

CURRICULUM VITAE

Fran R. Matera, Ph.D.

**Walter Cronkite School of Journalism and Mass Communication
Arizona State University**

CONTACT

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EDUCATION

Ph.D. Educational Administration, University of Miami (1986)
M.A. Communication, Goddard College (1980)
B.S. Communication, Florida International University (1976)
A.A. Business, Miami-Dade Community College (1974)

TEACHING EXPERIENCE

1995- Associate Professor (tenured)
Walter Cronkite School of Journalism and Mass Communication
Arizona State University
Phoenix, Arizona

1989-1995 Assistant Professor
Walter Cronkite School of Journalism and Telecommunication
Arizona State University
Tempe, Arizona

1986-1989 Assistant Professor
School of Communication
University of Miami
Coral Gables, Florida

1982-1986 Instructor
School of Communication
University of Miami
Coral Gables, Florida

1977-1980 Instructor
Department of Communications
Florida International University
Miami, Florida

PROFESSIONAL EXPERIENCE

1981-1982 Public Relations Counselor
Bruce Rubin Associates
Coral Gables, Florida

1980-1981	Public Relations Counselor Ev Clay Associates Coral Gables, Florida
1979	Public Information Associate United Way of Dade County Miami, Florida
1976-1979	Night Copy Chief/Copy Editor <i>The Miami News</i> Miami, Florida
1975	Publications Production Coordinator University Relations Florida International University Miami, Florida

HONORS

Nominee, ASU Parents Association Professor of the Year (2010)

Nominee, ASU Student Engagement, *Last Lecture Series* (2010)

Wakonse Fellow, ASU Center for Learning and Teaching Excellence, Camp Tontozona (May 2007)

Faculty Fellow, National Association of Television Program Executives, Las Vegas, (January 2005)

Nominee, ASU Co-Curricular Programs, *Last Lecture Series* (2004)

ASU Faculty & Academic Professional Recognition, Student Affairs, (October 2002; October 2003)

Teaching Fellow, ASU Lincoln Center for Applied Ethics (2001-02)

Versatility Award (Teaching, Research and Service), Cronkite School of Journalism and Telecommunication, (1998-99)

Leg of the Stool Award (Service), Cronkite School of Journalism and Telecommunication, (1996-97)

Triple Threat Award (Teaching, Research and Service), Cronkite School of Journalism and Telecommunication, (1995-96)

Leg of the Stool Award (Service), Cronkite School of Journalism and Telecommunication (1994-95)

Versatility Award (Teaching, Research and Service), Cronkite School of Journalism and Telecommunication (1993-94)

Versatility Award (Teaching, Research and Service), Cronkite School of Journalism and Telecommunication (1992-93)

Adviser of the Year, Rocky Mountain District, Public Relations Student Society of America, (1991)

Distinguished Alumni Award, Florida International University (1989)

Omicron Delta Kappa, National Leadership Honor Society (1987-present)

Agnes Hatfield Scholarship, Women in Communications (1984-1985)

Outstanding Young Women of America (1980)

The Benjamin Franklin Award for Excellence in Communication, Florida International University (1977)

Phi Theta Kappa Honor Fraternity (1972-1974)

Faculty Competitions

Gold Award/First Place (Travelogue), Worldfest Houston International Film Festival, *Arizona Crossroads: 66 Memories*, Houston, Texas (1998)

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

Bronze Award (Film & Video Production), Worldfest Charleston International Film Festival, *Arizona Crossroads: 66 Memories*, Charleston, S.C., (1997)

Finalist, Worldfest Charleston Documentary Competition, *John Henry Waddell*, Charleston, S.C. (1995)

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

Finalist, Sinking Creek Documentary Competition, *John Henry Waddell*, Vanderbilt University, Nashville, Tenn. (1995)

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

Honorable Mention (Video Production) EPIC Award, *John Henry Waddell*, Women in Communications, Inc., Phoenix (1995)

Award of Merit, Rochester International Independent Film Festival, *Arizona Crossroads: Along Old Route 66* (1995)

Winner, **Regional Silver Quill Award** (Video Production), International Association of Business Communicators, *Arizona Crossroads: Along Old Route 66*, Phoenix (1994)

Finalist, Worldfest Charleston Documentary Competition, *Arizona Crossroads: Along Old Route 66*, Charleston, S.C. (1994)

Rocky Mountain Emmy nomination, National Academy of Television Arts & Sciences, *Arizona Crossroads: Along Old Route 66*, Phoenix (1994)

First Place Award (Video Production) EPIC Award, *Arizona Crossroads: Along Old Route 66*, Women in Communications, Inc., Phoenix (1994)

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

First Place Award (Cultural Documentary), National Silver State Video Production Competition, *Arizona Crossroads: Along Old Route 66*, Las Vegas (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 Dr. John Craft and Melissa Wilson). Southwest Education Council for Journalism and Telecommunication, Lubbock, Texas, (1993)

Rocky Mountain Emmy nomination, National Academy of Television Arts & Sciences, *Ride and Rope 'em Cowboys*, Phoenix (1992)

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

Student Competitions

Phoenix Zoo Komodo Dragon Experience Campaign. Launch of the Zoo’s latest exhibit focusing on media exposure and its Capital Campaign (November 2009)

First Place, Zenith Award, PR Campaigns category (2010)
National award honoring outstanding work of undergraduate PR students; sponsored by Ketchum PR and Weber Shandwick

Forever Forward. Website design by Matera, F. and Martinez, A. In support of NASA PR campaign -- www.foreverforward.us (May 2006 to present)

WorldFest/Houston International Film Festival, juried competition
Gold Winner, New Media Award/Website category (2007)

Discovery (The Park/Grandpa). Two 30-second messages featuring original graphics, animation and music highlighting NASA’s vision of exploration and discovery.

WorldFest/Houston International Film Festival, juried competition
Platinum Winner, *The Park*, Print PSA (2006)

Gold Winner, *Grandpa*, PSA/Commercial category (2006)
Silver Winner, *The Park*, PSA/Commercial category (2006)

Accolade, juried competition
Winner, **Honorable Mention** (2006)

Tee-minus. A :30 Public Service Announcement for NASA (2005-06). Airing on NASA-TV (cable and satellite) (2006 to present)

WorldFest/Houston International Film Festival, juried competition
Gold Winner, *Tee-minus*, Low Budget category (2007)

Accolade, juried competition
Winner, **Award of Excellence** (2006)

International Space Station. A :30 Public Service Announcement featuring original graphics, animation and music highlighting NASA's journey into space.

Worldfest Houston International Film Festival, juried competition
Platinum Award, Commercials/PSAs – International (2005)

Grand Prize Recipient, NASA Means Business Student Competition (Faculty Adviser to Arizona Students Present Interesting Research to Everyone – **ASPIRE**)

ASU student team won this national competition four years in a row while program was funded. Final Projects and original Public Service Announcements were presented each year to the Space Mission Directorate of NASA at its Washington, D.C. headquarters (2004-2007). Guests included top leadership of all major departments within NASA including the agency's chief administrator.

Johnson Space Center, **2004**
Kennedy Space Center, **2005**
Kennedy Space Center, **2006**
Kennedy Space Center, **2007**

GRANTS

NASA Means Business Competition/Travel Grants (2004-2007) awarded through NASA and the Texas Space Grant Consortium to support student participation as national finalists.

- \$1,000 Grant, NASA Means Business (competition) (2003-2004)
- \$1,000 Grant, NASA Means Business (competition) (2004-2005)
- \$1,000 Grant, NASA Means Business (competition) (2005-2006)
- \$1,000 Grant, NASA Means Business (competition) (2006-2007)

- \$600 Travel Grant, NASA, Johnson Space Center, Houston, Texas (2005)
- \$1,500 Travel Grant, NASA, Kennedy Space Center, Cocoa Beach, Florida (2005)
- \$1,500 Travel Grant, NASA, NASA Headquarters, Washington, D.C. (2005)

- \$600 Travel Grant, NASA, Johnson Space Center, Houston, Texas (2006)
- \$1,500 Travel Grant, NASA, Kennedy Space Center, Cocoa Beach, Florida (2006)
- \$1,500 Travel Grant, NASA, NASA Headquarters, Washington, D.C. (2006)

- \$600 Travel Grant, NASA, Johnson Space Center, Houston, Texas (2007)
- \$1,500 Travel Grant, NASA, Kennedy Space Center, Cocoa Beach, Florida (2007)
- \$1,500 Travel Grant, NASA, NASA Headquarters, Washington, D.C. (2007)

Traditional vs. Town Hall Debates, Dean's Incentive Grant, (Summer 2006)

Lincoln Center for Applied Ethics, Arizona State University. Grant support to develop a media ethics curriculum in the Cronkite School (2001-2002)

Online Journalism, Instructional Grant from Gannett to develop and teach a three-credit intensive course designed to enhance online reporting skills (2002, 2003)

Internet Uses and Gratifications: Understanding Voter Motivations of Hispanics in Arizona, Dean's Incentive Grant, College of Public Programs, Arizona State University (2000-2001)

Summer Journalism Institute.com, Instructional Grant to teach online journalism workshop to Arizona high school journalism instructors, *The Arizona Republic/AzCentral* (1999-2001)

Private Voices/Public Choices, Production Grant, with Professor Steve Doig, Center for Urban Studies, Arizona State University (1998)

Arizona Crossroads: 66 Memories, Post Production Grant, with Dr. John Craft, SRO Communications/The Phoenix Suns, Phoenix, Arizona (1997)

Arizona Crossroads: 66 Memories, Post Production (Audio) Grant, with Dr. John Craft, Great Scott Productions, Phoenix, Arizona (1997)

Arizona Crossroads: Along Old Route 66 Part II, with Dr. John Craft, Arizona Broadcast Rentals, to produce a 30-minute video documentary on Route 66 (1996)

Arizona Crossroads: Along Old Route 66 Part II, with Dr. John Craft, Winslow Chamber of Commerce, to produce a 30-minute video documentary on Route 66 (1995)

Arizona Crossroads: Along Old Route 66 Part II, with Dr. John Craft, Dean's Incentive Grant, College of Public Programs, Arizona State University (1994-95)

Arizona Crossroads: Along Old Route 66, with Dr. John Craft, Cronkite School and College of Public Programs, Arizona State University, to distribute documentary on video format (1994)

Arizona Crossroads: Along Old Route 66 Part II, with Dr. John Craft, Arizona State Parks, Historic Preservation Office, to produce a 30-minute video documentary on Route 66 (1994-95)

Journalists as Panelists in Televised Political Debates, Dean's Incentive Grant, College of Public Programs, Arizona State University (1993-94)

Arizona Crossroads: Along Old Route 66, Pre Production, with Dr. John Craft, Dean's Incentive Grant, College of Public Programs, Arizona State University (1993-94)

Arizona Crossroads: Route 66, Post Production Grant, with Dr. John Craft, SRO Communications/The Phoenix Suns, Phoenix, Arizona (1994)

Arizona Crossroads: Along Old Route 66, Media Planning Grant, with Dr. John Craft, Arizona Humanities Council, Phoenix, Arizona (1991)

The Beauty of Individual Differences: A Television Documentary, with Dr. John Craft, Dean's Incentive Grant, College of Public Programs, Arizona State University (1990-91)

Ethics and The Ethnic Factor, Dean's Incentive Grant, College of Public Programs, Arizona State University (1989-90)

Jerome Robbins: A Television Documentary, Video Planning Grant, with Dr. John Craft, Dean's Incentive Grant, College of Public Programs, Arizona State University (1989-90)

Tropes as Indicators of Bias, General Research Grant, University of Miami (1988-89)

PUBLICATIONS

Juried Articles:

"Arizona's Route 66 as an Image of Technology," with Dr. John Craft, in W. Wright and S. Kaplan (Eds.) Selected Papers on the Image of Technology in Literature, the Media, and Society 1994 Conference, Society for the Interdisciplinary Study of Social Imagery. Pueblo, Col.: University of Southern Colorado Press, pages 136-140

"A Blast of Bad Journalism?" *Editor & Publisher*, September 2, 1989, pages 52, 42. (Reprinted in the Columbus (Ohio) Dispatch.)

"Bowling Over College Athletes." *Editor & Publisher*, January 30, 1988, pages 53, 36.

"The Consequence of Mixing Sports, News and Politics." *Editor & Publisher*, January 12, 1991, page 52.

"The Electronic Lawyer," *Satellite Orbit*, November 1990, pages 34, 35.

"Ellipsis and Eclipse as Indicators of Bias: The Miami Herald's Coverage of Cuban Issues," *American Journalism*, Winter 1991, pages 35-47.

"An Ethnic Community at Odds with the Local Newspaper: The Miami Herald's Coverage of Cuban Issues," *Fundacion*, February 1992, pages 25-39.

"Feminists and the Funnies." *Editor & Publisher*, October 24, 1987, pages 68, 52. Quoted in the New Yorker magazine, December 7, 1987 issue.

"Dealing with 'Tabloid' Broadcasters," *Public Relations Journal*, May 1990, pages 32-33.

"Developing Hypotheses to Partially Explain, Operative, Motivational Structures in the Fantasy vs. Reality Seeking Behavior when Selectively Perceiving Television Content," with Dr. John Craft and Melissa Wilson, *Southwestern Mass Communication Journal*, Vol. 9, No. 2, 1994.

"Issue Salience and the Third-Person Effect: Perceptions of Illegal Immigration," with Dr. Michael Salwen, *World Communication*, Vol. 28, No. 3, 1999, pages 11-27.

"Public Salience of Foreign Issues," with Dr. Michael Salwen, *Journalism Quarterly*, Autumn 1992, 69:3, pages 623-632.

"Setting the News Agenda with an Ethnic-Relevant Topic: Public Salience of Illegal Immigration," with Dr. Michael Salwen, *The Howard Journal of Communications*, 1997, December 1997, 8:4, pages 329-341.

"Speaking Up for One's Views: Support for Radio Marti Among Miami's Cubans and Non-Cubans," with Dr. Michael Salwen, *International Journal of Intercultural Relations*, 1992, 16:2.

"Tropes as Indicators of Bias: The Miami Herald's Coverage of Cuban Issues." Monograph, Institute of InterAmerican Studies, University of Miami, Fall 1990.

"Willingness to Discuss Official English: A Test of Three Communities," with Dr. Michael Salwen and Dr. Carolyn Lin, *Journalism Quarterly*, Vol. 71, No. 2, Summer 1994, pages 282-290.

"Unwieldy Questions? Circuitous Answers? Journalists as Panelists in Televised Political Debates," with Dr. Michael Salwen, *Journal of Broadcasting & Electronic Media*, Vol. 40, No. 3, Summer 1996, 309-317.

Juried Creative Presentation:

"John Henry Waddell: The Beauty of Individual Differences," with Dr. John Craft. Presented at the Association for Education in Journalism and Mass Communication Conference in Washington, D.C., (August 1995).

Books:

Translated edition. Public Relations Campaigns: Building Bridges into the 21st Century, with Ray Artigue, APR. Boston: Pearson, 2009. People's Republic of China.

Public Relations Campaigns: Building Bridges into the 21st Century, with Ray Artigue, APR. Boston: Allyn & Bacon, 2000. United States.

Public Relations Campaigns: Building Bridges into the 21st Century (Instructor's Manual), with Ray Artigue, APR. Boston: Allyn & Bacon, 2000.

Book Chapter:

"WTVJ/Channel 4: Wolfson, Renick and 'May the Good News Be Yours,'" in Television in America: Pioneering Stations, by Donald Godfrey and Michael Murray, (Dubuque, Iowa: Iowa State University Press), 1996.

"Hispanic listeners and radio markets," "Hispanic music formats," and "Ethnic issues/ethnic music" entries in Historical Dictionary of American Radio, Donald Godfrey and Frederic Leigh (Westport, CT: Greenwood Publishing Group, Inc.), 1998.

Book Reviews:

The Unseen Power: Public Relations -- A History, Scott M. Cutlip, *World Communication*, Vol. 25, No. 1, Winter 1996, 46.

Juried Presentations:

"The Dilemma of Embedded Promotions in Broadcast News." Presentation at the Broadcast Education Association National Convention, Las Vegas (April 2009)

"Ethical Issues Involving Radio and TV Marti." Presented at the Howard University Communications Conference in Washington, D.C. (October 1990)

"Ethics in Government Foreign Broadcasts: The Case of Radio Marti." Presented at the International Communications Ethics Conference at the University of Missouri in Columbia (April 1990)

"Radio Marti and Radio Rebelde's Coverage of the AIDS Crisis in Cuba." Presented at the Intercultural Communication Conference on Latin America and the Caribbean in Miami, Fla. (February 1988).

"Tropes and Analysis of Instances of Ellipsis and Eclipse." Presented at the West Coast Journalism Historians Conference in San Francisco (February 1990)

"Use of Formal and Informal Research in Public Relations Journals: A Content Analysis." Presented to the Educators Section of the Public Relations Society of America in Denver, Colo. (October 1984)

Juried Papers:

"Agenda-Setting with an Ethnic-Relevant Topic: Ethnicity and Public Salience of Illegal Immigration," with Dr. Michael Salwen. Presented at the Association for Education in Journalism and Mass Communication Conference in Anaheim, Calif. (August 1996)

"Arizona Crossroads: Along Old Route 66," with Dr. John Craft. Presented at the Southwest and Texas Popular Culture Association Conference in Kingsville, Texas (February 1993)

"Arizona's Route 66," with Dr. John Craft. Presented at the Visual Communication Conference, Jackson Hole, Wyoming (June 1993)

"Along Old Route 66," with Dr. John Craft. Presented at the Popular Culture Association Conference in New Orleans (April 1993)

"Conflictive News Coverage: Public Salience of Foreign Nations," with Dr. Michael Salwen. Presented at the Association for Education in Journalism and Mass Communication Conference in Minneapolis, Minn. (August 1990)

"The Diffusion of Cable Television: An Examination of the Rhetoric of the Forces Driving its Development," with Dr. John Craft. Presented at the Southwest Education Council for Journalism and Mass Communication in Lewisville, Texas (October 1990)

"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 Dr. John Craft and Melissa Wilson. Presented at the Southwest Symposium on Journalism and Mass Communication in Lubbock, Texas (October 1993)

"The Image and Metaphors of Technology: Route 66," with Dr. John Craft. Presented to the Society for the Study of Social Imagery, Colorado Springs, Co. (March 1994)

"Individual Determinants Operative in Selecting Fantasy vs. Reality Content in the Visual Media," with Dr. John Craft and Melissa Wilson. Presented at the Visual Communication Conference, Feather River, Calif. (June 1994)

"The International News Agenda: The Effect of Coverage Over Time," with Dr. Michael Salwen. Presented at the International Communication Association Conference in Dublin, Ireland (June 1990)

"Issue Salience and the Third-Person Effect: Perceptions of Illegal Immigration in a Southwestern Region," with Dr. Michael Salwen. Presented at the Association for Education in Journalism and Mass Communication Conference in Chicago (August 1997)

"The Making of a Video Documentary: The Beauty of Individual Differences," with Dr. John Craft, Visual Communications Conference, Flagstaff, Ariz. (June 1995)

"Network News, Cable TV and Telcos: An Historical Examination of the Rhetorical Forces Affecting the Electronic Distribution of Information to the American Television Public," with Dr. John Craft. Presented to American Journalism Historians Association conference in Salt Lake City, Utah (October 1993)

"Persian Gulf War Correspondents' Attitudes Toward the Pentagon's Information Management Campaign: Annex Foxtrot," with Patrick M. O'Rourke. Presented at the Southwest Symposium of the Southwest Education Council for Journalism and Mass Communication in Flagstaff, Ariz. (October 1994)

"The Portrayal of Arabs in American Films 1990-1999: Movie Stereotypes from Fantasy to Fanaticism," with Dina Raad. Presented at the Fifth Annual Arab-U.S. Association for Communication Educators International Conference and First Yarmouk University International Communication Conference in Irbid/Amman, Jordan (November 2000)

"Reporting AIDS on Radio Marti and Radio Rebelde," with Dr. Michael Salwen. Presented at the Eastern Communication Association Conference in Baltimore, Md. (April 1988)

"Speaking Up for One's Views: Support for Radio Marti Among Miami's Cubans and Non-Cubans," with Dr. Michael Salwen. Presented at the Association for Education in Journalism and Mass Communication Conference in Washington, D.C. (August 1989).

"Support for 'Official English': A Test of Three Communities," with Dr. Michael Salwen and Carolyn Lin. Presented to the Midwest Association for Public Opinion Research in Chicago, Ill. (November 1991)

"Tropes as Indicators of Bias: The Miami Herald's Coverage of Cuban Issues." Presented at the Intercultural Communication Conference on Latin America and the Caribbean in Miami, Fla. (February 1989)

"Unwieldy Questions? Circuitous Answers? Journalists as Panelists in Televised Political Debates," with Dr. Michael Salwen, International Communication Association Conference in Albuquerque, N.M. (May 1995)

Invited Papers:

"Cuban Issues and The Miami Herald." Presented as part of the Distinguished Visiting Professor Series, Miami-Dade Community College (March 1990)

"Ethics and Public Relations," Women in Communications Seminar, Miami, Fla. (September 1989).

"International Flow of Communications and the Third World Information Order," United States Information Agency, Washington, D.C. (March 1989)

Documentaries:

Private Voices/Public Choices. Principal investigator, researcher, writer, five, 5-minute segments and two, 30-minute documentaries in cooperation with KAET-TV/Channel 8 producer Paul Atkinson. This year-long joint civic journalism project, with underwriting from the ASU Center for Urban Studies, aired over the PBS affiliate (June, July, August, September and October 1998)

Arizona Crossroads: 66 Memories. Producer, writer, researcher, 30-minute documentary, with Dr. John Craft, November 1997. Aired over Phoenix Channel 11 (December 1997)

John Henry Waddell. Producer, 30-minute documentary, with Dr. John Craft, Phoenix (1995)

Arizona Crossroads: Route 66. Producer, writer, researcher, 30-minute documentary, with Dr. John Craft, October 1993. Aired over the Pacific Mountain Network (50+ Public Broadcasting Stations nationwide), Phoenix Channel 11, Educational Channel 20, Citycable 7, Glendale Access Cable and in smaller Arizona communities (November and December 1993)

TCI Cable, Scottsdale, Arizona, 1993, 1994, 1995
Cox Communication, Phoenix, Arizona, 1993, 1994, 1995

KYUK-TV, Bethel, Alaska, 1995
KAET-TV, Tempe, Arizona, 1995
KUAT-TV, Tucson, Arizona, 1995
KEET-TV, Eureka, California, 1995
KOCE-TV, Huntington Beach, California, 1995
KLCS-TV, Los Angeles, California, 1995
KVCR-TV, San Bernardino, California, 1995
KTEH-TV, San Jose, California, 1995
KBDI-TV, Denver, Colorado, 1995
KRMA-TV, Denver, Colorado, 1995
WLRN-TV, Miami, Florida, 1995
WSRE-TV, Pensacola, Florida, 1995
WFSU-TV, Tallahassee, Florida, 1995
WUSF-TV, Tampa, Florida, 1995
WGTV-TV, Atlanta, Georgia, 1995
KHET-TV, Honolulu, Hawaii, 1995
WEIU-TV, Charleston, Illinois, 1995
WNIT-TV, Elkhart, Indiana, 1995
WTBU-TV, Indianapolis, Indiana, 1995
WYIN-TV, Merrillville, Indiana, 1995
KTWU-TV, Topeka, Kansas, 1995

KOOD-TV, Bunker Hill, Kansas, 1995
WLAE-TV, New Orleans, Louisiana, 1995
KAWE-TV, Bemidji, Minnesota, 1995
KETC-TV, St. Louis, Missouri, 1995
KUSM-TV, Bozeman, Montana, 1995
KNME-TV, Albuquerque, New Mexico, 1995
KENW-TV, Portales, New Mexico, 1995
WNED-TV, Buffalo, New York, 1995
WMHT-TV, Schenectady, New York, 1995
WCNY-TV, Syracuse, New York, 1995
WBGU-TV, Bowling Green, Ohio, 1995
WYBE-TV, Philadelphia, Pennsylvania, 1995
WDCN-TV, Nashville, Tennessee, 1995
KACV-TV, Amarillo, Texas, 1995
KLRU-TV, Austin, Texas, 1995
KEDT-TV, Corpus Christi, Texas, 1995
KMBH-TV, Harlingen, Texas, 1995
KNCT-TV, Killeen, Texas, 1995
WNVT-TV, Falls Church, Virginia, 1995
WNVC-TV, Fairfax, Virginia, 1995
KWSU-TV, Pullman, Washington, 1995
KTNW-TV, Richland, Washington, 1995
KSPS-TV, Spokane, Washington, 1995
WMVS-TV, Milwaukee, Wisconsin, 1994, 1995
KCWC-TV, Riverton, Wyoming, 1995

Media Coverage:

Newsletter: "Route 66 documentary in demand on cable TV," *The Journalist*, (Winter 1995).

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

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

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

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

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

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

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

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

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

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

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

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

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

- Radio: "Arizona Crossroads: Along Old Route 66," The Entertainment Minute, KTAR-Radio, September 4, 1995.
- Magazine: "Arizona Crossroads: Along Old Route 66," Road Views, *Route 66 Magazine*, Fall 1995.
- Magazine: "Arizona Crossroads: Along Old Route 66," Roadnews, *Route 66 Magazine*, Fall 1995.
- Magazine: "Arizona Crossroads: Along Old Route 66," *Road Signs Magazine*, Fall 1995.
- Magazine: "Arizona Crossroads: Along Old Route 66," Road Views, *Route 66 Magazine*, Winter 1995
- Magazine: "Arizona Crossroads: Along Old Route 66," *KAET Magazine*, September 1995

The Beauty of Individual Differences: The Work of John Waddell. Assistant producer, 30-minute documentary, with Dr. John Craft, Arizona Humanities Council, 1991. Aired on more than 50 Public Broadcasting Stations nationwide.

KCWC-TV, Riverton, Wyoming, 1995
TCI Cable, Scottsdale, Arizona, 1995
Cox Communication, Phoenix, Arizona, 1995
Phoenix Channel, Phoenix, Arizona, 1995
KAET-TV, Tempe, Arizona, 1996
KOCE-TV, Huntington Beach, California, 1996
KIXE-TV, Redding, California, 1996
KVCR-TV, San Bernardino, California, 1996
WEIU-TV, Charleston, Illinois, 1996
WTIU-TV, Bloomington, Indiana, 1996
WTBU-TV, Indianapolis, Indiana, 1996
WYIN-TV, Merrillville, Kentucky, 1996
WKAS-TV, Ashland, Kentucky, 1996
WKGB-TV, Bowling Green, Kentucky, 1996
WCVN-TV, Covington, Kentucky, 1996
WKZT-TV, Elizabethtown, Kentucky, 1996
WKHA-TV, Hazard, Kentucky, 1996
WKLE-TV, Lexington, Kentucky, 1996
WKMJ-TV, Louisville, Kentucky, 1996
WKMA-TV, Madisonville, Kentucky, 1996
WKMR-TV, Morehead, Kentucky, 1996
WKMU-TV, Murray, Kentucky, 1996
WKOH-TV, Owensboro, Kentucky, 1996
WKON-TV, Owenton, Kentucky, 1996
WKPD-TV, Paducah, Kentucky, 1996
WKPI-TV, Pikeville, Kentucky, 1996
WKSO-TV, Somerset, Kentucky, 1996
WTVS-TV, Detroit, Michigan, 1996
KAWE-TV, Bemidji, Minnesota, 1996
KUSM-TV, Bozeman, Montana, 1996
KTNE-TV, Alliance, Nebraska, 1996
KMNE-TV, Bassett, Nebraska, 1996
KHNE-TV, Hastings, Nebraska, 1996
KLNE-TV, Lexington, Nebraska, 1996
KRNE-TV, Merriman, Nebraska, 1996
KXNE-TV, Norfolk, Nebraska, 1996
KPNE-TV, North Platte, Nebraska, 1996
KYNE-TV, Omaha, Nebraska, 1996

KNME-TV, Albuquerque, New Mexico, 1996
WNYE-TV, Brooklyn, New York, 1996
WCYN-TV, Syracuse, New York, 1996
KFME-TV, Fargo, North Dakota, 1996
KDSE-TV, Dickinson, North Dakota, 1996
KJRE-TV, Ellendale, North Dakota, 1996
KGFE-TV, Grand Forks, North Dakota, 1996
KBME-TV, Bismarck, North Dakota, 1996
KSRE-TV, Minot, North Dakota, 1996
KWSE-TV, Williston, North Dakota, 1996
WYBE-TV, Philadelphia, Pennsylvania, 1996
KLRU-TV, Austin, Texas, 1996
KMBH-TV, Harlingen, Texas, 1996
WSWP-TV, Beckley, West Virginia, 1996
WPBY-TV, Huntington, West Virginia, 1996

Ride and Rope 'em Cowboys. Assistant producer, 15-minute documentary, Arizona High School Rodeo Association, 1991. Best Non-Fiction Documentary, Broadcast Education Association Conference, Las Vegas, April 1992. Emmy Nomination, Rocky Mountain Emmy Competition, National Academy of Television Arts and Sciences, Phoenix, May 1992.

KUSK-TV, Prescott, Arizona, 1992
Phoenix Channel 11, Phoenix, Arizona, 1992
KCWK-TV, Riverton, Wyoming, 1995
TCI Cable, Scottsdale, Arizona, 1993, 1994, 1995

Videotapes:

Ethics and Image-Making. A five-episode series, (60 minutes each) featuring nationally-recognized members of the media and government, Miami, Fla. (June 1988)

Ethics: A Crisis Issue?

Reality: Media and Image

Enhancing Image: The Ethics Challenge

Ethics and Portraying Image

Whose Image? Whose Ethics?

Crisis in Credibility. A five-episode series, (60 minutes each) featuring nationally-recognized members of the media, business and government, Miami, Fla. (June 1987)

When Government Deceives

Who Shapes the News?

Information and Disinformation

Shading Perceptions of the News

Keeping Government Honest and Media Alert

CONFERENCES ATTENDED

Broadcast Education Association Conference, Las Vegas (April 1994; April 1999; April 2009)

Television Critics Association (Press Tour), Burbank, Calif. (January 2005; Beverly Hills,

July 2005; Pasadena, January 2006; Pasadena; July 2006)

National Association of Television Program Executives, Las Vegas (January 2005)

American Astronautical Society, Houston, Texas (November 2005)

Association for Education in Journalism and Mass Communication (Washington, D.C., 1989; Atlanta, Ga., August 1994; Anaheim, Calif., August 1996; Chicago, August 1997; Phoenix, August 2000; Miami Beach, August 2002, Kansas City, 2003)

Southwest Conference for Journalism and Mass Communication (Tempe, Ariz. (moderator) 1989; Flagstaff, Ariz., October 1994; Tempe, Ariz., November 2000)

Intercultural Communication Conference on Latin America and the Caribbean, University of Miami, Miami, Fla. (1988, 1989, 2000)

Visual Communication Conference, Feather River, Calif. (June 1994; Flagstaff, Ariz., June 1995)

Visual Communication Conference, Feather River, Calif. (June 1994)

Route 66 Forum, Arizona Department of Parks, Flagstaff, Ariz. (May 1994)

Society for the Interdisciplinary Study of Social Imagery, Colorado Springs, Col. (March 1994)

Public Relations Society of America (Orlando, Fla. 1993; Phoenix, 1991; San Francisco, Atlanta, Washington, D.C., 1982-86)

American Association of Journalism Historians, Salt Lake City, Utah (October 1993)

International Popular Culture Association Conference, New Orleans, La. (April 1993)

Southwest and Texas Popular Culture Association Conference, Kingsville, Texas (February 1993)

International Communications Ethics Conference, Columbia, Mo. (1990)

West Coast Journalism Historians Conference, San Francisco (1990)

Women in Communication, Inc. Communication Seminar, Miami, Fla. (1989)

Eastern Communication Association Conference, Baltimore, Md. (April 1988)

Women in Communication, Inc., panelist and moderator on nature of public relations, Miami, Fla. (1984, 1985, 1986)

Women in Communication, Date with the Press, Miami, Fla. (1984-86)

CONFERENCE COORDINATOR

"Ethics: When Cultures Clash," media sessions, ASU Lincoln Center for Applied Ethics, (February 2003)

"Cultural and Media Messages: Response and Responsibility," major sponsorship by the Cronkite School of Journalism and Telecommunication (April 6-7, 1995)

"Media Ethics Seminar," coordinator for Tempe Leadership group, in conjunction with the *Tempe Tribune*, at KAET/Channel 8 studios (March 1995)

"Ethics and Image-Making," a week-long class/conference sponsored by the University of Miami School of Communication and the Office of Summer Programs, Miami, Fla. (June 20-24, 1988)

"Crisis in Credibility," a week-long class/conference sponsored by the University of Miami School of Communication and the Office of Summer Programs, Miami, Fla. (June 22-26, 1987)

EDITORIAL ASSISTANT

Fiction, *Strike Midnight*, Servant (1994).\

Non-fiction biography, *What's in it for Me?* HarperCollins (1992)

Non-fiction biography, *Quitting the Mob* for HarperCollins (1992)

"Media Ethics," Chapter 14 in *Modern Mass Media* by J. Merrill, E.J. Friedlander Harper Collins (1990)

Non-fiction biography, *Get Me Ellis Rubin!: The Life and Times of a Courtroom Maverick* St. Martin's Press (November 1989)

Non-fiction biography, *Are You Lonesome Tonight?* Random House (June 1987) (*New York Times* Best Seller)

Monograph, *Associations in Action: The Washington, D. C. Higher Education Community* by Professor Harland G. Bloland (1985)

Instructional manual on video display terminals, *A VDT Primer: A Guide to Electronic Editing* (1980)

SERVICE ACTIVITIES

Academic Service at Arizona State University (since 1989):

Cronkite School:

Master of Mass Communication (M.M.C.) research project thesis committees

Served on 75 committees, chairing 39 and as a member on 36 from 1990-2007. Thesis no longer required in MMC. Thesis topics available upon request.

J. Kimball Hansen (member)
Monique Herbert (chair)
Ann Levine (chair)
John Boyle (member)
David Powell (chair)
Charlene McCann (member)
Matt Crum (chair)
DeNel Sedo (chair)
Jyothsna Moudgal (member)
Cecilia Marquis (chair)
Jackie Rutyna (chair)
Sheri Scavo (chair)
Florence Burden (member)
Renea Nash (member)
Patrick O'Rourke (chair)
Cleo Jane Bachus (chair)
Vibeka Sen Gupta (member)
Katherine Wasiak (chair)
Julie Gorman (chair)
Alana Mickelson (member)
Donna Roth (member)
John Bozicevic (member)
Valerie Lopez (member)
Melissa Miller (chair)
Terri Thorson (chair)
Jim Fickess (member)
Kris Axtman (member)
Heidi Harris (member)
Diane Boudreau (member)
Stacy Ellsworth (chair)
Connie Watson (member)
Babak Deghanpisheh (chair)
Gary Ulik (member)

Michelle Novoa (member)
Karina Bland (chair)
Teri Lanza (member)
Jeri Livesay (member)
Rekha Parthasarathy (chair)
Jennifer Pringle (chair)
Mark Cohen (chair)
Nancy Linville (chair)
Karen McGeath (chair)
Robert Cosburn (member)
Margot Prom (member)
Gerald Mueller (member)
Danielle Beaugureau (member)
Rosanne McSweeney (chair)
Kimberly Hill (chair)
Steven Landes (member)
Bryna Jacobs (chair)
Tara Martin (chair)
Jennifer Pool (member)
Julie Ruiz Esquer (member)
Wayne Ganz (chair)
Robert Guthrie (chair)
Wallace Campbell (member)
Laura Devany (member)
Vedatrayee Banerjee (chair)
Ina Smith Zajac (member)
Manuel Romero (member)
Elyse Fitzhugh (chair)
Priscilla Hernandez (chair)
Lisa Tidwell (chair)
Nollie Haws (chair)
Ayana Meraz (chair)
Liza Marques (chair)
Vincent Funari (chair)
Morgan Westman Estabrook (member)
Adam Gonzales (chair)
Shannon Novotne (chair)
Neil Kuczynski (member)
Kalea Yoshida (member)
Danielle Westerman (member)
Elizabeth Gessell (member)
Tatiana Domenico (chair)

MA Committee:

David Cannella/Justice Studies (member)

Practicum:

Gregory Taylor (chair)
Sophia Fuka (chair)

Honors Thesis Committee/Barrett, The Honors College:

Robert Connelly (member)
Kari Wilkinson (chair)
Sebastien Willefert (member)
Morgan Westman (member)
Jennifer Kitson (chair)
Cecily Fuller (member)

Committees:

Dean's Research Grants Review Committee (2009)
Faculty Senator, Cronkite School, Downtown Campus (2009-present)
Personnel Committee (member, 1995 to present; chair, 2001-02; 2005-06)
Search Committee, PR Lab Director (Spring/Fall 2008)
Peer Evaluator/Third Year Review/Tenure Review of Dr. Xu Wu (2008, 2010)
Selection Committee, Dean's Incentive Grants (2007)
Graduate Student Admissions Committee (2007)
Graduate Studies Subcommittee (November 2006)
Graduate Curriculum Committee (Fall 2006/Spring 2007)
Faculty Participant, Hermosillo, Mexico Program (June 2006)
Lecturer, Universidad de Noroeste, Hermosillo, Mexico (June 2006)
Strategic Media & Public Relations concentration coordinator (1991-2005)
PR Internship Fair, Coordinator (2004, 2005, Spring 2006)
Scholarship Committee (1991-2004)
Student Media Advisory Board (1998-2003; co-chair, 2001-2004).
Online/New Media Committee (1998-2004)
Executive Committee – Advisory to Director (1998-99; 2001-2005)
60th Anniversary of the ASU Graduate College (1998)
Graduate Council Representative (Ed.D. defense, 1998)
Search Committee, Director of Student Media (2001-2002)
Search Committees, co-chair (Broadcast Journalism, News Editorial, New Media positions) (2000-01)
Search Committees, member (Broadcast News, Broadcast Management, Public Relations positions) (1993-94)
Search Committees, co-chair (Public Relations) (1994-95)
Search Committee, co-chair (Knight Chair in Computer-Assisted Journalism) (1995-96)
Graduate Studies Committee, member (1995-98; chair, Fall 1996; Spring 2001)
Graduate Paper Competition, judge (1995-98)
Curriculum Committee, member (1995-98)
Affirmative Action Workshop, representative (September 1996)

Professional Outreach:

Recruited for-profit and non-profit organizations to act as clients for the senior-level PR Campaigns students. Student teams consult with community organizations and their leadership, conduct original research, develop an in-depth strategic plan and media materials on behalf of their client. Final projects are presented formally to all clients, students and guests on a designated day at the conclusion of each semester. This no cost service is offered as a measure of embeddedness and commitment to the Valley. A sampling of clients include:

- Actors Theatre Phoenix
- American Liver Foundation
- Arizona Highways Magazine
- Next Chapter/Arizona
- Palo Verde Nuclear Generating Station
- Paradise Bakery & Café

- Arizona Trail Association
- Blue Cross/Blue Shield of Arizona
- Broadcast Education Association Media Festival
- Campfire Arizona
- City of Phoenix Planning Department
- Friends of the Phoenix Public Library
- Joni & Friends
- Local First Arizona Foundation
- Medicis
- Metro Phoenix Partnership for Arts & Culture
- NASA Space Grant Program
- Phoenix Children's Hospital
- Phoenix ComiCon
- Phoenix Convention Center
- Phoenix Mars Mission
- Strategic Technology Communications
- The Human Tribe
- The Phoenix Zoo
- The Spaceship Co./Virgin Galactic
- The Virginia G. Piper Charitable Trust
- Youth at Risk

Advisory Committee: Outreach assisting Norris Thomas, Hamilton High School, Broadcast Production Program. Outreach with Cronkite School's Anita Luera, Dave Cornelius and Brian Snyder (Fall 2008 to present)

Professional Service:

Public Relations Society of America, Phoenix Chapter (1982-present); University Relations Committee and ex officio board member (1989-96)
Advisor, Public Relations Student Society of America (1989-96)
ASU Chapter won second place in Rocky Mountain District Case Study Competition (1990)
Advisor, PRSSA Advisor of the Year, Rocky Mountain District (1991)
Chapter won Rocky Mountain District, Bateman Case Study Competition (1992)
Member, National Academy of Television Arts and Sciences (1991-96)
Member, focus group, The *Mesa Tribune*, Features section (August 1990)
Judge, National Academy of Television Arts and Sciences Student Competition, (1990)
Reviewer, AEJMC International Division, Markham Student Paper Competition (April 1990)
Consultant, Phoenix Bach Choir (1993)
Member, Rocky Mountain Emmy Event Planning Committee (1994)
Reviewer, *Journalism and Mass Communication Quarterly* (1995)
Judge, National Academy of Television Arts and Sciences (Detroit, 1991; South Central Region, 1992; Mid-South/Nashville, 1993; Blue Ribbon National Judging Panel, public service entries, 1993; public service, Chicago, 1994; Columbus/Dayton/Cincinnati, 1994; children's programs, Boston, 1995)
Judge, New York Film Awards, Documentaries (1997)

Public /Community Service:

Speaker/Panelist: Ethics in Journalism Forum

Glendale Community College's English Department
The (Military) Service Academy Association of Arizona
Glendale Community College
(November 17, 2006)

Speaker/Panelist: Media Relations & Training

Newly Elected Officials Program
League of Arizona Cities & Towns
Arizona State University
(June 15, 2007)

Panelist: The Freedom Forum Fairness Initiative

The Arizona Republic
Phoenix (1998)

Guest Speaker: U.S. Geological Survey

Media Relations
Conference Session
Phoenix (1998)

Guest speaker: Intel Corporation

Press Relations/Writing Workshop
Chandler, Arizona (1998)

Guest Speaker/Consultant: Tempe School District

Collaborative Literacy Intervention Program (CLIP)
Tempe, Arizona (July-December 1998)

Seminar Leader: Arizona Parks Department

Writing Workshop for Public Information Specialists
Phoenix (January 1996)

Guest Speaker: American Association of State Compensation Insurance Funds

Communicators' Workshop
Crisis Communications: A Team Problem Solving Exercise
Phoenix (September 1996)

Selected Media Quotes or Background Interviews

Quote of the Day: NATPE Daily Lead (National Association of Television Program Executives)

New sitcoms let viewers have the last laugh
October 27, 2006

Quoted: The laugh track could be canned

Bill Goodykoontz pickup/Associated Press
The Seattle Times
October 27, 2006
Entertainment & the Arts

Quoted: Laugh tracks canned

Bill Goodykoontz
Arizona Republic
October 1, 2006
Page 1/Living Section

Quoted: Experts give facts on Kyl, Pederson ads

Paul Giblin
East Valley Tribune
September 15, 2006
Page 1A/Local News

Quoted: A narrow 'View': A show created as a forum for empowering women has reinforced the worst female stereotypes

Chris Rovzar
New York Daily News
June 29, 2006

Quoted: "Idol" worship echoes to 1966 "Bonanza" was pop-culture icon

Edward P. Smith
Denver Post
March 12, 2006

Quoted: Neighborhood watch

Marisa Guthrie
New York Daily News
March 13, 2006

Quoted: Newswomen rise from fluff stuff to network stars

Marisa Guthrie
New York Daily News
September 13, 2006

College of Public Programs:

Research Advisory Committee (1989)
Urban Studies Advisory Board/Center for Urban Inquiry, member (1996-2000)
Search Committee, member (Director, Center for Urban Studies) (1996-1997)
Personnel Committee (1997-99)
Ombudsperson (1999-2002)

University:

Standards Committee, member (1996-99)
Teaching Fellow, Lincoln Center for Applied Ethics (2001-02)
Affiliates Council, Lincoln Center for Applied Ethics (2001-03)
Selection Advisory Committee, Library Director, ASU Downtown Campus (2005-2006)
Steering Committee, ASU/NASA Space Grant Office (Fall 2006 to present)
Focus group, ASU Foundation, Challenges Campaign (2010)

Academic Services at the University of Miami (1982-1989):

School:

Master of Arts (M.A.) research project thesis committees

Si-Wan Man (member)
Jacqueline Nicholson (member)
David Serphos (member)

School of Communication, Search and Screen Committee member, Speech Communication (1983)
Search and Screen Committee member, Advertising/Public Relations (1987-88)
Search and Screen Committee member, News/Editorial (1988)
Conference on Intercultural Communication, assisted in producing promotional material (1984)

Internship Committee, chair, updating of internship forms, evaluation forms, Brochure (1983-84, 1984-85)
Graphics Lab, Honors Committees, member (1984-85)
School Council, representative from the Advertising/Public Relations area, (1985-89). During this time, researched and constructed new Faculty Evaluation Form for School of Communication.
Academic Review Committee, member (1985 to 1988; chair, 1986-8).
Budget Committee, member (1987-88)
Selection Committee, member, Ron Helf and Louis Wolfson scholarships (1986)
Selection Committee, member, Hank Meyer Public Relations Scholarship (1982-88)
Selection Committee, member, Ev Clay PRSA Endowment Scholarship (1988)
Selection Committee, member, Outstanding PRSSA junior and senior (1982-89)
Advisor, Public Relations Student Society of America (1982). Chapter honored with Award of Merit by PRSA and Levi Strauss & Company for national contest entry (1988).
PR NEWS Student of the Year award to Tamara Herrod (1984). Administered Professional Partners Programs and PRSA Pride internships.
School of Communication newsletter - copy preparation, design proofing (1986-87)
Department of Psychology, Taught PSY 104 (Psychology of University Adjustment) to entering freshmen (1984)
School of Education, Higher Education Colloquium. Selection and scheduling of program and speakers for major annual conference. "Higher Education and Business," (1984); "Higher Education and The Media." (1985)
Inter-American Organization for Higher Education Internship Productivity Conference (June 1984). Guest speakers for this all-day session on "Strategic Planning" included UM President Edward Foote, Vice Provost Dr. George Gilpin, Dean Ambler Moss of the Graduate School for International Studies and Francois Loriot, executive director of the visiting organization as well as 40 university presidents and vice presidents from Latin and South America.

College:

College of Arts and Sciences, Faculty Evaluation Committee (1983-85)

University:

University-wide committee on faculty evaluations (1987-88)
Special Committee of the Faculty Senate for Academic Review (1988)

Academic Services at Florida International University (1979-1980):

Department:

Department of Communication Search and Screen Committee member to select Chair (1980)
Women in Communication, Inc., founding advisor of university chapter (1980)

Profession:

Public Relations Society of America, Miami Chapter, Education Committee (1986-88)
Louis Wolfson Media History Center (1988)
Public Forum, "Media and the Campaign," (1988)
Media Liaison, Papal Visit Office, Archdiocese of Miami (1987)

Women in Transportation Services. Guest speaker at national conference on
"Coping with the Media in a Crisis," (1986)
Women in Communication, Inc., Scholarship Committee (1986)

National Association of County Information Officers. Coordinated judging of
the association's Awards of Excellence Program (August 1985)
University of Miami Citizens Board, guest speaker to area businessmen, and
major contributors to University of Miami (1982)

ASSOCIATION MEMBERSHIPS

Association for Education in Journalism and Mass Communication
Broadcast Education Association, Public Relations Committee, (1998-2000; judge, 2002)
Public Relations Society of America
Television Critics Association

CLASSES TAUGHT

Advanced Editing
Advertising Principles
Editing and Page Design
Graphic Design
Media Ethics
News Writing
News Problems
Online Journalism
Promotional Writing
Public Relations Campaigns
Public Relations Principles
Public Relations Writing
Radio and Television Writing
Reporting
The Role of Mass Communication in Society
Race, Gender & Media

RESEARCH INTERESTS

Strategic media
Public information campaigns
Crisis communications
Portrayal in mass media
Television programming
Radio/TV Marti
Media effects, cross cultural issues
Ethics in public relations and media
Issues affecting Hispanics

REFERENCES

Douglas A. Anderson, Dean
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George Watson
Parents Association Professor Emeritus
Walter Cronkite School of Journalism & Mass Communication
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