School.

Designed and implemented a selective admissions process for the Cronkite School. The process limited the number of students admitted to the upper-division professional program of the School. Supervised the transition to a direct admit process implemented in 2006.

Founded and developed KASR(now KASC), a student-operated radio station on the campus of ASU, 1982-present. The station, operated by students in the Cronkite School, provides broadcast experience in on-air operation, programming, news, sportscasting, production, and management.

Supervised the design and implementation of a learning outcome assessment plan for the Cronkite School. The plan involves three strategies: learning outcome testing, evaluation of student projects and evaluation of student internships. Collated the results and wrote the final report.

Managed prospective students (and parents) programs and information including Cronkite School presentations at recruitment events and orientations.

Designed, initiated and taught 15 sections of Cronkite ASU 101 course as integral part of first-time freshmen retention program.

Service

University:

Curriculum and Academic Programs Committee, 2008 – present.
Academic Integrity Committee, 2006 – present.
Continuing Appointment and Promotion Review Committee, 1996-2001. Reappointed 2005-2008.
Academic Administration Advisory Committee, 2004-2007.
School Centric Task Force, 2004-2006.
Tempe Campus Standards Committee, 2006-2007.
Senior Vice President and Provost's Advisory Committee on Academic Professionals, 1992 - 1999.

College:

Academic and Student Affairs Committee, member: 1988-95,
chair: 1992- 1995.
Undergraduate Curriculum Committee, 1987-1988.
Academic Professional Peer Review Committee, 1992 - 1996.
Affirmative Action Committee, 1983-1984.

School:

Advisor, KASC Campus Radio, 1982- 2005.
Chair, Standards Committee, 1987- 2007.
Chair, Scholarship Committee, 1987- 2007.
Member, Walter Cronkite Endowment Board of Trustees, 1993 - present.
Member, Journalism & Media Arts Articulation Task Force, 1987-present.
Coordinator, television and radio entries for the William R. Hearst Foundation Journalism Awards Program, 1988 - 1999.
Chair, ad hoc broadcast curriculum committee, 1987-1988.
Chair, Journalism and Telecommunication Curriculum Committee, 1983-1985.
Chair, Professional Advisory Committee, 1981-1982.
Advisor, "Sun Devil Perspective," student radio program, KOOL-FM, Phoenix, Arizona, 1980-1986.

Profession:

Representative: Arizona Broadcasters Association
(serve as liaison to ABA executive director
and on ABA academic/professional board)

Broadcast Education Association
(two terms as District 6 representative on BEA
board of directors)

Member: Accrediting Council on Education in Journalism and
Mass Communications (ACEJMC) accrediting team site
visits:

Middle Tennessee State University, 1993
McNeese State University, Louisiana, 1994
Central Missouri State University, 1995
University of Nevada, Reno, 1995
California State University, Fullerton, 1996
Murray State University, Kentucky, 1997
University of South Carolina, 1998

Member: South Mountain High School Media Advisory Board,
1993-96.

Judge, Television News Emmy Awards, KTSP Television, Phoenix,
Arizona, 1987, 1988.

Judge, Mark of Excellence Contest, Society of Professional Journalists,
Phoenix, Arizona, 1987.

Judge, Best of West Radio and Television Competition, KAET-TV,
Phoenix, Arizona, 1981.

Reviewer, Mass media texts, West Publishing Company, St. Paul,
Minnesota, 1981, 1982.

Reviewer, Journalism Educator manuscripts, 1993-1999.

Courses Taught

Media in America: Freshman Seminar
Introduction to Mass Communication
Introduction to Electronic Media
Production Techniques
Broadcast Announcing
Basic Radio Production
Advanced Radio Production
Broadcast Station Management