

TONY ATWATER, Ph.D.

Curriculum Vitae

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Present Position

Professor, Mass Communications & Journalism, Norfolk State University

Administrative Positions

2011-2013	President Norfolk State University
2010-2011	Senior Fellow American Association of State Colleges and Universities (AASCU)
2005-2010	President Indiana University of Pennsylvania
2001- 2005	Provost & Vice President for Academic Affairs Youngstown State University
1999-2001	Dean, College of Professional Studies & Education Northern Kentucky University
1995-1999	Associate Vice President for Academic Affairs Professor of Communication The University of Toledo
1994-1995	Special Assistant to the Provost and Vice President for Academic Affairs The University of Connecticut (One-year Administrative Fellowship)
1991-1994	Chairperson and Professor Department of Journalism and Mass Media Rutgers University (New Brunswick, NJ)

Other Professional Experience

1988-1991	Assistant Director, <u>The Honors College</u> , and Associate Professor, School of Journalism Michigan State University
1983-1987	Assistant Professor, School of Journalism Michigan State University
1980-1982	Teaching Assistant and Instructor Michigan State University
1978-1979	Radio/Television Specialist VPI & State University, Blacksburg, Virginia
1976-1978	Assignment Editor/News Reporter WSET-TV, Lynchburg, Virginia

Other Professional Experience *continued*

1975-1976	News Director WPVR-FM Radio, Roanoke, Virginia
1973-1974	News Reporter WSLC Radio, Roanoke, Virginia
1971-1972	Assistant News Director/Reporter WTOY Radio, Roanoke, Virginia

Education

1988-1989	<u>Postdoctoral Fellow</u> , The University of Michigan, Ann Arbor, Michigan (Department of Communication). Advanced study and research in media sociology as a Ford Foundation postdoctoral fellow and U of M visiting scholar.
1979-1983	<u>Doctoral Fellow</u> , Michigan State University, East Lansing, Michigan Degree: Ph.D., <u>Mass Media Research</u> . Dissertation entitled, <u>A Market Analysis of Content Diversity in Local Television News</u> , (Degree awarded September 2, 1983)
1972-1973	Hampton University, Hampton, Virginia Degree: B.A., Mass Media Arts (awarded May 25, 1973) Minor: Journalism
1970-1972	Virginia Western Community College Degree: A.A.S. Radio/TV Production (awarded June 15, 1972) Minor: Journalism

Certificates in Higher Education Administration

July 2002	<u>Institute for Educational Management</u> Harvard Graduate School of Education Harvard University
June 2001	<u>Institute for Management and Leadership in Education</u> , Harvard Graduate School of Education, Harvard University
July 1996	<u>College Management Program</u> , H.J. Heinz School of Public Policy & Management Carnegie-Mellon University
June 1995	<u>Management Development Program</u> Harvard Graduate School of Education Harvard University
July 1994	<u>Administrative Management Institute</u> School of Continuing Education Cornell University

Administrative Accomplishments As NSU President, 2011-2013

- Secured Virginia legislative, capital appropriations totaling approximately \$100 million to fund construction of new Nursing and Allied Health and Brown Hall (classroom) buildings.
- Guided initial planning for the development of a 20-acre commercial district adjacent to the NSU campus, in consultation with the Norfolk City Manager, the Norfolk Redevelopment and Housing Authority and the NSU Research and Innovation Foundation.
- Guided the opening and the start-up of operations for NSU's \$6.5 million research and development "cleanroom", the Microelectronics and Nanotechnology Cleanroom, one of only three such university-operated "cleanrooms" in the state of Virginia.
- Facilitated research and sponsored program activities by the faculty that generated federal agency funding averaging approximately \$18 million annually between 2011 and 2013.
- Established the university's first comprehensive student success center (the Spartan Success Center) to provide academic support, peer mentoring and tutorial programs and services to increase NSU student retention and degree completion rates.
- Guided the establishment and development of the university's Women's Economic Development Center, funded by an \$800,000 federal grant from the U.S. Department of Housing and Urban Development.
- Developed and implemented campus-wide "student retention and graduation" initiative, The Spartan Crusade for Academic Success, and acquired private sponsorship for this Initiative from corporate foundations including Wells Fargo, Dominion Resources, and Norfolk Southern, among others.
- Guided the official opening and start-up of operations of the new, \$37.5 million, 136,000 Square foot Lyman Beecher Brooks Library, which received national awards for its architectural design and functionality.
- Guided the completion of the university's first Economic Impact Study since 2004. The Study reported that in 2012 NSU had \$171 million in annual economic impact on the Hampton Roads, Virginia region.
- Guided the development, implementation and assessment of a new university strategic plan, Building a Legacy of Excellence (2012-2018), a roadmap for directing NSU's academic and institutional development and growth over six years.
- Guided the development and implementation of a new six-year, university Strategic Enrollment Management Plan to achieve student recruitment, enrollment, retention and graduation goals.
- Directed strategic growth in the enrollment of community college transfer students by instituting a new TransferMation Center to provide academic support services. Also guided the completion of comprehensive, "institutional" and "program articulation" agreements with Tidewater, Thomas Nelson and Paul D. Camp community colleges.
- Established first NSU Distinguished "University Professor" annual award program to recognize excellence in teaching and scholarship. Also established annual NSU Faculty Convocation to recognize award recipients of Distinguished Faculty Awards in the areas of teaching, research and service.

- Guided the development and drafting of a new NSU Student Residential Housing Master Plan to direct planning and financing of new student housing capital projects and the renovation of existing (aged) student housing over 15 years.
- Instituted new student academic enrichment programs including (1) new Freshman Common Reader program, (2) annual Undergraduate Scholars Forum and (3) “DreamScapes” an annual Undergraduate student essay competition.
- Hosted President Barack Obama’s September 4, 2012 Grass Roots Rally on the campus of Norfolk State University, prior to his re-election as President of the United States.
- Helped NSU’s distance education program to achieve full, national certification by the United States Distance Learning Association (USDLA), the first university in Virginia to achieve this honor.

Administrative Accomplishments As IUP President, 2005-2010

- Guided the development and successful construction of IUP’s four-phase, \$270-million student housing replacement project(The Student Residential Revival)
- Guided the development, financing and construction of the \$53.4-million Kovalchick Convention and Athletic Complex (The KCAC).
- Helped plan and complete the \$38-million renovation and construction of the University Performing Arts Center.
- Established and secured funding for IUP’s annual First Commonwealth Endowed Lecture Series.
- Guided the \$12-million renovation of the university’s music instruction complex, Cogswell Hall.
- Lead successful efforts to earn IUP the international distinction of being designated an All-Steinway School.
- Lead the development, implementation and successful execution of IUP’s 2007-2012 university strategic plan “Advancing a Legacy of Excellence”.
- Lead the development and successful establishment of the university Center for Civic Engagement and Student Leadership.
- Guided the development and construction of new John P. Murtha Education and Workforce Development complex at IUP-Northpointe campus
- Lead the development and implementation of the university Center for Student Success.
- Lead the development, implementation and funding of the IUP Academic Excellence and Innovation faculty development grant program.
- Guided the development of IUP’s Common Freshman Reader Program to promote retention of first-year students.
- Lead the development of the university Undergraduate Scholars Forum to promote research activities for undergraduate students.
- Guided the university’s successful efforts to achieve a new record for student enrollment of 14,638 students in the fall of 2009.
- Guided the development and construction of new, comprehensive Living and Learning complex at IUP-Punxsutawney campus with modernized instructional facilities.

Selected Fundraising Accomplishments

- Successfully achieved fundraising goals for A.Y. 2011-2012 and A.Y. 2012-2013 NSU Annual Fund Campaigns totaling over \$4 million.
- Secured \$45 million state appropriation from the Virginia legislature to fund construction of NSU's new, 140,000 square foot Nursing and Allied Health Building and classroom facility.
- Secured approximately \$53 million state appropriation from the Virginia legislature to fund construction of NSU's new 150,000 square foot classroom building, Brown Hall.
- Increased NSU Foundation's total endowment from approximately \$19 million in 2011 to approximately \$22 million in 2013.
- Helped secure a \$330,000, competitive grant award from the NCAA for establishing programs and initiatives to promote academic success for NSU student athletes.
- Helped secure a \$120,000 competitive grant award from the Robert Wood Johnson Foundation to fund scholarships for NSU nursing students and academic support programs.
- Raised over \$300,000 in support of student scholarships from proceeds of the 2011-2012 and 2012-2013 NSU President's Gala events.
- Successfully lead fundraising efforts to secure approximately \$100,000 in grant funding and matching support from the Hampton Roads Community Foundation and the Jane Batten Foundation to fund the "Spartan Hope Academy" student retention program.
- Secured a \$200,000 individual gift from NSU alumnus and benefactor Ernest M. Hodge to fund scholarships and programming in support of the Ernest M. Hodge Institute for Entrepreneurship at NSU.
- Secured corporate foundation grants in excess of \$100,000 from Dominion Resources, Wells Fargo, Norfolk Southern, Bank of America and TowneBank in support of the University-wide, presidential initiative, the Spartan Crusade for Academic Success, a comprehensive effort designed to increase NSU student retention and graduation rates.
- Lead effort to secure a \$1.3 million state appropriation from the Virginia legislature to construct a pedestrian safety stairwell adjacent to the NSU campus and in the proximity of the City of Norfolk's (and Hampton Roads Transit Authority's) Brambleton avenue light rail station.
- Successfully completed IUP's \$20-million "Gateway to Opportunity" capital campaign.
- Helped raise \$15 million for IUP's "Indiana Initiative" capital campaign dedicated to funding a new regional convention center.
- Lead IUP's successful efforts in securing over \$300,000 in grant funding from the Heinz Endowment to support a college-readiness partnership with Pittsburgh Public Schools.
- Raised approximately \$400,000 in support of IUP's Education Excellence fund to provide scholarships through the annual IUP Legacy Gala initiative.
- Secured endowment with First Commonwealth Bank Corporation to permanently fund IUP's first university endowed lecture series.
- Lead university efforts to successfully acquire \$1.6 million in federal appropriation funding from the Department of Defense for research devoted to "rapid forensic detection of biohazards".

Selected Fundraising Accomplishments *continued*

- Lead successful development effort to secure \$1.9 million gift to rebuild the IUP Fairman Center complex on the university's Punxsutawney regional campus.
- Lead university efforts to successfully acquire \$1.1 million in federal appropriation funding devoted to the comprehensive development of a corrections certification program for university professors teaching in the nation's prisons and an electronic data base to collect corrections instructional models and curricular offerings.
- Lead university efforts to successfully acquire \$100,000 in federal appropriation funding devoted to coal mine safety and mine map digitization.
- Increased annual giving to IUP by 200 percent from \$4 million annually to \$8 million annually over the course of five years.
- Secured \$1 million gift from IUP alumnus and You-Tube CEO Chad Hurley to name new convention center arena.

Administrative Experience Profile

2011-2013	President, Norfolk State University Served as chief executive officer of a major university enrolling 7,000 students. Oversaw an annual operating budget of \$143 million. Responsible for leading an institution which includes five academic colleges and a school of graduate studies. Supervised the Provost, the Executive Vice President, the Vice President of Student Affairs, the Vice President for Administration & Finance and the Vice President for Advancement.
2010-2011	Senior Fellow, American Association of State Colleges and Universities Served as a chief advisor and liaison for AASCU President, Dr. Muriel Howard. Assisted in the planning and execution of AASCU's program initiatives and public policy mission serving over 400 public colleges and universities nationwide.
2005-2010	President, Indiana University of Pennsylvania. Served as chief executive officer and was responsible for leading the fifth largest university in Pennsylvania and the largest within the Pennsylvania State System of Higher Education. Oversaw a doctoral/research university serving 14,638 students. Managed an annual university budget of \$220 million and a campus of approximately 1,700 employees, supporting six academic colleges and the School of Graduate Studies and Research. Oversaw operations at three regional campuses at Monroeville, Punxsutawney and Northpointe.
2001-2005	Provost and Vice President for Academic Affairs, Youngstown State University. Served as chief academic officer, supervising the academic deans of six colleges and the graduate school. Managed an annual divisional budget of \$56 million. Served as acting president in the absence of the University president.
1999-2001	Dean, College of Professional Studies & Education, Northern Kentucky University. Oversaw budget, hiring and personnel decisions for academic unit of 110 full-time faculty members and 3,500 students.

Administrative Experience Profile *continued*

- 1995-1999 Associate Vice President for Academic Affairs, University of Toledo. Directed the university's academic program review initiative and oversaw college accreditations and academic program development. Directed university transfer and articulation initiatives.
- 1994-1995 Special Assistant to the Provost, University of Connecticut. Coordinated university-wide accreditation self-study as required by the New England Association of Schools and Colleges. Served the Provost in formulating and revising academic affairs policies and in strategic academic planning. Facilitated the development of university-wide computer and information system serving academic needs. (On leave from Rutgers University; served as a UCON Administrative Fellowship Recipient)
- 1991-1994 Chairperson, The Rutgers University Department of Journalism and Mass Media. Directed curriculum development, tenure and promotion procedures and budget management. Also directed department fundraising efforts, faculty recruitment activities and faculty development initiatives.
- 1988-1991 Assistant Director, The Michigan State University Honors College. Served as an administrator in facilitating the operation of this university-wide program that serves the university's high-ability students. My duties entailed participating in decision-making on curriculum, budgetary allocation, advising and hiring activities of the unit.

Leadership On International, National, State and Regional Boards

- Board member, Chrysler Museum of Art Board of Trustees, 2013-present
- Board member, General Douglas MacArthur Foundation Board of Directors, 2012-present
- Board member, TowneBank Board of Directors, 2012-present
- Board member, Greater Norfolk Corporation (GNC) Board of Directors, 2011-present
- Board member, Virginia Tidewater Consortium for Higher Education Board of Directors, 2011-present
- Board member, Hampton Roads Chamber of Commerce Board of Trustees, 2011-present
- Board member, Urban League of Hampton Roads Board of Directors, 2011-present
- Board member, WHRO Board of Directors, 2012-present
- Board member, Smart Beginnings of South Hampton Roads Board of Directors, 2011-2013
- Board member, Hampton Roads Partnership Board of Directors, 2011-2013
- Board member, International Student Exchange Program (ISEP) Board of Directors, 2006-present
- Commission member, the American Council of Education (ACE) Commission on Lifelong Learning, 2005-2009
- Board member, upon the appointment of Governor Ed Rendell, the Pennsylvania Tuition Account Advisory Board, 2006-2010

Leadership On International, National, State and Regional Boards *continued*

- Board member, Pennsylvania Economy League of Southwestern Pennsylvania, 2006-2010.
- Board member, Allegheny Conference on Economic Development Board of Directors, 2006-2010.
- Board member, Urban League of Greater Pittsburgh Board of Directors, 2005-2010.
- Board member, Indiana County Chamber of Commerce, 2005-2010.
- Board member, Indiana County Tourist Bureau Board of Directors, 2005-2010.
- Board member, Indiana County Center for Economic Operations, 2005-2010.
- Panel member, Governor's (Kentucky) Task Force on Youth and Substance Abuse Prevention, 2000-2001.
- Task force member, the Ohio Board of Regents Task Force on Transfer Policy and Program Articulation, 1996-1999.
- President, the Association for Education in Journalism and Mass Communication, 1992-1993
- Board member, Radio-Television News Directors Association Board of Directors, 1988-1989

Professional Publications

Books and Scholarly Book Chapters

Focus on Children: Telling the Untold Stories of New Jersey's Children. T. Atwater, R. Miskoff and L. Fuerst, Eds. Rutgers University Department of Journalism and Mass Media: New Brunswick, NJ (1995).

"Communication Theory and Research: The Quest for Increased Credibility in the Social Sciences." In D.W. Stacks and M.B. Salwen, Eds., Second Edition, An Integrated Approach to Communication Theory and Research, Routledge: New York, NY (2009), p. 541-545.

"Communication Theory and Research: The Quest for Increased Credibility in the Social Sciences." In M. B. Salwen & D. W. Stacks, Eds., An Integrated Approach to Communication Theory and Research, Lawrence Erlbaum Associates: Mahwah, NJ (1996), p. 539-545.

"Network Evening News Coverage of the TWA Hostage Crisis." In A. Odasuo Alali & Kenoye Kelvin Eke, Eds., Media Coverage of Terrorism, Sage Publications: Newbury Park, CA (1991), p. 63-72.

Refereed Journal Articles

"News Time Allocation in Network Crisis Coverage: The Case of TWA Flight 847" ...with Linlin Ku. Political Communication and Persuasion, Volume 8, 1991.

"Race Relations in Ebony: An Analysis of Interracial Statements in Selected Feature Stories" ... with Kwadwo Anokwa. Journal of Black Studies, March 1991 edition, (Vol 21, No. 3).

"News Format in Network Evening News Coverage of the TWA Hijacking." Journal of Broadcasting & Electronic Media, Summer 1989 edition (Vol. 33, No. 3).

"Competition and the Allocation of Resources for Local Television News" ...with Stephen Lacy and Xinmin Qin. Journal of Media Economics, Spring 1989 edition (Vol. 2, No. 1).

Professional Publications *continued*

- “Reader Interest in Environmental News.” Newspaper Research Journal, Fall 1988 edition (Vol. 2, No. 1).
- “Sources in Network Coverage of International Terrorism”...with Norma Green. Journalism Quarterly, Winter 1988 edition (Vol. 65, No. 4).
- “Use of Satellite Technology in Television News”...with Stephen Lacy and Angela Powers. Journalism Quarterly, Winter 1988 edition (Vol. 65, No. 4).
- “Cost and Competition in the Adoption of Satellite News Gathering Technology”...with Stephen Lacy, Xinmin Qin and Angela Powers. Journal of Media Economics, Spring 1988 edition, (Vol. 1, No.1).
- “Network Evening News Coverage of the TWA Hostage Crisis.” Journalism Quarterly, Autumn 1987 edition (Vol. 64, No. 3).
- “Terrorism on the Evening News: An Analysis of Coverage of the TWA Hostage Crisis on ‘NBC Nightly News.’” “ Political Communication and Persuasion, March 1987 edition (Vol. 4, No. 1).
- “Reporting on the State Legislature: A Case Study of Inter-media Agenda-Setting”...with Frederick Fico and Gary Pizante. Newspaper Research Journal, Winter 1987 edition (Vol 8, No. 2).
- “Videotex: Creating and Examining Experienced Users”...with Carrie Heeter, Cynthia Stanley and Thomas Baldwin. Telematics and Informatics, March 1987 edition (Vol. 4, No. 1).
- “Videotex News: A Content Analysis of Three Systems and Companion Newspapers”...with Natalie Brown. Journalism Quarterly, Autumn 1986 edition (Vol. 63, No. 3).
- “Factors of Programme Choice in Public Television: A National Survey.” Journal of Educational Television, (Vol. 12, No. 2, 1986).
- “Consonance in Local Television News.” Journal of Broadcasting & Electronic Media, Fall 1986 edition (Vol. 30, No. 4).
- “Source Reliance and Use in Reporting State Government: A Study of Print and Broadcast Practices”...with Frederick Fico. Newspaper Research Journal, Fall 1986, edition (Vol. 8, No. 1).
- “Media Agenda-Setting with Environmental Issues”...with Michael Salwen and Ronald Anderson. Journalism Quarterly, Summer 1985 edition (Vol. 62, No. 2).
- “Interpersonal Discussion as a Potential Barrier to Agenda-Setting”...with Michael Salwen and Ronald Anderson. Newspaper Research Journal, Summer 1985 edition (Vol. 6, No. 4).
- “Foreshadowing the Electronic Publishing Age: First Exposures to Viewtron”...with Carrie Heeter and Natalie Brown. Journalism Quarterly, Winter 1985 edition (Vol. 62, No. 4).
- “The Similarity of Broadcast and Newspaper Reporters Covering Two State Capitols”...with Frederick Fico and Robert Wick. Mass Comm Review, (Vol. 12, No. 1, 1985).
- “Product Differentiation in Local Television News.” Journalism Quarterly, Winter 1984 edition (Vol. 61, No. 4).
- “Duplicated Versus Non-Duplicated Stories: The Case of Local Television News.” The Michigan Association of Speech Communication Journal, (Vol. 19, 1984).

Professional Publications *continued*

“Newsroom Searches: Is ‘Probable Cause’ Still in Effect Despite new Law?” Journalism Quarterly, Spring 1983 edition (Vol. 59, No. 1).

“Editorial Policy of Ebony Before and After the Civil Rights Act of 1964.” Journalism Quarterly, Spring 1983 edition (Vol. 59, No.1).

Trade and Review Articles

“Answering the Call for an Affordable Higher Education”, The Indiana Gazette, April 23, 2009.

“Prime Quality Indicators in Local Television News”, a special report from NAB Research and Planning, National Association of Broadcasters: Washington, DC (1990).

Review of The Information Society: Economic, Social and Structural Issues. Journalism Quarterly, Autumn 1989 edition (Vol. 66, No. 3).

“Editorial Note on Kerner Plus 20.” Mass Comm Review, (Special edition), Volume 15, Nos. 2 and 3, 1988.

“Television News Internships: Reflections of a Big City News Director.” RTNDA Communicator, July 1985.

“Radio-TV News Ethics Gets Short Changed in Most Journalism Ethic Texts.” Static, March 1985.

Review of Television Guardians: The FCC and the Politics of Programming 1958-1967. Journalism Quarterly, Autumn 1985 edition (Vol. 62, No. 3)

Professional Presentations

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| May 1991 | “The Contextual Dilemma in Network Coverage of Terrorism.” Paper presented to the Political Communication Division at the 1991 <u>International Communication Association Conference</u> , Chicago. |
| November 1990 | “Formula News Treatment of Terrorist Events.” Paper presented at the 1990 <u>Association for Education in Journalism and Mass Communication Convention</u> , Minneapolis. |
| August 1990 | “Terrorism at Sea: The Achille Lauro Hijacking on the Network Evening News.” Paper presented to the Radio-TV Journalism Division at the 1990 <u>Association for Education in Journalism and Mass Communication Convention</u> , Minneapolis. |
| November 1989 | “A Comparative Analysis of News Format in Network Evening News Coverage of the TWA Hijacking.” Paper presented to the Mass Communication Division at the 1989 <u>Speech Communication Association</u> convention, San Francisco. |
| July 1988 | “FCC Broadcast Contest Regulation: Policymaking in a Vacuum.” Paper presented to the Mass Communication and Society Division at the 1988 <u>Association for Education in Journalism and Mass Communication Convention</u> . Portland, Oregon. |

Professional Presentations *continued*

- July 1988 "Televised News Sources in Network Coverage of International Terrorism." Paper presented to the Radio-TV Journalism Division at the 1988 Association for Education in Journalism and Mass Communication Division Convention, Portland, Oregon.
- November 1987 "Use of Satellite Technology in Local Television News: A National Survey." Paper presented at the 1987 Convention of the Midwest Association for Public Opinion Research, Chicago.
- August 1987 "Satellite News Feeds: Protecting a Transient Interest." Paper presented to the Mass Communication and Society Division at the 1987 Association for Education in Journalism and Mass Communication Convention, San Antonio, Texas.
- May 1987 "Network Evening News Coverage of the TWA Hostage Crisis." Paper presented at the Political Communication Division at the 1987 International Communication Association Conference, Montreal.
- November 1986 "News Treatment and Reader Interest in Selected Environmental News Topics." Paper presented at the 1986 Convention of the Midwest Association for Public Opinion Research, Chicago.
- May 1986 "Source Reliance and Use in Reporting on State Government." Paper presented to the Political Communication Division at the 1986 International Communication Association Conference, Chicago.
- May 1986 "Race Relations in Ebony: An Analysis of Interracial Statements in Selected Feature Stories." Paper presented to the Intercultural and Development Division at the 1986 International Communication Association Conference, Chicago.
- November 1985 "Reporting on the State Legislature: A Case Study of Inter-Media Agenda-Setting." Paper presented at the 1985 Convention of the Midwest Association for Public Opinion Research, Chicago.
- November 1985 "Factors of Program Choice in Public Television: A National Survey." Paper presented at the 1985 Convention of the Midwest Association for Public Opinion Research, Chicago.
- November 1985 "Videotex News: A Content Analysis of Three Systems and Companion Newspapers." Paper presented at the 1985 Speech Communication Association Convention, Denver.
- July 1985 "Gatekeeping in Public Television: A Factor Analysis of Program Decision-Making." Paper presented to the Mass Communication and Society Division at the 1985 Association for Education in Journalism and Mass Communication Convention, Memphis.
- May 1985 "Foreshadowing the Electronic Publishing Age: First Exposures to Viewtron." Paper presented to the Human Communication Technology Special Interest Group at the 1985 International Communication Association Conference, Honolulu.

Professional Presentations *continued*

- April 1985 "Videotex: Creating and Examining Experienced users." Paper presented at the 1985 Broadcast Education Association Conference, Las Vegas.
- November 1984 "Media Agenda-Setting with Environmental Issues." Paper presented at the 1984 Convention of the Midwest Association for Public Opinion Research, Chicago.
- August 1984 "Agenda-Setting at the Subissue Level: The Issue of the Environment." Paper presented to the Mass Communication and Society Division at the 1984 Association for Education in Journalism and Mass Communication Convention, Gainesville, Florida.
- April 1984 "Product Differentiation in Local Television News." Paper presented to the Mass Communication Interest Group at the 1984 Central States Speech Association Conference, Chicago.
- August 1983 "Product Differentiation in Local Television News." Paper presented to the Radio-TV Journalism Division at the 1983 Association for Education in Journalism and Mass Communication Convention, Corvallis, Oregon.
- April 1983 "Local TV News Content: A Case Study of Information Diversity." Paper presented at the Fifth Annual Conference of the American Culture Association, Wichita, Kansas.
- August 1981 "Newsroom Searches: The Probable Cause Dilemma." Paper presented to the Law Division at the 1981 Association for Education in Journalism and Mass Communication Convention, East Lansing, Michigan.
- August 1980 "Ebony's Civil Rights Focus: A Study of Editorial Policy Before and After the Civil Rights Act of 1964." Paper presented at the Second Annual Virginia Conference of News Executives, Norfolk, Virginia.

Editorial Board Memberships: Scholarly Journals

Journal of Broadcasting & Electronic Media

Journal of Mass Media Ethics

Mass Comm Review

Faculty Research Grants Awarded

- 1988-89 National Association of Broadcasters Research in Broadcasting Grant (May 1988). Project Title: "The Concept of 'News Quality' in Local Television Newscasts." Funding Source: National Association of Broadcasters. Grant Awarded: \$3,400.
- 1988-89 Ford Foundation Postdoctoral Fellowship Stipend (May 1988). Project Title: "Use of Media and Perception of Social Reality." Funding Source: Ford Foundation, under the administration of the National Research Council. Stipend Awarded: \$22,500.

Faculty Research Grants Awarded *continued*

- 1987-88 Baskett Mosse Faculty Development Stipend (August 1987). Project Title: "Editorial Policy and Editor Perceptions on the Reporting of Suicide." Funding Sources: The Accreditation Council on Education in Journalism and Mass Communication, and the Association for Education in Journalism and Mass Communication. Stipend Awarded: \$400.
- 1985-86 All University Research Initiation Grant (November 1985) awarded by the M.S.U. School of Journalism in the amount of \$490 for research project entitled, "Terrorism in the Sky: Network Television Coverage of the TWA Hostage Crisis."
- 1983-84 All University Research Initiation Grant (October 1989) awarded by the MSU School of Journalism in the amount of \$600 for research project entitled "Network News Coverage of the Achille Lauro Hijacking."
- 1983-84 All University Research Initiation Grant received October, 1983 to support the project: "Public Perceptions of the Environment: An Agenda-Setting Study of Media Coverage of Environmental Subissues." (The AURIG grant is allocated to individual colleges within the university and was awarded for the 1983-84 academic year, and no release time was associated with the award. The grant serves to aid initiating worthy research proposals of junior faculty members.)
- 1983-84 All University Research Initiation Grant, received October, 1983 to support the project: "Reporting On the State Legislature: A Study of Inter-Media Agenda-Setting and Reporter Influences." The amount of the grant awarded was \$790. Other pertinent details of the source and purpose of the grant are the same as in the first grant.
- 1989-90 National Science Foundation, Research Initiation Grant (July 1989). Project Title: "The U.S. Government Response to Terrorism: Public Information and the Political Agenda." Grant awarded \$12,000.

Faculty External Fundraising Achievements

- January 1993 Awarded \$42,500 grant by the Prudential Foundation as project director of New Jersey "Focus on Children" program for New Jersey journalists. I wrote the proposal and served as project administrator of the award which produced a seminar and a publication for journalists to enhance the reporting of "child issues" in New Jersey.
- February 1993 Awarded \$13,000 grant by the Dow Jones Newspaper Fund as project director for supervising the editing and follow-up research to update the 1994 edition of the Journalism Career and Scholarship Guide.
- February 1993 Awarded \$10,000 grant by the Freedom Forum to direct and plan a national convention program, the "Educator/Professional Roundtable," as a major session of the 1993 convention of the Association for Education in Journalism and Mass Communication. I wrote and presented the proposal for funding to the foundation.

- February 1992 Awarded \$13,000 grant by the Dow Jones Newspaper Fund as project director for supervising the editing of the 1994 edition of the Journalism Career and Scholarship Guide.
- May 1988 Awarded \$3,400 research grant by the National Association of Broadcasters as principal investigator for project: "The Concept of 'News Quality' in Local Television Newscasts."

Selected Honors and Awards

- 2013 Selected as one of the top 20 most influential leaders in the Hampton Roads region by Inside Business (The Hampton Roads Business Journal)
- 2013 Recipient of the Silver Star Award for Education by the Young Professionals division of The Urban League of Greater Hampton Roads
- 2013 Recipient of the annual 900 Men Strong Community Service Award
- 2013 Elected as a member of the Regional Board of Directors of the Hampton Roads Chamber of Commerce
- 2012 Elected as a member of the Executive Committee of the Greater Norfolk Corporation Board of Directors
- 2012 Elected as Chairman of the Board of Directors, the Virginia Tidewater Consortium for Higher Education
- 2012 Selected as a Signature Program Participant of LEAD Hampton Roads, the oldest and largest leadership organization in greater Hampton Roads, Virginia
- 2012 Selected as a national mentor and faculty member of the Millenium Leadership Institute, a national initiative of the American Association for State Colleges and Universities (AASCU)
- 2012 Inductee, Norfolk State University Alpha Lambda Delta Honor Society
- 2012 Inductee, Phi Kappa Phi National Honor Society, as an administrator and faculty member of Norfolk State University
- 2011 Selected as a program participant of Civic Leadership Institute, a program engaging the abilities and talents of regional leaders to improve the quality of life in Hampton Roads, Virginia
- 2009 Awardee, Top 100 Business Leaders in Pennsylvania, Pennsylvania Business Central
- 2009 Recipient, United States Army Commander's Award for Public Service, the highest civilian service award given by the U.S. Army.
- 2009 Recipient, Paul Harris Fellowship, Rotary Foundation of Rotary International.
- 2008 Awardee, Top 100 Business Leaders in Pennsylvania, Pennsylvania Business Central.
- 2007 Governor's Appointee, Pennsylvania Tuition Account Program Advisory Board (TAP)
- 2007 Selected for membership in Beta Gamma Sigma international honor society for collegiate schools of business.

Selected Honors and Awards *continued*

2006	Appointed member of the <u>American Council of Education's Commission on Lifelong learning</u> .
2003	Protégé and graduate, <u>Millennium Leadership Initiative Institute</u> , a national program devoted to developing future presidents
2000	Governor's Appointee, <u>(Kentucky) Governor's Task Force on Youth Substance Abuse Prevention</u> .
1998	Appointed member of the <u>Northwest Ohio Public Television Foundation, Board of Trustees</u> .
1994	Fellowship recipient, nationally competitive <u>University of Connecticut Higher Education Administrative Fellowship</u> , Storrs, Connecticut.
1992	President, <u>the Association for Education in Journalism and Mass Communication</u> (AEJMC) as a result of a national association membership election outcome.
1990	Recipient, <u>Poynter Institute Teaching Fellowship in Journalism</u> , St. Petersburg, Florida
1990	Recipient, <u>Gannett Leadership Institute Fellowship</u> , New York, N.Y.
1988	Recipient, <u>Ford Foundation Post-Doctoral Fellowship</u> , the University of Michigan, Department of Communication.
1988	Inductee, <u>Kappa Tau Alpha national honor society</u> on the nomination of the Michigan State University School of Journalism.
1988	Elected <u>chairperson of the Radio-Television Journalism Division of the Association for Journalism and Mass Communication</u> to serve during the 1988-1989 academic year.
1987	Appointed as member of the <u>Accreditation Council on Education in Journalism and Mass Communication</u> (ACEJMC), the national journalism accrediting body, and served two consecutive terms (1987-1993)
1987	Inductee, <u>Phi Kappa Phi National Honor Society</u> as a faculty member of Michigan State University.
1987	Recipient, <u>Baskett Mosse Faculty Award</u> for excellence in teaching and scholarship by AEJMC and ACEJMC.
1979	Recipient, MSU <u>Competitive Doctoral Fellowship</u> as awarded in national competition by Michigan State University.

Professional Association Affiliations

- American Association of State Colleges and Universities (AASCU)
- American Council of Education (ACE)
- Association of Public Land Grant Universities (APLU)
- Association for Education in Journalism and Mass Communication (AEJMC)
- International Student Exchange Program (ISEP)
- Millennium Leadership Initiative (MLI)

Personal Data

Born:	1952 in Nashville, Tennessee
Marital Status:	Married
Appearance:	Height 5'10", Weight 175 lbs.