

B. WILLIAM SILCOCK

Curriculum Vitae

Curator Hubert H. Humphrey Fellowship, Arizona State University
Director Global Initiatives, Walter Cronkite School of Journalism and Mass Communication

Email: bsilcock@asu.edu

Highlights

Visionary change agent	Two-time Fulbright Scholar	Honors College Fellow & Teaching Awards
Experienced Administrator	Researcher - Noted Journal Articles	Design & Directed Study Abroad Programs
Faculty Search Chair	Alumni Relations & Fundraiser	U.S. State Department Grants & Workshops
Digital Curriculum Focus	Tenure Reviewer	ACEJMC Accreditation Team

EDUCATION

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

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

M.A. in Communications Brigham Young University, 1989

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

B.A. in Communications Brigham Young University, 1980

OVERVIEW OF LEADERSHIP, RESEARCH, AND TEACHING

Academic Leadership *Internationally recognized as a change agent in higher education.*

- Direct a program of 12 global journalists with oversight of budget, curriculum, and evaluation
- Administer BA/MA theses and professional projects for 200+ Barrett, The Honors College students.
- Managed team of 50 journalists including faculty, staff and graduate students in three distinctly different, award-winning television and multi-media newsroom environments.
- Lead digital innovation and social media curriculum changes in the Hubert H. Humphrey Fellowship - U.S. State Department leadership program among 17 partner universities.
- Named to Scripps Howard Academic Leadership Academy 2014, Arizona State Leadership Academy 2014, and Strategic Planning Committee of AEJMC in 2011.
- Successfully partnered with various U.S. Embassies including Jordan, Kyrgyzstan, Kosovo, Mexico, Serbia, and Sri Lanka building key relationships with diplomatic personnel to foster freedom of expression. Produced over 20 workshops worldwide for the U.S. State Department in 10 countries.

Research *In 18+ refereed journal articles and edited book chapters I have published on:*

- Newsroom routines - Cited in *Journalism Quarterly* as one of top three ethnographies published in last decade. Global newsroom theory. Convergence models. Social media. Broadcast history.
- Visual Framing – 5 articles framing the Iraq War across platforms. Visual gatekeeping theory.
- Media Ethics – TV news coverage of death and tragedy. War images. Tribal journalism.

Teaching *At five major universities my 20+ years of award-winning teaching includes:*

- Two co-authored textbooks on digital journalism (2011) and TV news management (2007).
- Graduate Level – Designed award winning multi-media boot camp course for masters program. Doctoral dissertation advisor, doctoral program admissions committee.
- Barrett, The Honors College Faculty Fellow – Created courses including “Terrorism & The Press.”

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EMPLOYMENT HISTORY

ACADEMIC ADMINISTRATION AND GLOBAL LEADERSHIP

Curator, Hubert H. Humphrey Fellows Program, Arizona State University 2009 – Present.

- Created and developed the U.S. State Department's Hubert H. Humphrey Fellowship (Fulbright Program). A leadership program for journalists and media specialists at Arizona State University's Walter Cronkite School of Journalism and Mass Communications. Federal grant of 2.5 million renewed for five years in February 2015.
- Administer and lead all facets of an 11-month mid-career Fulbright Hubert H. Humphrey Fellowship in strategic partnership with IIE. Mentor for foreign journalists from targeted nations including Afghanistan, Pakistan, Egypt, China, Russia, as well as other Fellows from diverse nations such as Brazil, Bangladesh, and Bosnia. I teach, coach and connect fellows enabling their professional affiliations with diverse organizations: United Nations, World Bank, Amnesty International, NBC News, Voice of America, BBC and Twitter.
- Won a competitive grant to design and implement annual webinar on entrepreneurship for IIE.

Director, Cronkite Global Initiatives, Walter Cronkite School of Journalism and Mass Communication 2009 – Present.

- Founding director of the Cronkite School's international programs including creation of vision statement and mission: "To see the world, to know the world, to report the world."
- Foster meaningful and critical connections among Cronkite students, staff and faculty and their global counterparts of international media professionals, students, scholars and citizens.
- U.S. State Department Edward R. Murrow Fellows program producer for 4-day workshop on election coverage for over 100 foreign reporters. 2010-present.
- Designed and directed over the past decade summer Study Abroad programs in Europe and provided leadership for similar programs in China and Brazil. Launching Mideast program in 2016.
- Negotiated and spearheaded strategic exchanges for students and faculty with elite international journalism, media and communications schools in England, Ireland, Spain, Kenya, Denmark, Sweden, Croatia, Kosovo and Mexico.

INTERNATIONAL MEDIA TRAINING

- Over 15 years' experience partnering with U.S. Embassies in producing global workshops for professionals. Recent projects a joint teaching project producing a television documentary with the University of Zagreb on Croatia's entrance into the European Union (March 2015, March 2012), new media/practical skills (July 2015) and entrepreneurial management training for digital news organizations in Serbia (May 2014), social media for journalists in Mexico (April 2015), journalism training in Sri Lanka (October 2011) and television news anchoring in Jordan (July 2011).

FULBRIGHT RESEARCH SCHOLAR

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

- Taught American television documentary production. Researched news media convergence resulting in journal publications. Public lectures on American news media ethical standards.

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

- Taught TV reporting. Researched TV news coverage of the Maastricht Summit resulting in peer-reviewed publications, competitive conference paper and a book chapter.
- Co-executive producer of *Euro-Reporter* TV magazine involving 20 students from four nations funded by the European Commission.

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Associate Professor, Walter Cronkite School of Journalism and Mass Communication, Arizona State University 2008 – Present. Assistant Professor 2001 – 2008.

- Barrett Honors College Advisor – oversight of 200+ BA/MA honors theses & projects.
- Barrett Honors College Faculty Fellow 2009 – 2011.
- ASU Leadership Academy – Competitively selected for emerging leaders program. 2014.
- Inaugural class of the Provost's emerging leaders faculty development program. 2012.
- Doctoral committee of inaugural program: 5 doctoral students, Chair of 25 + master theses.

Faculty newsroom Managing Editor/Executive Producer, Missouri School of Journalism, University of Missouri 1993 – 2001. KOMU-TV (NBC). Columbia, Missouri.

- Managed news staff of 50, two and a half hours of daily newscasts, faculty anchor.
- Emmy individual regional award and shared newsroom national Edward R. Murrow Award.
- Juried Faculty TV reporting award from the Broadcast Education Association.
- Taught TV news producing, advanced reporting, journalism history and global news.

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

- Creative activity: Reported and directed 5 award-winning documentaries (2 overseas).
- Led summer internship program living with students in Manhattan.
- SPJ Chapter Advisor winning National Campus Chapter of the Year.
- Taught: Radio & TV reporting, media ethics and religion course.

KBYU-TV/FM (PBS/NPR) News and Public Affairs Director. 1984 – 1992.

Provo/Salt Lake City, Utah. Market size #40.

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

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

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

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

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

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

RESEARCH

Research and Foundation Grants

Co-PI with ASU's Center for Religion and Conflict on a U.S. State Department grant to provide faculty development and curriculum reform for the University of Punjab, Pakistan. 1 million. 2015-2018.

Execute the U.S. State Department's Bureau of Educational and Cultural Affairs (ECA) five-year \$350,000 annual grant awarded by the Institute for International Education (IIE) to ASU ensuring program priorities and budget policy are in full compliance. 2010-Present. Renewed Feb. 2015 for an additional five years.

Fostered alumni relationship resulting in \$100,000 sponsorship for global affairs reporting to name the Adelaida and Barry Severson Family Cronkite Global Initiatives Suite. April 2012.

Led collaboration with the University of Minnesota Law School's Human Rights Center for a "Mexico/Arizona Borderlands" Project teaching 35 U.S. State Department Fulbright/Humphrey Fellows critical issues and creating media dialogues to promote change. February 2015. \$8,000

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Co-designer of the inaugural online enhancement workshop for the U.S State Department's 17-university campus consortium of Hubert H. Humphrey Fellows. "Project Development and Entrepreneurship". February 2015. \$7,000. Renewed again for 2016. \$9,000.

Designed with the Thunderbird School of Global Management and the American Councils for International Education, a highly successful training course for 15 Afghani radio station managers. 2012. \$3,000.

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

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

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

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

Research Awards

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

Publications

Books

Cronkite Group: Green, S., Lodato, M., Schwalbe, C., & **Silcock, B. William**, (2012) *News Now: Digital Story-Telling in the Visual Age*. Boston: Allyn and Bacon. Adopted at 12 schools thus far. Publisher's link: <http://bit.ly/1Kt8Fji>

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

Peer- Reviewed Journal Articles

Schwalbe, C., **Silcock, B.** and Candello, E." Gatecheckers at the Visual News Stream." *Journalism Practice*, 9:4, (2015) 465-483.

Gary, Steve and **B. William Silcock**. (2015) "Political Neutrality on Religious Websites during the 2012 Mitt Romney "Mormon Moment." (Under review – revise and resubmit)

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

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- Silcock, B. William. "The Battle of Ideological Images: CNN vs FOX in Visual Framing of the Invasion of Iraq." *Electronic News* 2(3) (2008): 153-176.
- Silcock, B. William. "Good Morning Montenegro: Transplanting American Television News Culture into an Emerging Democracy. A Case Study of Media Training in the Balkans." *Electronic News* 1 (3) (2007): 165-179.
- Silcock, B. William. "Every Edit Tells a Story: Sound and Framing Routines of Videotape Editors in Global News Cultures." *Visual Communication Quarterly*. 14:1 Winter (2007): 3-15. Lead article.
- Silcock, B. William. "Global News, National Stories: Producers as Mythmakers At Germany's Deutsche Welle Television." *Journalism & Mass Communication Quarterly* 97.2 (2002): 339-353.
- Silcock, B. William, Carol B. Schwalbe and Susan Keith. "Secret" Casualties: Images of Injury and Death in the Iraq War Across Media Platforms." *Journal of Mass Media Ethics*, 23.1(2008): 36-50.
- Silcock, B. William and Susan Keith. "Translating the Tower of Babel: Issues of Definition, Language, and Culture in Converged Newsrooms." *Journalism Studies* 7:4 (2006): 610-627.
- Keith, Susan, Carol B. Schwalbe, & **B. William Silcock**. (2010, April). Comparing war images across media platforms: Methodological challenges for content analysis. *Media, War & Conflict*, 3(1), 87-89.
- Keith, Susan, Carol B. Schwalbe and **B. William Silcock**, "Images in Ethics Codes in an Era of Violence and Tragedy." *Journal of Mass Media Ethics* 21 (4), (Fall 2006): 245-264. *Lead article.*
- Susan Keith, Carol B. Schwalbe and **B. William Silcock**. * "Visualizing Cross-Media Coverage: Picturing War Across Platforms During the U.S.-Led Invasion of Iraq." *The Atlantic Journal of Communication* 17, no. 1 (March 2009): 1-18. The authors were equal contributors. **Lead article.** *One of the top five downloaded articles in 2009 from the Atlantic Journal of Communication.*
- Carol B. Schwalbe, Susan Keith and **B. William Silcock**. * "Visual Framing of the Early Weeks of the U.S.-Led Invasion of Iraq: Applying the Master War Narrative to Electronic and Print Images." *Journal of Broadcasting & Electronic Media* 52, no. 3 (Fall 2008): 448-465.
* The authors were equal contributors. *One of the top two journals in the field.*
- Schwab, Carol B., Susan Keith and **B. William Silcock**. "Embedded Images: The Framing of the First Visuals of the U.S. War in Iraq." *Southwestern Mass Communication Journal* 19:2, (2004): 61-72.

Editor-reviewed Publications

Book Chapters

- Schwalbe, C., **B. William Silcock** and Keith, S. "RESEARCHING THE FRAMING OF STILL AND MOVING IMAGES ACROSS MEDIA PLATFORMS: CHALLENGES AND OPPORTUNITIES" In P. D'Angelo, Ed. *DOING NEWS FRAMING ANALYSIS 2: EMPIRICAL AND THEORETICAL PERSPECTIVES* (IN PRESS 2016)

Curriculum Vitae of B. WILLIAM SILCOCK

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

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

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

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

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

Invited Publications and Book Reviews

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

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

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

Encyclopedia & Dictionary Entries

Silcock, B. William. "Andrew Lack." *Encyclopedia of Television News*. Ed. Michael D. Murray. Phoenix: Oryx Press, 1999. 130.

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

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

Refereed Conference Papers

Silcock, B. William and Carol B. Schwalbe. "Visual Gatekeeping: A New Model for a Classic Theory." Presented September 9, 2009. The Future of Journalism Conference, Cardiff, Wales.

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

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

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- _____. "The Boxer and Broadcast News: Prime Minister Vladimir Meciar and the Fight for Control of Television Policy in Slovakia." *Revised from first presentation (see below)*. International Communication Association. Chicago. May 1996.
- _____. "The Boxer and Broadcast News: Prime Minister Vladimir Meciar and the Fight for Control of Television Policy in Slovakia." Central/Eastern Europe Biennial Conference. New College/University of Southern Florida. Sarasota. May 1995.
- _____. "Testing Theories of The Global Newsroom: Television News Coverage of the Maastricht Summit." Association for Education in Journalism and Mass Communication Annual Convention. Atlanta. August 1994. *Revised from first presentation (see below)*.
- _____. "Testing Theories of The Global Newsroom: Television News Coverage of the Maastricht Summit." IAMCR (International Association Mass Communications Research). Annual conference Dublin, Ireland. 1993.

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

Media Ethics Division: second place, faculty research award.

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

Refereed Conference Papers with doctoral students

Gary, Steve and B. William Silcock. "Political Neutrality on Religious Websites during the 2012 Mitt Romney "Mormon Moment." Mormon Media Symposium. Provo, Utah. Nov. 2012
Under journal review revise and re-submit.

Invited and Competitively Selected Panel Presentations

- Silcock, B. William "News Coverage of Terrorism in the Name of Allah" AEJMC (Association for Education In Journalism and Mass Communication). Moderator. Washington, D.C. 2013
- _____. "Pioneering Biographies: A Look at the Various Pioneers of Broadcast History." Invited panelist. BEA (Broadcast Education Association). Las Vegas, April 2009.
- _____. "Changing the World-One Workshop At A Time: The Impact of International Media Training – Media Training in the Balkans." Invited panelist. BEA. Las Vegas, April 2009.
- _____. International Conflicts in Teaching Electronic Media - In A Global Media Culture U.S. Traditions and principles may be at odds with host countries and their educational and cultural systems." Moderator/Respondent. BEA. Las Vegas, April 2009.
- _____. "What To Wear On The Air" Coaching Your Students on Their Professional Costumes in the field and on the set." Producer and moderator. RTDNA (Radio Television Digital News Association)/ BEA (Broadcast Education Association), Las Vegas, April 2007.
- _____. "Trauma, Tragedy and Terror: A Pedagogy for protecting Victims, Journalists and Communities." Producer and moderator. AEJMC (Association for Education In Journalism and Mass Communication). Toronto, August 2004.

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

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

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

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

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

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

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

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

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

CREATIVE ACTIVITY

Juried Creative Activity

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

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

_____ “Have Some Fun: The Sheryl Crow Story.” Reporter/Producer. Broadcast Education Association. 2nd place, news series KOMU-TV (NBC), Columbia, Mo. 1996.

_____ “Woodstock: Back to the Garden” Reporter/Producer. Broadcast Education Association. Juried faculty award Second place, News Division. RTNDA/Edward R. Murrow Award, 1st Place Regional Award. 30-minute documentary KOMU-TV (NBC), Columbia, Mo. 1996.

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

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

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

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

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

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

_____ “Game wardens, murder at trapper's campsite.” Reporter. Idaho Press Club. 1st Place, Spot News. KIVI-TV. Boise, ID. 1982.

TEACHING

AWARDS AND RECOGNITION

- Selected to present Teaching Tips for Study Abroad Reporting, AEJMC, VIS COM. 2015.
- Awarded by AEJMC's GIFT program for innovative teaching technique using online “word clouds” to visualize personal codes of journalism ethics. 2009.
- Competitively selected across all four ASU campuses as a Visiting Honors Faculty Fellow to Barrett, the Honors College. Special course designed and taught Fall 2015, repeating earlier course Spring 2010, Fall 2011 –“Terrorism and the Press” - included a trip with six students to the Oklahoma City Memorial Site. Class blog created: <http://terrpress.personal.asu.edu/>
- Competitively selected nationwide for a National Association of Television Program Executives (NATPE) Faculty Fellowship. Recipient to the January 2009 NATPE Conference.
- Faculty Teaching Award, Walter Cronkite School of Journalism and Mass Communication. 2007.
- Arizona State University Centennial Professor Nominee. 2003.
- Kappa Tau Alpha National Journalism Graduate Honor Society. 2001.
- Recipient Missouri Journalism School Donald K. Anderson Teaching Award. 1995.

GRADUATE STUDENTS (At Arizona State University)

Doctoral Chair

Steve Gary, ABD. “The Interplay between Weather and News in the culture of a local TV newsroom” (working title, anticipated graduation May, 2016).

Doctoral Committee Member

Rich Johnson, ABD. “Journalism’s structures and news professionals’ struggle to accept innovation” (Defended September 2015).

Michael Blum, ABD. “Media Network and the Arab Spring: Toward A Theory of Media Networks, Revolutions, and Social Media. (Working title)

Miles Romney, ABD. “Giving Voice to America’s Insomniacs and Night Owls: Herb Jepko and the Innovation of the Nationwide Call-In Talk Radio Format”

Masters Thesis Chair

Domenico Giuseppe Nicosia, “Breaking the Italian News Cycle: A study of breaking news ethics, practices and promotion between The Arizona Republic and Italian media organizations.” March 2014.

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Gerald Bourguet, "Diamond in the Rock: Creating a Rock Album Review Website." May 2013.

Justin Beatty, "Minor League Baseball and Social Media: A summer with the Tucson Padres." May 2013.

Kirsten Adams, "Campus Violence and the Media: Examination of Journalism Ethics in Print Coverage of School Shootings." May 2012.

Sebastian Bauge, "Picturing Violence in Coverage of the Mexican Drug Cartel." May 2011.

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

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

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

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

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

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

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

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

Masters Thesis Committee Member

Kelsea Wasung, "Disruptive Innovation in the Newspaper Industry: Finding Solutions for a Successful Newspaper Business in the Digital Age." April 2013.

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

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

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

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

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

Barrett The Honors College Senior Theses Chair

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

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

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

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

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

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

COURSES TAUGHT

Arizona State University 2001 – Present.

Graduate/Honors/Special Topics:

- Designed and teach the Hubert H. Humphrey Fellows leadership seminar for visiting professional journalists and Barrett, The Honors college students. Taught each semester 2010-2015.
- Designed and taught intensive seven-week broadcast news boot camp for incoming Cronkite graduate students. Fall, 2008, 2009, 2010.
- Designed and taught honors seminar course "Turning Points in Television News History" co-taught with John J. Rhodes Chair and former CNN anchor, Aaron Brown. Spring, 2007.

Undergraduate:

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

Curriculum Design - social media and convergent components

- Co-designed, launched and co-taught "Boot Camp" digital journalism course for Masters students converging online, print and broadcast. Garnered significant, success with multi-media awards for in-depth websites including "Streets of Dreams" focusing on metro Phoenix's diverse neighborhoods. http://cronkiteworks.asu.edu/streets_of_dreams/about.html
- Created three courses over a decade for Cronkite European Media Studies program - ASU Study Abroad. Directed the program leading Cronkite School undergraduate and graduate students on three-week academic program in London, Paris and Barcelona, Berlin, Dublin or Milan. Students earned seven credits via course work and lectures at 11 global media outlets including in London the BBC, ITN and *The Guardian*; in Paris *The International Herald Tribune*, CNN, Bloomberg and *Time*; in Berlin ZDF-TV and global publishers. Summer 2003, 2004 and 2005. Program re-established June 2009. 2010. 2011. 2012. 2013. 2014. 2015 (June.) Shared stories across social media platforms and blogs. Cronkiteuro.com. <http://cronkiteuro.com> <https://www.facebook.com/cronkiteuro> <http://cronkiteuro12.wordpress.com/category/photographs/>
- Designed a special projects course for a group of 20 undergraduate and graduate students to attend the 2003-2008 NAB (National Association of Broadcasters) and (RTNDA) The Radio Television News Directors' Association conventions in Las Vegas, Nevada.

Curriculum Development:

- Principles and History of Journalism (JMC 110) fall, 2007, 2008. Employed new innovative classroom electronic "clicker" feedback for interactive quizzes and real-time opinions.
- Transformed News Problems (MCO 422) to Media Ethics (MCO 420) 2003. Media Ethics (MCO 420) to Media Ethics and Diversity (JMC 366). Fall 2007, 2008, 2009.

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- Advanced Broadcast Newswriting (JMC 300) to radio news reporting course (JMC 315). 2006, 2007.

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

- Taught undergraduate/graduate in-depth reporting, producing, on-air performance and broadcast management courses.
- Additional courses taught: media management and international media systems and, in a large lecture with 8 TA's, journalism history.
- Faculty Managing Editor and Assistant News Director for two-and-a-half hours of daily television news on KOMU-TV (NBC) –a newsroom lab of more than 50 students. “On-Air” teaching as anchor of KOMU-TV's noon newscast. Backup anchor evening newscasts.

Brigham Young University – Provo, Utah. (1984-1993)

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

TEACHING WORKSHOPS ATTENDED *Competitively Selected*

- “Diversity in the Classroom” AEJMC. San Antonio, Texas. August 2005.
- “Ethics Workshop” AEJMC. San Antonio. August 2005.
- “Convergence Media.” Poynter Institute for Media Studies, St. Petersburg, Florida. February 2004.
- “Dart Center Ethics Workshop: “Teaching about Trauma.” Dart Center of the University of Washington and the Annenberg School at USC. September 2003.
- IRTS (International Radio and Television Society). New York City. March 2002.
- IRTS. 1998. New York City. Team leader, case study competition “Steve Coltrin” \$2,000 Top prize award-winner.
- RIAS-RTNDA Berlin Kommission. Selected to participate in a two-week fact-finding mission of German broadcasting and the European Community and NATO issues. October 1996.
- Annenberg Summer Faculty Workshop, Washington, D.C. Communication Policy. June 1994.

Pedagogical Workshops Attended

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

SERVICE

Tenure packet reviews for ACEJMC accredited schools between 2012 - present: Six.

Accreditation site team member for ACEJMC, 2015.

Editorial Board Member:

Communication & Society / Comunicación y Sociedad, the academic journal of the University of Navarra's School of Communication.

Electronic News. Founding member.

Journal Reviewer:

- *Journalism*, 2012-Present.
- *Journal of Broadcasting and Electronic Media*, 2002-Present.
- *Electronic News*, 2006-Present.
- *Visual Communication Quarterly*, 2009-Present.

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- *Journal of Religion and Communication*, 2004-Present.
- *Journalism Monographs*, 2010.
- Paper competitions: END Division, AEJMC Conference, 2005- present.
- Paper competition, News Division, Broadcast Education Association, 2000- present.

Academic Organizations:

- AEJMC – END (Electronic News Division) – elected chair, 2015.
- AEJMC Strategic Planning Committee. Appointed 2012 for 3 years.
- Chaired peer reviewed “IGNITE PANEL” teaching session at the BEA (Broadcast Education Association) 2012 and 2014 conferences showcasing classroom innovation by the ten best-broadcast faculty in America.
- Appointed to 2013 World Journalism Education Congress World Journalism Education Congress planning committee (Mechelen, Belgium, July 3-5)
- News Division Head. Broadcast Education Association (BEA) 150 members. 2004.
- Internationalization Task Force, AEJMC Fall, 2001.
- Co-chair, pre-convention radio-television division workshop. “Live Shots and Stand-Ups.” AEJMC. Washington, D.C. 2001.

Arizona State University

- Provost appointed chair of University Hearing Board to review honors violation. 2013.
- Appointed to India Partnership Program by University Vice Provost for Strategic Initiatives – a small team task force working with a global foundation, The Institute of International Education. 2012-2013.
- Barrett, The Honors College, faculty advisory committee. 2010-present.
- Student Media Advisory Board. 2010-2013.

Walter Cronkite School of Journalism and Mass Communication

- Doctoral admissions and curriculum committee. (2011-present).
- Faculty Advisory Council (elected), Spring, 2007. Re-elected spring, 2009.
- Standards committee, Spring, 2006.
- Core curriculum committee, Spring, 2005.
- Curriculum committee, fall 2001 - Spring, 2004.
- Broadcast Newswriting Course Coordinator.
- Faculty co-supervisor NewsWatch Election TV coverage, November 2006.
- RTNDA Student Chapter adviser, Cronkite School, 2002-2005. Organized 20 students each year to attend national conference of the Radio-Television News Directors’ Association’ in Las Vegas where they received professional critiques of their television and radio reporting/anchoring.
- RTNDA/BEA Co-Director “Student News Reporting Critiques” 2001-2005. Coordinator of 15 TV news directors from across the country who reviewed more than 100 students’ tapes. Twelve different schools participated each year.

Judge:

BEA Festival of Arts, television documentary category
National Contest Judge. Religious News Writers Association - Broadcast Television Division, 2004, Radio Division, 2002 and 2003.
RTNDA Regional Television News Competition. 1994.
Emmy Award Regional Television News competition. 1992.

PROFESSIONAL SERVICE:

Invited Speaker/Panelist:

- “Elections 2014: Who Won and Why”. IIE/State Department sponsored panel discussion for international journalists and Humphrey Fellows. Nov. 2014. Washington, D.C.
- “Engaging the Audience: How News Organizations are Connecting Outside the Newsroom.”

Curriculum Vitae of B. WILLIAM SILCOCK

Presentation at the NAB (National Association of Broadcasters) conference for RTDNA (Radio Television Digital News Association). Las Vegas, April 2014.

- “Journalism Objectivity: Have We Crossed the Line?” RTNDA (Radio-Television News Directors’ Association). Las Vegas, Nevada. April 2006
- “Producing Producers II” moderator. BEA. Las Vegas. April 2004.
- “Issue in Broadcasting Historical Context.” Moderator. AEJMC (Association for Education in Journalism and Mass Communication). Kansas City, Missouri. August 2003.
- “Teaching the Broadcast News Course.” BEA. Las Vegas, Nevada. April 2003.
- “What’s Happening With Resume Reels?” Moderator. BEA. Las Vegas, Nevada. September 1999.
- “Commercial/Cable/Closed Circuit TV News: How to Make Your Student Newscast a Success.” Panelist. BEA. Las Vegas, Nevada. April 1998.
- “Ducking Scuds and Killing Time: The Ethical and Professional Issues Raised by ‘Real Time’ Coverage of Foreign News- The CNN Effect.” Moderator. AEJMC. Washington, D.C. August 1995.
- “Sanitizing the News on Local TV; Is Body Bag Journalism Dying Out?” AEJMC. Washington, D.C., August 1995.
- “FCC Regulation and Children’s Television.” Moderator. BEA. Las Vegas, Nevada. April 1995.

Community Service Lectures

- Speaker, Ocher Lifelong Learning Institute “Brian Williams and the State of Journalism Ethics” Scottsdale. February 2015.
- Speaker, Ocher Lifelong Learning Institute “Terrorism and the Press” Scottsdale. February 2014.
- Public Lecture, The American Center in Colombo, Sri Lanka. This was streamed live via the Web to an overflow crowd. “Tribal Journalism”. October 2011.
- Public Lecturer, The American Corner in Male, Maldives. “Social Media” October 2011.
- Speaker, “Media Ethics in a Time of War – The Power of Images.” Rio Verde Community Speakers’ Program. February 2009.
- Speaker, “Backstage At A Presidential Debate,” Senior Adult Education Program. Scottsdale Community College. October 2008.
- Speaker, “Wagging the Dogs: the media, elections, and times of war.” School of Law, Arizona State University. Fall 2004.

Local Television News Workshop:

KSL- TV, KSL-Radio, and Deseret News On Line - Media Ethics and Accountability. January 2015.

International Invited Academic Lectures

- Emory University Atlanta, Georgia. March 2015, March 2014 “Journalism and Social Justice.” Workshop presented to 50 international Hubert H. Humphrey Fellows at a conference at Emory University that included meeting President Jimmy and Rosalyn Carter. Invited to repeat and expand this topic March 2015.
- Kelaniya University and Sri Lanka College of Journalism and, Colombo, Sri Lanka October 2012. “Social Media and Digital Journalism.”
- Maldives National University, Male, Maldives October 2012. “Journalism Ethics in an Era of Social Media.”
- Diponegoro University, Semarang, Indonesia January 2007. “The Ethical Interplay between American Journalism and Public Relations.”
- University of Tuzla, Bosnia. November 2002. “The American Model of University Education.” at the Balkan Conference University Autonomy
- Goteborg University School of Communication, Goteborg, Sweden, April 1997. “The American Civic Journalism Movement.”
- University of Dortmund, Germany. “American TV Practices News.” May 1992.

Curriculum Vitae of B. WILLIAM SILCOCK

INTERNATIONAL MEDIA TRAINING WORKSHOPS

Belgrade, Serbia (July 2015) – “New Media, Practical Skills” a 3 day seminar for working journalists in two cities sponsored by the U.S. Embassy.

Zagreb, Croatia (March 2015) - Designed, executed, and will evaluate a television news documentary magazine course with the faculty, staff and students of the University of Zagreb. The result will be a 30-minute program focused on the cultural impact of Croatia’s identity three years after becoming a member of the European Union.

Palic, Serbia (May 2014) – “Managing News in the Digital Era” – A workshop for newspaper, online, television, radio, wire service and magazine editors/owners. U.S. Embassy Belgrade.

Belgrade and Nis, Serbia (May 2012) – “Social Media and Digital Journalism.” A workshop for newspaper, television and radio reporters. U.S. Embassy Belgrade.

Zagreb, Croatia (March 2012) - Designed, executed, and evaluated a television news documentary magazine course with the faculty, staff and students of the University of Zagreb. The result was a 30-minute program focused on Croatia’s search for identity as it joined the European Union.

Colombo, Sri Lanka (October 2011) – Trends and techniques in TV News reporting, anchoring and producing including the impact of social media. Lectures and workshops. U.S. Embassy Colombo. Male, Maldives.

Amman, Jordan (July 2011) - Television live reporting and studio interviewing. Journalism program design, training and evaluation for Jordanian Radio and Television (JRTV). U.S. Embassy Belgrade.

Belgrade and Novi Sad, Serbia (March 2011) – On-line journalism training for reporters working in newspapers, radio and TV. U.S. Embassy Belgrade.

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

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

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

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

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

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

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

Podgorica, Montenegro (March 2006) – State Department-sponsored program working with TVCG Montenegro State Television on election programming for May 2006 nationwide referendum to breakaway from Serbia.

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

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

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

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

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

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

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

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

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

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

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

Service to Professional Organizations

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

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

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

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

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