Marianne Barrett, Ph.D. [marianne@asu.edu](mailto:marianne@asu.edu)

# EDUCATION:

Ph.D. Mass Media, Michigan State University, 1993

M.P.S. Media Administration, Syracuse University, 1988

* 1. Secondary Education, Kutztown (PA) University, 1973

# ACADEMIC EXPERIENCE:

*Louise Solheim Professor:* May 2017-Present.

Walter Cronkite School of Journalism and Mass Communication Arizona State University

*Senior Associate Dean and Louise Solheim Professor:* May 2007-May 2017 Walter Cronkite School of Journalism and Mass Communication

Arizona State University

Promoted from Associate Dean for Academic Affairs

* Oversaw the development and implementation of six of the school’s degree programs and ongoing refinements to the curricula.
* Hired and supervised adjunct instructors for the school’s online degree programs’ classes.
* Partnered with colleagues from across the university to develop a series of concurrent degree programs targeted to high-performing undergraduate students.
* Directed the master of mass communication program including recruitment, admissions, graduate assistantships and retention.
* Secured four $30,000 fellowships to recruit students from underserved populations to the school’s master of mass communication and doctoral programs. (2012, 2013, 2014, 2016.)
* Annually secured two to three $10,000 Graduate Education Fellowships to recruit to the school’s master’s programs students from underserved populations.
* Oversaw the school’s ASU and ACEJMC assessment activities, managed assessment data collection, wrote annual assessment reports which were included in the school’s ACEJMC accreditation self-studies.
* Worked with members of the Cronkite Endowment Board to recruit industry professionals to conduct assessments of student portfolios.
* Supervised the school’s five full-time undergraduate advisers. During tenure transformed academic advising by rebuilding the advising team, and revising policies, procedures, appointment scheduling and caseload assignment. Annual surveys of graduating students consistently showed a high level of student satisfaction.
* Oversaw classroom scheduling, enrollment management and supervised the Program Manager. New policies and procedures resulted in less than 5 percent of almost 200 course sections each semester being undersubscribed.
* Member of the university’s Enrollment Management Group.
* Member, ASU’s Associate Deans for Research
* Successfully mentored all five assistant professors who applied for promotion and tenure over a seven year period.
* Served as an external reviewer for promotion and tenure cases, one case per year.
* Worked with other members of the school’s leadership team, faculty and academic advisers on recruitment and retention. Retention of first-year students is routinely 90 percent; consistently among the highest at the university.
* Worked with other members of the school’s leadership team on the school’s Accrediting Council on Journalism and Mass Communication reaccreditation self- studies.
* Member of the ACEJMC site visit teams University of Turabo, Turabo, PR, February 2018; University of Missouri, October 2016; University of South Florida, St. Petersburg, February 2016; University of Wisconsin/Eau Claire, November 2014.
* Member, External Program Review teams for various universities
* Chaired numerous faculty and staff searches during tenure.
* Taught one section of the school’s JMC 110 Principles and History of Journalism class to transfer and change of major students each fall.

*Associate Dean for Academic Affairs:* August 2005-May 2007 Walter Cronkite School of Journalism and Mass Communication Arizona State University

Promoted from Associate Director for Academic Affairs when the school became an independent unit.

*Associate Director for Academic Affairs:* August 2003-August 2005 Walter Cronkite School of Journalism and Mass Communication Arizona State University

Helped lead the school through its transition from a unit in the College of Public Programs to an independent college. The school is now recognized as one of the premier journalism schools in the United States.

*Associate Professor:* August 1999-Present

Walter Cronkite School of Journalism and Mass Communication Arizona State University

Areas of specialization: Media management, economics and policy; television audience behavior

*Assistant Professor:* August 1994-August 1999

Walter Cronkite School of Journalism and Mass Communication Arizona State University

# TELEVISION INDUSTRY EXPERIENCE:

*Director, Program Scheduling:* October 1985-October 1986 ESPN, Inc. New York, NY

* Strategically developed, maintained and coordinated short and long-term program schedules to maximize ratings and sales opportunities.
* Applied research information that influences program development, planning and scheduling.
* Regularly interacted with other department heads in the network’s New York and Bristol, CT offices.

*Director, Television Programming:* October 1979-October 1985 WVIA-TV Wilkes-Barre/Scranton, PA

* Increased cumulative audience of station through the strategic placement and promotion of acquired, movies, series and specials.
* Negotiated all contracts for station programming. Developed and administered program budget. Gathered audience research. Oversaw on-air promotion, operations and station support services.
* Member of the station’s senior management team.

# RECOGNITION and AWARDS:

2002 Frank Stanton Fellow, International Radio and Television Society (IRTS). The award recognizes “outstanding contributions to electronic media education” and is presented at the society’s annual faculty-industry seminar in New York.

1997 Recipient, Walter Cronkite School of Journalism and Mass Communication Versatility Award. The award recognizes excellence in teaching, research and service.

1992-93 Recipient, Dowden Center, University of Georgia, Dissertation Award. 1991 Recipient, Excellence in Teaching Citation, Michigan State University.

# GRANTS:

**External Grants:**

National Association of Television Programming Executives (NATPE) Faculty Development Grant, June 2017 ($1,000.) Spent two weeks at Warner Brothers Media Research and Insight updating audience research skills.

National Association of Television Programming Executives (NATPE) Faculty Development Grant, July 1999 ($2,000.) Spent two weeks with programming executives at NBC Television at the network’s Burbank offices.

Principal Investigator, National Association of Broadcasters Research Grant. “The Effect of Television Station Affiliation Changes on Primetime Network Programming,” April 1996.

Other external awards:

ArtTable, New York, NY. Worked with the Executive Director and the Development and Community Engagement Manager to identify a recipient of the Lila Harnett ArtTable fellowship. $3,000. This was the first time ArtTable had awarded a fellowship to a non- arts student.

**Internal Grants:**

Dean’s Research Grant 2018. Received a $6,000 grant to conduct research on television audience behavior.

Reach for the Stars and Doctoral Enrichment Fellowships, Graduate College, Arizona State University. Secured four $30,000 fellowships to recruit students from underserved populations to the school’s master of mass communication and doctoral programs. (2012, 2013, 2014, 2016.)

Graduate Education Fellowships, Graduate College, Arizona State University. Annually secured two to three $10,000 Graduate Education Fellowships to recruit to the school’s master’s programs students from underserved populations.

Principal Investigator, College of Public Programs Dean’s Incentive Grants. Various projects 1994-2000. $5,000 annually.

# PUBLICATIONS:

## Refereed Journal Articles:

Sindik, Amy and Marianne Barrett. “Reading Up to Women’s Magazines: The Perceived Fit of Teenage Spin-Offs,” *Journal of Magazine and New Media Research* 15:1, 1-15, Fall 2010.

Barrett, Marianne. “FCC Media Ownership and the Broadcast Network/Affiliate Relation,” *The Journal of Media Economics*, 18:1, 1-19, 2005. Lead article.

Barrett, Marianne. “The Relationship of Network Affiliation Change to Primetime Program Ratings,” *Journal of Broadcasting and Electronic Media*, 43:1, 98-109,

1999.

Campbell, Heather E. and Marianne Barrett. “An Analysis of Cable and Telephony in the Act of ‘96: Economics, Law, Regulation and Politics,” *Communication Law and Policy* 2:4, 477-525, Autumn 1997.

Barrett, Marianne. “Strategic Behavior and Competition in Cable Television, Evidence from Two Overbuilt Markets, *The Journal of Media Economics* 9:2, 43-62, 1996.

Barrett, Marianne. “Direct Competition in Cable Television Delivery--A Case Study of Paragould, Arkansas.” *The Journal of Media Economics* 8:3, 77-93, 1995.

Barrett, Marianne. “A Multiple Discriminant Model Using Financial Ratios to Predict Corporate Reorganization of Publicly Held Broadcasting Companies,” *Broadcast Cable Financial Management Journal* 28, 30-34, 39 (October-November 1993).

Baldwin, Thomas F., Marianne Barrett and Benjamin Bates. “The Influence of Cable on Television Journalism Audiences.” 69:3 *Journalism Quarterly* 651-658, Autumn 1992.

. ”The Uses and Values of News on Cable Television.” 36:2 *Journal of Broadcasting and Electronic Media* 225-233, Spring 1992.

Barrett, Marianne. “The Financial Interest and Syndication Rules: An Examination,”

*Broadcast Financial Management Journal* (May-June 1990).

## Refereed Papers:

Barrett, Marianne. “Does Absence Make the Heart Grow Fonder? Habit, Hiatus and Program Performance in Primetime Broadcast Network Television.” World Media Economics and Management Conference, Rome Italy, May 21, 2021. (Conference held virtually).

Barrett, Marianne and Harrison Mantas. “The Exception is the Rule: Structural Factors and the 21st Century Television Audience.” Refereed Paper Session, Media Management, Economics and Entrepreneurship Division, Association for Education in Journalism and Mass Communication Annual Conference, Toronto, Canada, Aug. 10, 2019.

Barrett, Marianne. “Revisiting the Impact of Structural Factors on Television Audience Behavior in the Digital Age.” World Media Economics and Management Conference, Cape Town, South Africa, May 9, 2018.

Barrett, Marianne and Linda Austin. “Removing Barriers to Innovation in Journalism Education: A Case Study,” International Conference on Communication, Media, Technology and Design Istanbul, Turkey, May 2012.

Barrett, Marianne, Anne Hoag and Kim Garris. “The Glass Ceiling in Television Management: A Comparison of Cable and Broadcasting,” National Cable and Telecommunications Association Annual Convention, Atlanta, GA, April 2006.

Barrett, Marianne. “First-Mover Advantage in Local Television News,” Broadcast Education Association Annual Convention, Las Vegas, NV, April 2005.

Barrett, Marianne. “Network Affiliation Changes and the Implications for the Network- Affiliate Relationship,” Broadcast Education Association Annual Convention, Las Vegas, NV, April 2000.

Barrett, Marianne. “The Relationship of Affiliation Change to Changes in Television News Ratings,” Association for Education in Journalism and Mass Communication Annual Conference, Baltimore, MD, August 1998.

Barrett, Marianne and Charles C. Brotherton. “Network Affiliation Changes and Inheritance Effects,” Association for Education in Journalism and Mass Communication Annual Conference, Chicago, IL, August 1997.

Barrett, Marianne. “The Effect of Network Affiliation Changes on Primetime Program Ratings,” National Association of Broadcasters Annual Convention, Las Vegas, NV, April 1997.

Barrett, Marianne. “Strategic Behavior and Competition in Cable Television: Evidence from Two Overbuilt Markets,” Association for Education in Journalism and Mass Communication Annual Convention, Washington, DC, August 1995.

Barrett, Marianne. “A Multiple Discriminant Model Using Financial Ratios to Predict Corporate Reorganization of Publicly-Held Broadcasting Companies,” Broadcast Education Association Annual Meeting, Las Vegas, April 1993. (First Place Paper)

Barrett, Marianne. “Corporate Reorganization and the Public Interest: A Case Study of Taft Broadcasting,” Broadcast Education Association Annual Meeting, Las Vegas, April 1992. (Second Place Paper)

Barrett, Marianne and Thomas F. Baldwin. “Cable Television in Local News: Capital Budgeting Models,” Broadcast Education Association Annual Meeting, Las Vegas, April 1992. (Second Place Paper)

Barrett, Marianne, "The Financial Interest and Syndication Rules: An Examination," Broadcast Education Association, Atlanta, March 1990. (First Place Paper)

Campbell, Heather E. and Marianne Barrett. “An Analysis of Cable, Telephony, and the Telecommunications Act of 1996: Rules, Incentives and Economics,” Association for Public Policy Analysis and Management Annual Research Conference, Pittsburgh, PA, October 1996.

Campbell, Heather E. and Marianne Barrett. “How Did We (De)Regulate Telecommunications? A Preliminary Analysis of Cable and Telephony in the Act of ‘96,” International Association for Business and Society Annual Conference, Santa Fe, NM, March 1996. (proceedings published)

O’Neill, Eileen and Marianne Barrett. “TiVo: The Next Big Thing? Digital Video Recorders and the Impact on Television Advertising Models,” 6th World Media Economics Conference, Montreal, May 2004.

Sindik, Amy and Marianne Barrett, “The Perceived Fit Between Women’s Magazines and their Teenage Spinoffs,” 9th World Media Economics Conference, Bogota, Colombia, June 2010.

## Editor-reviewed Publications:

Barrett, Marianne and Chun Shao. “Advancing Media Economics Research Through Theory” in *A Research Agenda for Media Economics*, Alan Albarran, ed.

Northampton, MA: Edgar Elgar, 2019.

Barrett, Marianne. Book Review. James L. Baughman, *The Republic of Mass Culture, Journalism, Filmmaking and Broadcasting in America Since* 1941, 3rd ed.

Baltimore, MD: Johns Hopkins University Press, 2006 in *Journalism and Mass Communication Quarterly* 83:4, 955-956, 2006.

Barrett, Marianne. “Teaching the Mid-Career Professional,” *Feedback*, 43:4, 46-47, 2002.

Barrett, Marianne. *Instructor’s Manual* for Craft, Godfrey and Leigh *Electronic Media, 1st Edition*. Belmont, CA: Wadsworth Publishing, 2000.

Barrett, Marianne. “Anti-trust Law,” “Report on Chain Broadcasting,” “Duopoly,” “Interstate Commerce Commission,” and “Positioning”. Entries in the *Historical Dictionary of American Radio.* Donald G. Godfrey and Frederic A. Leigh, eds. Westport, CT: Greenwood Publishing, 1998.

Barrett, Marianne. Book Review. Susan Tyler Eastman and Douglas A. Ferguson, *Broadcast/Cable/Web Programming Strategies and Practices* 6th ed. Belmont, CA: Wadsworth/Thomson Learning, 2002 in *The Journal of Media Economics*, 16:1, 65-67, 2003.

Barrett, Marianne. Book Review. Norma Odom Pecora. *The Business of Children’s Entertainment*. New York: The Guildford Press, 1998 in *The Journal of Media Economics,* 12:3, 225-226, 1999.

Barrett, Marianne. Review. “Declining Standards in TV News: Is it all Television’s Fault? Program 2, ‘Sex, Violence and Crime: Local TV Tabloid Reporting’,” *Journalism History,* 20:2 (Summer 1994).

## Presentations and Conference Participation

***Discussant,*** Teaching and Practice of Journalism session, Placing Pakistan: Engaging Multidisciplinary Approaches Conference, Arizona State University, April 2017.

This conference is part of a U.S. Department of State-funded program that is a partnership between ASU’s Center for the Study of Religion and Conflict, the Walter Cronkite School of Journalism and Mass Communication and the University of the Punjab, Lahore, Pakistan.

**Discussant,** Competitive Papers Session, Media Management, Economics and Entrepreneurship Division, Association for Education in Journalism and Mass Communication, San Francisco, CA, August 2015.

**Discussant**, Competitive Papers Session, Media Management and Economics Division, Association for Education in Journalism and Mass Communication Annual Conference, Montreal, QB, August 2014.

**Discussant**, Competitive Papers Session, Media Management and Economics Division, Association for Education in Journalism and Mass Communication Annual Conference, Chicago, IL, August 2008.

**Discussant**, Competitive Papers Session, Research Division, Broadcast Education Association Annual Convention, Las Vegas, NV, April 2006.

**Discussant**, Competitive Papers Session, Management and Sales Division, Broadcast Education Association Annual Convention, Las Vegas, NV, April 2006.

**Discussant**, “Program Diversity on Television,” Competitive Papers Session, Media Management and Economics Division, Association for Education in Journalism and Mass Communication Annual Conference, Baltimore, MD, August 1998.

**Moderator and Member of the Academic Committee,** Competitive Papers Session, World Media Economics and Management Conference, New York, NY, May 2016.

**Moderator**, “Sports Journalism and Communication: Responding to Student Demand,” Association for Education in Journalism and Mass Communication Annual Conference, Montreal, QB, August 2014.

**Panelist and Moderator,** “Cronkite Faculty Research—People, Press, PR.” Walter Cronkite School of Journalism and Mass Communication “Must See Mondays” Speaker Series, Phoenix, AZ, January 22, 2018.

**Panelist**, “Climbing the Ladder: Mentors, Money and Upward Mobility for Junior Faculty Members.” Commission on the Status of Women Pre-conference Workshop, Association for Education in Journalism and Mass Communication Annual Convention, Washington, DC, August 2013.

**Panelist**, “The Doctors Are In,” Association for Education in Journalism and Mass Communication Annual Convention, Boston, MA, August 2009.

**Panelist**, “Minority Media Ownership: Gains, Losses and Keeping the Sails on the Ship,” Association for Education in Journalism and Mass Communication, Boston, MA, August 2009.

**Moderator**, “Experiential Learning in the Research Course: Doing Research to Learn Research,” Broadcast Education Association Annual Convention, Las Vegas, NV, April 2004.

**Moderator,** Competitive Research Papers Session, Media Management and Economics Division, Association for Education in Journalism and Mass Communication Annual Conference, Kansas City, MO, July 2003.

**Moderator**, “Mergers and Acquisitions in the Telecommunications Industry,” Management and Sales Division Panel Session, Broadcast Education Association Annual Convention, Las Vegas, NV, April 1997. Developed topics and identified participants for the panel.

**Moderator**, Competitive Papers Session, Management and Sales Division, Broadcast Education Association Annual Convention, Las Vegas, NV, April 1997.

**Moderator and Panel Co-Organizer** “I’ve Finished my Dissertation, Now What? Making the Transition from Graduate Student to Faculty Member.” Commission on the Status of Women and Graduate Student Interest Group, Association for Education in Journalism and Mass Communication Annual Conference, Toronto, Canada, Aug. 10, 2019.

**Panelist,** “Challenges Facing Television Audience Researchers.” World Media Economics and Management Conference, Cape Town, South Africa, May 11, 2018.

**Panelist and Moderator,** “The Young Researchers,” Walter Cronkite School of Journalism and Mass Communication “Must See Mondays” Speaker Series, Phoenix, AZ, March 18, 2019.

**Panelist,** “So Many Projects, So Little Time: Faculty Concerns over Balancing Teaching, Research, Service and Life,” Association for Education in Journalism and Mass Communication, Boston, MA, August 2009.

**Panelist,** Cable Telecommunication Management Teaching Roundtable, National Cable Telecommunications Association Academic Seminar, New Orleans, LA, May 2004.

**Panelist,** “Media & Telecommunications Management: Finding Common Ground Between Curricular Approaches,” Broadcast Education Association Annual Convention, Las Vegas, NV, April 2004.

**Panelist**, “Workshop on Curriculum Issues in Management and Sales,” Broadcast Education Association Annual Convention, Las Vegas, NV, April 2003.

**Panelist,** “School Days, School Days, the Sequel: Former Broadcasters as Students and the Teachers who Love Them,” Broadcast Education Association Annual Convention, Las Vegas, NV, April 2002.

**Presenter, “**Media and Social Justice,” 30th Annual Global Development and Social Justice Workshop, Rollins School of Public Health, Emory University, Atlanta, GA, March 2017.

**Presenter, “**Press Freedom and the Marketplace of Ideas,” University of Pristina, Pristina, Kosovo, May 2017.

**Respondent**, “Finding Your Leadership Voice in the Academy: A Workshop for Women Faculty,” Commission on the Status of Women Pre-conference Workshop, Association for Education in Journalism and Mass Communication Annual Conference, Montreal, QB, August 2014.

# SELECTED TEACHING:

***Courses Taught at Arizona State University****:* JMC 110 History and Principles of Journalism JMC 332 Electronic Media Programming JMC 406/MCO 512 The Humphrey Seminar JMC 435 Emerging Technologies

JMC 472 Media Management

MCO 302 Media Research (online course)

MCO 494 Understanding the Audience (I created and developed this class) MCO 510 Research Methods in Mass Communication

MCO 598 Special Topics: TV Viewership: What We Watch

MCO 710 Research Methods

***Courses Taught at Michigan State University*** (as instructor of record) TC 100-The Information Society

TC 210-Introduction to Telecommunication TC 310-Telecommunication Policy

TC 325-Television Programming and Promotion TC 415-Cable Communication

TC 832-Telecommunication Economics

## Doctoral Research Apprenticeships and Undergraduate Research Projects

Chun Shao, Fall 2019. The result of this doctoral research apprenticeship was a co-authored book chapter Barrett, Marianne and Chun Shao. “Advancing Media Economics Research Through Theory” in A Research Agenda for Media Economics, Alan Albarran, ed. Northampton, MA: Edgar Elgar, 2019.

Alexandra Conforti, Spring 2020. The result of this undergraduate research project was a co-authored paper submitted to the Media Management and Economics Division of the Association for Education in Journalism and Mass Communication. Although the paper was not accepted for presentation at the association’s annual conference, it is being revised for journal submission.

## Master of Mass Communication Applied Project Committees (as Chair):

Amy Reed, “Perceived Fit Between Women’s Magazines and Their Teenage Spinoffs,” May 2007.

Jessika Ming “Duopolized: The Story of Two Newsrooms Becoming One in the Nation’s Number Two Market,” May 2007.

Eileen O’Neill, “Tivo-The Next Big Thing? DVRs and Television Advertising Model,” May 2002.

Wallace Campbell, “A Study of the Financial Impact of the Publicity Received by Ryder TRS, Inc. in the Wake of the Oklahoma City Bombing,” December 2001.

Sherrie Johnson, “A Study of Hospice Public Relations Directors Serving Maricopa County, Arizona,” May 2000.

Robert Cosburn, “The Impact of the 1996 Telecommunications Act on Cable Television Service: A Case Study in Phoenix, Arizona,” December 1999.

Thomas Keeler, “The Development of a Business Plan for a Full-Service Advertising Agency that Helps Anglo Business Target Hispanic Consumers in Phoenix, AZ”, May 1998.

Claudine Langan, “Cyberporn: A New Legal Bog,” May 1996.

Shae Page, “The Portrayal of Female Athletes in Advertisements in Women's and Teen's Fashion Magazines” December 1995.

## Master of Mass Communication Applied Project Committees (as Member):

Ray Gonzales, “Lessons in Loyalty: One American's Internment Camp Experience,” December 2007.

Lacy Chaffee, “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.

Charles Brotherton, “Cameras in the Jury Room: The Arizona Experience” May 2003. Kenneth Fagan, “Saturday Night at the Moving Picture Show,” May 2003.

Chad Corwin, “An Analysis of the Duopoly Rule and Broadcast Television Station Ownership in the Top 50 Markets from 1997 to 2000,” December 2001.

Sarah Wiggins, “The Phoenix Television Network Affiliation Changes 1994-1998: Perceived and Real Impact on 10:00 p.m. News Ratings,” May 2001.

Krista Davis, “The Status of Newspaper Readership Among Women,” May 2000. Hoyt Hill, “The ASU Channel 2 Partnership: A Case Study,” May 1999.

Peter Bourdeau, “Cue the Soda Can: The Evolution of Product Placements in Hollywood Cinema from 1977 to 1997,” May 1999.

Terry Adams, “Until Death Do Us Part: A Legal Analysis of Televisions Access to the Death Chamber,” May 1998.

Niclas Lindh, “Toward the Development of a Method for Using the Internet to Conduct Survey Research,” May 1998.

Wendy Lowry-Manley, “A National Study of Journalists of Color Employed in Local Television News,” August 1997.

Tricia Farwell, “An Analysis of Intimacy on Daytime Soap Operas,” December 1997.

Jeff Myers, “The Acceptance of Program-Length Commercials: A Survey of Television Sales Managers in AZ,” December 1995.

Susan Kilgard, “Of Wishing Wells and Wedding Bells: The Evolution of the Heroine in Disney Animated Romances,” December 1995.

***Barrett Honors College Theses Committees:***

Chair, Barrett the Honors College, Arizona State University thesis committee, Katherine Sitter, August 2015-May 2016.

Chair, Barrett the Honors College, Arizona State University thesis committee, Tamara Kraus, August 2014-May 2015.

Chair, Barrett the Honors College, Arizona State University thesis committee, Stacia Affelt, August 2014-May 2015.

Chair, Barrett the Honors College, Arizona State University thesis committee, Emily Timm, August 2011-May 2012.

Chair, Barrett the Honors College, Arizona State University thesis committee, David Foster, May 2000.

Member, Barrett the Honors College, Arizona State University thesis committee, Jessica Andrews and Denica Moodley, May 2010.

Member: Barrett the Honors College, Arizona State University thesis committee, Krystal Nelson, May 2004.

Barrett, the Honors College, Arizona State University, Faculty Honors Adviser, August 2013-Present.

***Cronkite School Doctoral Committees:***

Chair, Chun Shao, Walter Cronkite School of Journalism and Mass Communication, August, 2018-Present.

Chair, Thomas (Craig) Anderson, Walter Cronkite School of Journalism and Mass Communication, August 2020-PreoCo-chair, Jay Alabaster, Walter Cronkite School of Journalism and Mass Communication, August 2016-Present.

Member, Brian Rackham, Walter Cronkite School of Journalism and Mass Communication, August 2012-Present.

# SELECTED MENTORSHIPS:

Mentor, Amir Ilyas, Institute for Communication Studies, University of the Punjab, Lahore, Pakistan. Mr. Ilyas was a doctoral student who spent the spring 2017 semester at the Cronkite School on a Higher Education Commission fellowship. I met weekly with Mr. Ilyas as he conducted the literature review for his dissertation proposal.

Mentor, Shabbir Sarwan, Institute for Communication Studies, University of the Punjab, Lahore, Pakistan. Mr. Sarwan was a University of Punjab faculty member who spent the spring 2016 semester at Arizona State University as part of a U.S. Department of State- funded partnership between ASU and the University of Punjab. August-December, 2016.

Mentor, Akram Soomro, Institute for Communication Studies, University of the Punjab, Lahore, Pakistan. Mr. Soomro was a University of Punjab faculty member and doctoral student who spent the spring 2016 semester at Arizona State University as part of a U.S. Department of State-funded partnership between ASU and the University of Punjab.

January-May, 2016.

Hubert H. Humphrey Fellowship Program Mentorships: The program, in partnership with the U.S. State Department and the Institute of International Education, brings mid- career professionals from emerging democracies to the United States for an intensive, 10- month academic study and professional experience. I served as mentors to the following fellows: 2018-2019, Rula Rizk, Lebanon; 2015-2016, Darko Ivanovic, Montenegro; 2013-2014, Derya Kaya, Turkey; 2012-2013, Branko Veselinovic, Serbia; 2010-2011, Chinkhand Dorj, Mongolia.

Mentor, Association for Education in Journalism and Mass Communication, Commission on the Status of Women, August 2013-August 2016.

# SERVICE:

## Selected Professional Service:

***External Program Reviews:***

Department of Telecommunications, David Letterman School of Communication, Ball State University, Muncie, IN, April 2018.

Hank Greenspun School of Journalism and Media Studies, University of Nevada, Las Vegas, April 2015. Review resulted in an overhaul of the policies, practices and curriculum of the school.

Communications Department, Salem State University, Salem, MA, April 2015. Mayborn School of Journalism, University of North Texas, Denton, TX, April 2014.

Department of Telecommunications, David Letterman School of Communication, Ball State University, Muncie, IN, April 2013.

College of Communications, Texas Tech University, Lubbock, TX, February 2011.

Communication Studies Department, Auckland University of Technology, Auckland, NZ, June 2011.

Mass Communications Department, Colorado Mesa University (formerly Mesa State University,) Grand Junction, CO, October 2009.

# ACEJMC Service:

Member, Accrediting Council on Education in Journalism and Mass Communication. Elected to represent the Association for Education in Journalism and Mass Communication, 2011-2014.

Elected by the association’s members to the Standing Committee on Teaching, Association for Education in Journalism and Mass Communication, October 2008- October 2011.

Member, ACEJMC Accreditation Site Visit Team, Hussman School of Journalism and Media, University of North Carolina Chapel Hill, October 2021.

Member, ACEJMC Accreditation Site Visit Team, Donald W. Reynolds School of Journalism, the University of Nevada Reno, November 2019.

Member, ACEJMC Accreditation Site Visit Team, University of Turabo, Turabo, PR, February 2018.

Member, ACEJMC Accreditation Site Visit Team, University of Missouri, October 2016. Member, ACEJMC Accreditation Site Visit Team, University of South Florida, St.

Petersburg, February 2016.

Member, ACEJMC Accreditation Site Visit Team, University of Wisconsin/Eau Claire, Eau Claire, WI, November 2014.

Member, ACEJMC Accreditation Site Visit Team, Colorado State University, Fort Collins, CO, November 2004.

Member, ACEJMC Accreditation Site Visit Team, University of Wisconsin/Eau Claire, Eau Claire, WI, January 2003.

# Other Service:

# Member, Scholarship Committee, Broadcast Education Association, April 2007-Present.

Head, Media Management and Economics Division, Association for Education in Journalism and Mass Communication, August 2004-August 2005.

Vice Head and Program Chair, Media Management and Economics Division, Association for Education in Journalism and Mass Communication, August 2003-August 2004.

Research Chair and Vice Program Chair, Media Management and Economics Division, Association for Education in Journalism and Mass Communication, August 2002-August 2003.

Chair, Management and Sales Division, Broadcast Education Association, April 1997- April 1999.

Vice-chair, Management and Sales Division, Broadcast Education Association, April 1995-April 1997.

***Book Review Editor,*** *The Journal of Broadcasting and Electronic Media,* January, 2018- December 2020.

## Editorial Boards:

*The International Journal on Media Management,* 2005-Present. *Journalism and Mass Communication Educator,* 2017-Present. *Journal of Media Economics,*1999-2008.

## Reviewer:

*International Media Management Journal,* 2010-Present. *Journalism and Mass Communication Educator,* 2012-2017. *Journal of Broadcasting and Electronic Media*, 1997-Present. *Journal of Media Economics,* 1996-2010.

Best Practices in Teaching Critical Thinking Competition, Elected Committee on Teaching, Association for Education in Journalism and Mass Communication Annual Conference, Denver, CO, August 2010.

Best Practices in Teaching Diversity Competition, Elected Committee on Teaching, Association for Education in Journalism and Mass Communication Annual Conference, Boston, MA, August 2009.

Paper Competition, Media Management and Economics Division, Association for Education in Journalism and Mass Communication Annual Conference, 1998, 1999, 2004, 2008, 2009, 2010, 2013, 2014, 2015, 2016.

Paper Competition, Commission on the Status of Women, Association for Education in Journalism and Mass Communication Annual Conference, 2013, 2014, 2015, 2016.

Served as an external reviewer for several tenure and promotion cases.

Arizona State University College of Public Programs Service:

Chair, College of Public Programs Personnel Committee, 2002-2003. Member, College of Public Programs Personnel Committee, 2001-2002.

Member, College of Public Programs Dean’s Incentive Grants Committee, 1999-2000.

## Arizona State University Service:

Member, Executive Vice President and Provost Search Committee, October 2020-December 2020.

Member, Associate Deans for Research Committee, August 2014-May 2017. Member, University Standards Committee, July 2010-June 2013.

Member, Enrollment Management Group, May 2010-May 2017.

Member, Executive Director of Undergraduate Admissions Search Committee, February- May 2010.

Member, Provost’s Personnel Advisory Committee, August 2005-August 2007.

Faculty Development Program Mentor, August 2004-August 2005. Participated as a mentor to a junior faculty mentor in the inaugural year of Arizona State University’s faculty mentoring program.

Co-chair Graduate Council Appeals Board, August 2004-May 2007.

Tempe Graduate Council, August 2002-2007. Council reviews and recommends adoption of all university graduate programs

## Selected Cronkite School Service:

(see also Administrative positions)

Junior faculty mentor and coordinator of the Cronkite School’s Academic Personnel Actions, spring 2018-spring 2021.

Elected member of the school’s Curriculum Committee, October 2020-Present.

Elected member of the school’s Doctoral Committee, August 2018-Present

Chair, numerous Cronkite School Faculty and Staff Search Committees, 2005-2017.

Co-chair, Cronkite School Search Committee, 2001. Committee recruited and hired three new faculty members.

Member, Cronkite School Dean Search Committee, 2020-2021.

Member, Cronkite School Dean Search Committee, 2019-2020.

Member, Cronkite School Founding Dean Search Committee, 2004-2005.

Member, Strategic Media and Public Relations Faculty Search Committee, 2002-2003. Elected Member, Cronkite School Director Search Committee, 1999-2000.

Chair, Cronkite School ad hoc Committee on Faculty Lines, 2001. Chair, Cronkite School Graduate Committee, 2006-2017.

Member, Graduate Committee, 1996-2006. Member, ad hoc Ph.D. Committee, 2001-2002. Member, Curriculum Committee, 1995-1999.

Member, Hearst Visiting Professionals Committee, 1994-1999.

Member, Freedom Forum Professional in Residence Search Committee, 1994-1995. Faculty Advisor, Her Campus, ASU, 2019-Present.

Faculty Advisor, Fashion Journalists’ Club, 2013-2017; 2020-Present.

Faculty Advisor, Student Committee, Rocky Mountain-Southwest Chapter, National Academy of Television Arts and Sciences, 1999-2003.

# PROFESSIONAL DEVELOPMENT ACTIVITIES:

Participant, Times Warner College Professor Thought Leadership Seminar, Times Warner Media Lab, New York, NY, July 2013.

Alumna, Higher Education Resources Services (HERS) Bryn Mawr Summer Institute, 2010.

Invited Participant and Frank Stanton Fellow, Faculty-Industry Seminar, International Radio and Television Society, New York, NY, March 2002.

Invited Participant, Faculty-Industry Seminar, International Radio and Television Society, New York, NY, January 2000.

Fellow, Faculty Seminar, Academy of Television Arts and Sciences, Los Angeles, CA, November 1998. One of 18 faculty members selected from over 50 applicants to participate in the Academy’s annual four-day seminar.

Fellow, Faculty Seminar, National Association of Television Programming Executives Conference, New Orleans, LA, January 1997. One of ten faculty members selected from more than 100 applicants from around the world to participate in the association’s inaugural faculty seminar.

Invited Participant and Member, Case Study Competition First-Place Team, Faculty- Industry Seminar, International Radio and Television Society, New York, NY, January 1995.

# ACTIVE MEMBERSHIPS:

Broadcast Education Association

Division Memberships: Management and Sales, Law and Policy Association for Education in Journalism and Mass Communication

Division Memberships: Commission on the Status of Women, Law and Media Management, Economics and Entrepreneurship