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Objectives:

To foster visual and aural competence and integrate it across the curriculum in the College of Journalism and Mass Communications at the University of Nebraska-Lincoln.

To develop a research agenda to study the effects of media on society through the analysis of iconic photographs and media.

To develop creative projects for public consumption and photographic exhibits.

Qualifications:

Education:

Master of Arts in Education, University of Nebraska-Lincoln, 2008

Bachelor of Science in Radio-Television-Film, University of Texas at Austin, 1986

Academic:

Twenty years full-time experience teaching at UNL's College of Journalism and Mass Communications in the sequences of News-editorial, Broadcasting and Advertising.

Managerial Professional:

Twenty years of professional experience generating new business and procuring completion of multi-million dollar projects, including budgeting, tracking and reporting at state and federal levels. Responsible for hiring various positions within the university system and for the supervision of seven full-time professionals. Secured funding as an independent producer for a variety of projects with large institutions including the National Arbor Day Foundation, the Nebraska Medical Center, the 4-H Club and the Nebraska Health Department. Extensive experience working on instructional materials for media delivery, including broadcast television, Web, CD, DVD, closed circuit and satellite.

Technical:

Skilled shooting motion pictures and still photography in various formats. Skilled using artificial lighting for both motion picture and still photography, including strobe, tungsten and hydrargyrum medium-arc iodide lights (HMI). Skilled in various still image, layout and motion picture editing software packages, including Adobe Photoshop, Adobe InDesign, Adobe Premiere, Final Cut-Pro, and AVI. Proficient in audio production, from field recording to multi-track post-production, utilizing Pro-Tools, Sound Forge and Acid Pro. Experience in Web development using Dreamweaver software and am competent in file compression for Web-delivery of video, audio streams and still images.

Publication Print and Photography:

- *A Short Course in Digital Photography*, Great River Technology, 2010, electronic publication and online course.
- *Bolivia Magazine*, 2015
- *Watcha Doing*, various billboards in the State, 2006

Experience:
8/2003-present

Assistant Professor of Practice. College of Journalism and Mass Communications (CoJMC), University of Nebraska-Lincoln. The apportionment of my employment is: 70% lecturing, 10% creative/research, 5% extension and outreach and 15% service and citizenship.

General Duties:

I have taught many different courses, facilitated independent and graduate studies, and supervised UCARE projects at CoJMC. Courses taught include BRDC 362, Advanced TV Production; NEWS 898, Advanced Lighting Techniques; NEWS 184, Basic Photography; NEWS 284, News Photography; NEWS 404, Advanced Electronic Photography; JOUR 498, International Media; ADVT 333, Communication Graphics; JOUR 142, Visual Literacy I; JOUR 203, Visual and Aural Literacy II; NEWS 499, Independent Study; JOUR 350, NewsNetNebraska; JGRD 898 History of Photography.

Committees:

- Visual Literacy Committee
- Executive Committee
- Substitutions Committee
- Convergence Committee
- Recruiting Committee
- Hiring Committees
- Downtown Lincoln Association Committee
- Technology Committee
- Diversity Committee

Service and consulting:

- *Nebraska High School Photographers' Association (NHSPA)*. Judge of video productions, 2021.
- *Nebraska High School Photographers' Association (NHSPA)*. Judge and workshop facilitator 2003-2015.
- *Lincoln Camera Club (LCC)*. Consultant, speaker and photography judge since 2006.
- *Nebraska State Fair*. Photography judge since 2006-2008.
- *CoJMC's Day-tripper Photo Club*. Faculty representative. 2004-2007.
- Exhibited student work on behalf of CoJMC and Office of International Affairs in 2007 and 2008 at the Rotunda at UNL and the Creamery Building in downtown Lincoln.
- Consulting on "The 60's," a multimedia project developed by professional photographer and historian Bill Ganzel. Project is under development.
- Consultant on "Madison County," a documentary proposal for PBS by Aplomb Films about the tragic bank robbery in Madison County, Nebraska. Project is under development (2008).
- City of Lincoln-Lancaster County Health Department Food Handlers' Training website, 2008-2009. Updates, 2018

Undergraduate Creative Activities and Research Experiences (UCARE)

- Diego Moreno. *Iconography and social memory website*, 2010-2011
- Stephani Ruiz. *Latinos in the United States*, 2007-2008.
- Ben Costello. *Brazil's Working Class Portraits*, 2005.
- Jessica Hoffman. *The Phases of the Moon* photography, 2004

Honors contracts:

- Sean Hagewood, *My Town*, 2003
- Kaitlin Arntz, *Pancake Feed*, 2007-2008

Graduate projects and independent studies:

- Gabrielle Kroll, architecture graduate. *Exposé: Pinhole camera, a scientific approach to image making*, 2005.
- Jeffrey Scott, architecture graduate. *Exposé: Pinhole camera, a scientific approach to image making*, 2005.
- Kristen Hansen, journalism graduate. *Documentary thesis in Cuba*, On-location faculty supervisor, videographer, assistant producer, audio engineer, 2005.
- Kat Mayze, journalism graduate. *The History of Photography*, 2007.
- Paul Shoemaker, news-editorial undergraduate. BRDC 362, 2007.
- Kate Lennon, advertising undergraduate. *Influences in Design*, 2007
- Trevor Hall, *Video Editing process electronic manuals*, 2007
- Ryan Downing, advertising graduate. *Professional Project*, 2008.
- Hannah Rood, advertising graduate. *Professional portfolio*, 2008
- Casey Mills, broadcasting graduate. *Professional project*, 2011

Panels and presentations:

- *Mass media and society in Bolivia*, various workshops in country, 2012-214
- Sochi, Russia, the city of the future. Moderator, 2011
- Assessing visual literacy in the classroom, presenter at AEJMC Midwinter conference in Oklahoma, 2011
- International Affairs Week, presenter, 2008
- International Affairs Week, presenter, 2009
- *People of Color in Predominantly White Institutions*, participant, 2004.
- *Children of the Worlds' Society*, presenter in the Nebraska International Multicultural Conference (NIMEC), 2004.
- *Stereotypes in Advertising*, moderator NIMEC, 2004.

Advise:

- Over forty undergraduate students. 2003-2008
- Six graduate students

Creative work and publications:

- **Pershin, 60 min. Documentary, Producer Barney McCoy, credits as cinematographer. 2017**
- *Food handling online training*, Lincoln-Lancaster Health Department, 2010
- “*We the People: An American Dream and Nightmare*, 2008.” 60-minute thesis documentary premiered at the Mary Riepma Ross Media Arts Center at the University of Nebraska-Lincoln in the fall of 2008. The US Immigration and Naturalization Center region 9, 2009
Various (3) William H. Thomson presentations at the University. 2008-2010
- *International personal photography exhibit*. Haymarket, 2008
- *International photography exhibit*, France. Rotunda Gallery, 2008
- “*Reflection and Gratitude from a New U.S. Citizen.*” Article for the Alumni Magazine, winter 2007-2008.
- *Photographic comparison of various videotape formats. Fundamentals of Television Production (2nd edition)*, 2007. Donald, Ralph & Thomas Spann.
- ABC’s “*Extreme Makeover Home Edition*,” 2006. Behind the scenes, a 45-minute documentary.
- *Lied Lodge & Conference Center*, 2006-2007. Still photography for website, images for assorted collaterals (magazine, brochures and signage) and photography for virtual tours (360-degree panoramas). <http://www.liedlodge.org/index.cfm>.
- “*Fast Forward*, 2005-2010.” Executive producer/producer, responsible for the production of twenty-nine 30-minute shows for public access.
- *Lincoln Journal Star*, 2005. “Battle of San Juan Hill, Santiago de Cuba,” provided photographs and captions for article.
- “*Reading is Fundamental*,” 2003. Spanish literacy 30-minute television program to promote reading in English among Latinos.
- *Lincoln Journal Star*, 2003. Article about the transition between digital and film photography in photojournalism at CoJMC.

International academic experience:

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- ***I France, a photographic 3-week course. 2016***
- ***II France, a photographic 3-week course. 2017***
- ***III France, a photographic 3-week course. 2018***
- ***Greece, a photographic 3-week course. 2009***
- ***Russia, Media pre-Olympic Winter games media study. 2010***
- ***Russia (LMS), Media Production 3-week class . 2011***
- ***Russia (LMS), Western views of Mass Communication. 2011***
- ***Bolivia Magazine and Multimedia. 2010-2012***

Grants/university:

- \$5,500 NU Grant to conduct research on visual literacy.
- \$40,000 from *National Geographic Society* to complete Battle of San Juan Hill project in Santiago de Cuba in association with principal researcher Dr. Peter Bleed from the anthropology department at UNL (2008).
\$50,000 contract with UNL’s Department of Food Science and Technology and the Lincoln-Lancaster Health Department’s website.

- Developed course proposal for Integrated Communication in Advertising, 2008.

Associations:

- The Association for Education in Journalism and Mass Communication
- The International Visual Literacy Association
- The Lincoln Arts Council
- International Honor Society, Phi Beta Delta
- Advertising Federation of Lincoln
- Lux Center for the Arts
- NPPA, National Press Photographers Association

Personal highlights:

- Helped transition the traditional film processing program of photojournalism at CoJMC into a digital photography environment.
- Helped devise and implement the equipment checkout room by making substantial structural and procedural changes to the infrastructure and operations.
- Recommended hiring a full-time person to manage the checkout room and to reduce equipment loss to a minimum.
- Re-established CoJMC's presence in the national HEARST photojournalism competitions by advising students to attend and compete.
- Created an international course teaching photography, videography and principles of graphic design.
- Stabilized and set in motion the new Visual Literacy (JOUR 142) course at the CoJMC. I will submit JOUR 142 to Peer Review of Teaching Project (PRTP) and for the Achievement-Centered Education (ACE) general education program certification in the fall to improve the course. We are developing on-line content to supplement and or to substitute lecturing.

12/96-present

Executive Producer & President. PECA Media

General Duties:

Commercial media:

Media solutions for businesses. Produce training videotapes, commercials, public service announcements, web development and consulting. Media translation (Spanish/English) and narration.

Educational media:

Curriculum-based programs for profit and non-profit educational organizations. Develop educational strategies and media delivery including DVD, CD-ROM, Web-based applications, videotapes and print materials. Render translation services and voice overs for Spanish media.

Personal highlights:

- Developed the international educational television videotape series "Children of the World's Society," including programs produced in Ireland, the United States, Brazil, Italy and China.
- Commissioned to photograph and videotape assorted commercial and educational themes in Ireland for a Chicago-based educational

firm and in Italy for the Midwest food chain Valentino's of America.

- Secured funding to produce a 30-minute educational documentary on literacy in Spanish and 10 public service announcements for national distribution through UNIVISION, the premier Spanish-language network in the United States. This project involved directing and coordinating national talent such as Christina (Christina Sarlegui) and journalist Jorge Ramos in Miami, Florida.
- Commissioned in the fall of 2003 to translate, produce and help direct the media campaign for the merger of Clarkson Hospital and the University Hospital in Omaha into the Nebraska Medical Center brand. This project involved the translation of scripts for radio and television spots and of text in assorted collateral pieces. I also helped produce and direct various television commercials with Spanish-speaking actors.
- Provided translation and narration services to the Arbor Day Foundation in their national television campaigns. (2003-2020)

Contracts:

- Obtained a \$50,000 royalty-advance from the Great Plains National (GPN) Distribution Company to develop the international series "Children of the Worlds' Society." 1999-2002. The series is still in distribution.
- Secured a \$40,000 contract to produce a Spanish-speaking literacy documentary for "Reading is Fundamental," 2003.
- Obtained a \$10,000 contract to produce a promotional video for 4-H.
- Secured a \$90,000 project on Food Safety, Lancaster Co. Lincoln, NE

7/97-5/2003

Executive Producer. Nebraska Educational Telecommunications (NET)

General duties:

Hiring, training and supervising producers, graphic artists, engineers and support staff
Multimedia/Television development and management of projects/services
Program/Services research and development
Budget origination and management
Reporting on state and federal grants
Interpreting university's policies for contract and personnel actions

Professional panels and conferences:

- 14-day professional exchange through USAID in Brazil in 1992.
- Represented the United States as a speaker for the III International Meeting on Global Telecommunications in Sao Paulo, Brazil in 1997.
- Attended a webcasting workshop and public television conference in Stuttgart, Germany sponsored by The Corporation of Public Broadcasting (CPB) in 1998

- Participated as a judge during a week-long distribution screening for “Red de América Latina” (RAL) in Uruguay in 2001.

Personal highlights:

- Developed a web-based Learning Management System (LMS) consisting of 62 on-line courses on law enforcement practices in coordination with the Nebraska Law Enforcement Training Center (NLETC). This 1.6 million-dollar federal project spanned over three years. I was the Executive Producer in charge of the coordination of the development of all the course materials, the creation of all technical infrastructure, including the merging of five legacy systems and the creation of a Y2K compliant database for student registration and tracking.
- With my production and engineering team, created a dynamic content tool allowing instructors to modify course content after publication.
- Served as liaison among NET, the University of Nebraska, and the General Services Administration (GSA) in Washington, DC. These duties included reporting on a bi-monthly budget and progress and the formal testing and evaluation of the 1-million dollar project.
- Other highlights during this period: created similar Learning Management Systems for the Nebraska Department of Education, The Nebraska Medical Center and the Nebraska State Patrol.
- Produced various CD-ROMs and DVDs through National Science Foundation funds, interactive websites and touch-screen kiosks for assorted clients like the Lincoln’s Children’s Museum, the Museum of Nebraska Art.

7/89-7/97

Producer/Director. Nebraska Educational Telecommunications (NET)

General duties:

Program research and development of broadcast and educational programs
 Budget origination and management of projects
 Remote and location television production
 Off-line/on-line/non-linear editing
 Multimedia production supervising graphics/authoring interface creation
 Script research and writing

Personal highlights:

- Managed and produced one of NET's most profitable educational television products, “Math Vantage.” This series of 23 videotapes on mathematics was produced under a National Science Foundation (NSF) 1 million dollar grant over a four-year period. “Math Vantage” earned NET over 1.2 million dollars in gross revenue through the sales of videotapes and earned various prestigious awards.
- Produced, directed and wrote over 50 broadcast and non-broadcast programs. (See attached list of award-winning productions).
- Directed Jim Fowler legendary host of the *Wild Kingdom* series and his co-host Peter Gross in the re-packaging of numerous titles that went commercial through Bozell Advertising representing Mutual of Omaha.

6/84-4/89

Producer/Director. Texas Parks & Wildlife Department (TP&WD)

General duties:

Location and studio television production and photography
Off-line editing/on-line editing supervision
Videographer and field audio engineer
Script research and writing
Multi-channel audio-recording, editing and mixing

Personal highlights:

- Responsible for the production of fifteen slideshows and five 30-minute television documentaries that aired on PBS.
- Implemented the training of park rangers and game wardens in the use and maintenance of audio/visual equipment throughout the state of Texas.
- Earned one national and one international award for television and multimedia.

8/87-10/87

Production Assistant. WGBH Boston, Mass.

General duties:

Production liaison between the United States and Mexico
On location audio engineering
Assistant videographer /videographer

Summary:

- Production team was commissioned to produce a segment on foreign opinions about candidates Dukakis and Bush to the US presidency for a broadcast documentary "Frontline" (PBS) that aired nationally in 1987. Our segment produced in Mexico City was the longest among various segments from other countries included in the national broadcast.

11/79-12/81

Producer/Photographer. AudioGraphis, Mexico City

General duties:

Account representative
Multimedia producer and photographer
Production designer/script writer for marketing, personnel training, annual and medical reports
Audio engineering and mixing of music and narration

Personal highlights:

- Became the agency's main photographer and traveled throughout Mexico shooting photographs for a period of two years while going to college full-time.
- Produced and programmed over ten multiple-screen slideshows.

Credit list of professional published work:

Broadcast Productions:

2017, **Black Jack Pershing**. 60 minute documentary, cinematographer

1984, *The Battleship Texas*. 30-minute broadcast (PBS). Producer, director, editor and writer.

1985, *Texas Reflections*. 30-minute broadcast (PBS). Producer, director, editor and writer.

1986, *Texas Turkeys*. 30-minute broadcast (PBS). Producer, director, editor and writer.

1986, *Enchanted Rock*. 30-minute broadcast (PBS). Producer, director, editor and writer.

1987, *Big Bend*. 30-minute broadcast (PBS). Producer, director, editor and writer. (30-minutes)

1989, *Distant Voices Thunder Words*. 60-minute broadcast (PBS). Producer, director, editor and writer.

1990, *Memory Skills*. 30-minute educational program. Producer, director, editor and writer.

1991, *Playgrounds*. 30-minute educational program. Producer, director, editor and writer.

1992, *Flowers of the Motherland*. 30-minute educational program. Producer, director, editor and writer.

1993, *Discipline-Based Art Education*. 30-minute educational program. Producer, director, editor and writer.

1995, *Freedom of Speech*. 30-minute educational program. Producer, director, editor and writer.

1995, *Wild Kingdom Pledge Special*. 60-minute broadcast. Producer, director, editor.

2000, *How to plant trees*. 30-minute instructional program for national distribution. Producer, director, editor and writer. Client: Arbor Day Foundation.

Math Vantage educational series:

1994, *Discovering Patterns*. 15-minute educational program, national distribution. Producer, director and editor.

1994, *Tessellations*. 15-minute educational program, national distribution. Producer, director and editor.

1994, *Patterns with Ten*. 15-minute educational program, national distribution. Producer, director and editor.

1994, *Sequences and Ratios*. 15-minute educational program, national distribution. Producer, director and editor.

1994, *Networks, Paths and Knots*. 15-minute educational program, national distribution. Producer, director and editor.

1994, *2D-3D*. 15-minute educational program, national distribution. Producer, director and editor.

1994, *Trusting Triangles*. 15-minute educational program, national distribution. Producer, director and editor.

1994, *Going Around in Circles*. 15-minute educational program, national distribution. Producer, director and editor.

1995, *What's Your Angle*. 15-minute educational program, national distribution. Producer, director and editor.

1995, *A World of Quadrilaterals*. 15-minute educational program, national distribution. Producer, director and editor.

1995, *Containers, Surface Area*. 15-minute educational program, national distribution. Producer, director and editor.

1995, *Data: How Do You Get It?* 15-minute educational program, national distribution. Producer, director and editor.

1995, *Data: What does it mean?* 15-minute educational program, national distribution. Producer, director and editor.

1995, *Data: How Do you Show It?* 15-minute educational program, national distribution. Producer, director and editor.

1995, *Chances Are*. 15-minute educational program, national distribution. Producer, director and editor.

1995, *Rates and Ratios*. 15-minute educational program, national distribution. Producer, director and editor.

1995, *The Stretching and Shrinking Machine*. 15-minute educational program, national distribution. Producer, director and editor.

1995, *Expressing Relationships*. 15-minute educational program, national distribution. Producer, director and editor.

1995, *Say It with Hundredths*. 15-minute educational program, national distribution. Producer, director and editor.

1995, *Integers*. 15-minute educational program, national distribution. Producer, director and editor.

1995, *Algebraic Expressions*. 15-minute educational program, national distribution. Producer, director and editor.

1995, *Digitizing with Binary Power*. Educational program, national distribution. Producer, director and editor. (15-minute)

1995, *Algebraic Sentences*. 15-minute educational program, national distribution. Producer, director and editor.

Independent Productions:

1983, *Best Wishes*. Texas, 10-minute 16 mm film. Lighting director.

1987, *Frontline*. 7-minute segment in national program (PBS). Assistant director, assistant videographer. Client: WGBH, Boston.

1995, *Kitchen Tour*. 10-minute instructional tape. Producer, director, editor. Client: Valentino's of America.

1996, *Sanitation Practices*. 10-minute instructional tape. Producer, director, editor. Client: Valentino's of America.

2000, *Eye Kiosk*. 10-minute promotional tape. Producer, director, editor. Client: Optical Innovations.

2001, *Children of the World's Society: Italy*. 30-minute educational program for national distribution. Producer, director, videographer, editor, writer. Client: Great Plains National

2001, *Children of the World's Society: Brazil*. 30-minute educational program for national distribution. Producer, director, videographer, editor, writer. Client: Great Plains National

2001, *Children of the World's Society: USA*. 30-minute educational program for national distribution. Producer, director, videographer, editor, writer. Client: Great Plains National

2002, *Children of the World's Society: China*. 30-minute educational program for national distribution. Producer, director, videographer, editor, writer. Client: Great Plains National

2002, *Children of the World's Society: Ireland*. 30-minute educational program for national distribution. Producer, director, videographer, editor, writer. Client: Great Plains National

2003, *Reading is Fundamental*. 30-minute educational program for national distribution. Producer, director, videographer, editor, writer. Client: RIF NET

2004, *Yo sé (I Know)*. 60-minute instructional DVD in Spanish for on-line banking. Host and translator. Client: Commercial Federal Bank.

2004, *Buckle-up*. Ten 15-second public service announcements in Spanish. Host, translator and assistant director. Client: Iowa Dept of Roads.

2005, *The Nebraska Medical Center*. 30-second commercial for television. Translator and assistant director. Client: The Nebraska Medical Center.

2005, *4-H*. 10-minute promotional video for national distribution. Producer, director, writer, editor. Client: 4-H Club.

2007, *Extreme Makeover Home Edition: Nebraska Volunteers*. 45-minute promotional tape. Producer, director, writer, editor and videographer. Client ABC/Hartland Homes.

2008, *We the People: An American Dream and Nightmare*. 60-minute thesis documentary. Producer, director, writer, editor and videographer.

Awards and recognitions:

“Black Jack Pershing, 2017. Various regional and national awards.

CINE Golden Eagle Award. NET
Math Vantage: "The Shrinking and Stretching Machine",
Producer/Director (1997)

CEN Best Program in a Series. NET
Math Vantage: “A World of Quadrilaterals”
Producer/Director (1996)

US Film Festival Award to Creative Excellence
Math Vantage: “Chances Are”
Producer/Director (1996)

CINE Golden Eagle Award. NET
Math Vantage: “Going Around in Circles”
Producer/Director (1995)

CPB Best in Educational Category. NET
Math Vantage: “A World of Quadrilaterals”
Producer/Director (1995)

NBA Silver Award. NET
Math Vantage: “Data Analysis”
Producer/Director (1995)

CHRIS AWARDS Honorable Mention. NET
Math Vantage: “Surface Area and Volume”
Producer/Director (1995)

CINE Golden Eagle Award. NET
Math Vantage: "What's Your Angle"
Producer/Director (1994)

CEN Best Instructional Program. NET
Math Vantage: "2D-3D"
Producer/Director (1994)

ACI 1st. Place. Texas Parks and Wildlife Department,
Made in Texas: "Texas Reflections"
Producer/Director (1987)

1st Place. **Producer.** Texas Parks and Wildlife. National Audubon Society,
"Non-Game and Endangered Species." Slide show, (1984) In the **Izaak**
Walton Outdoor Ethics and Communications International Competition.

2nd Place. **Texas Union Film Festival.**
"Best Wishes" 16mm. film
Lighting Director (1983)

Volunteer work:

2010-2011

Marketing committee member. LUX Center for the Arts

1993-1996

Vice President of Programs. Nebraska Partners of the Americas
Planning and coordination for Brazilian travelers in Nebraska.
Audiovisual producer.

Other interests:

Travel, sports and scriptwriting.

Languages:

Primary: Spanish and English.
Secondary: Portuguese and Italian.