

February 2, 2015

CURRICULUM VITAE

Thor Wasbotten
School of Journalism and Mass Communication
Kent State University

EDUCATION

M.S. Journalism and Communication, 1995, University of Oregon

B.A. Broadcast Journalism, 1991, University of Southern California

SUPPLEMENTAL AND CONTINUING EDUCATION

Teaching Fellows Workshop (Summer 2006)
Indiana University

Micro MBA (certificate) (Spring 2001)
Center for Management Development
Boise State University

Elective emphasis in family counseling at both undergraduate and graduate levels

TEACHING/ADMINISTRATIVE EXPERIENCE

Director and Professor (2012-)
School of Journalism and Mass Communication
College of Communication & Information
Kent State University
Kent, OH 44242

Assistant Dean for Student Media and Online Operations and Senior Lecturer
(2010-2012)
General Manager of Television Operations and Senior Lecturer (2004-2009)
College of Communications
The Pennsylvania State University
University Park, PA 16802

Visiting Professor (May 2009)
Shanghai International Studies University
Shanghai, China

Instructor (Spring 1995)
Pacific University
Forest Grove, OR 97116

PROFESSIONAL EXPERIENCE

Managing Director (Compliance) and Partner, Blue Heron Research Partners,
New York, New York, 2006-2012 (partner in firm that produced due diligence for
investment companies from a business journalism approach)

News Director, KGUN-TV, Tucson, Arizona (DMA #71 during tenure), 2001-2004
(supervised newsroom staff of 50)

Station Manager and News Director, KTRV-TV, Boise, Idaho (DMA #125 during
tenure), 2000-2001 (supervised news department, production, marketing,
engineering and operations)

News Director, KTRV-TV, Boise, Idaho, 1998-2001 (first news director at station,
hired staff and created newscasts)

Managing Editor, KTVB-TV, Boise, Idaho, 1996-1998 (managed day-to-day
operations of news staff and coverage)

Weekend Assignments Editor, KOIN-TV, Portland, Oregon (DMA #24 during
tenure), 1994-1996 (supervised weekend news coverage)

HONORS AND AWARDS

While serving as director of the School of Journalism and Mass Communication
at Kent State University, the School was found in compliance with all nine standards
(first time in 30 years) and recommended for re-accreditation by the ACEJMC site-
visit team. Students placed fourth in the Hearst Photojournalism Championship and
tenth in the Hearst Writing Championship in 2014. Students placed eighth in the
2012-2013 Hearst National Championship, second in the national Bateman
competition and in the top-5 nationally in the Effie awards in 2013. The students
also have won multiple Society of Professional Journalists awards (regional

recognition), multiple College Photographer of the Year awards (national recognition), TV Station of the Year for TV2 (2012 and 2013) by College Media Association Pinnacle awards (national recognition), and the APME 2013 Innovator of the Year for College Students award.

While serving as assistant dean in the College of Communications at The Pennsylvania State University, students won the 2011-2012 overall Hearst Journalism Awards Program, numerous Society of Professional Journalists awards (regional and national recognition), numerous Broadcast Education Association awards (national recognition), and numerous Pennsylvania Associated Press Broadcast Association awards (state recognition), 2005-2012.

Named, "Foremost Under 40" entrepreneurs and "Top 100 People" in central Pennsylvania by *Pennsylvania Business Central*, 2008.

While serving as news director of KGUN-TV, the television station received regional Edward R. Murrow awards for Overall Excellence, Best Newscast, Sports Reporting and Feature Reporting from the Radio Television Digital News Association and numerous state awards from the Associated Press, 2002-2004.

While serving as station manager and news director of KTRV-TV, the television station received the inaugural USC Annenberg-Walter Cronkite Award for Excellence in Broadcast TV Political Journalism, two regional Edward R. Murrow awards, numerous Idaho Press Club awards, including Best Newscast, 1st, 2nd and 3rd in General News Reporting and 1st and 2nd in Sports Reporting, and four additional awards from the Idaho State Broadcasters Association, 1999 and 2000.

While serving as managing editor of KTVB-TV, the television station won numerous awards from RTDNA, Idaho Press Club and Idaho State Broadcasters Association, 1996-1998.

ADMINISTRATIVE INITIATIVES AT KENT STATE (SELECTED)

Course Development, 2014. Provided vision for new course titled Big Data. This course is built around a relationship between the School and a local television station to provide an experiential learning experience for students.

Curricular Development, 2014. Provided guidance and advice to multiple departments for curricular development to focus more on three core categories: digital, data and storytelling.

A JMC Conversation, 2014. Created new series of conversations between students and faculty focused on current issues, such as terrorism and diversity.

Student Media Reorganization, 2014. Created plan for new Director of Student Media position to build strategic vision for student media operations.

Strategic Plan, 2012-2013. Through coordination with the faculty, led creation of School's strategic plan.

Diversity Plan, 2012-2013. Established School's first diversity committee and appointed Coordinator for Diversity. Committee designed diversity plan, including the implementation of the Student Voice Team, a group of students selected by the committee to serve as an advisory board for the director.

Assessment Plan, 2012-2013. Established School's first committee focused on assessment of student learning outcomes. Committee designed assessment plan, including implementing multiple direct and indirect measures.

Office of Career Services, 2013. Appointed School's first Coordinator for Career Services. The coordinator is responsible for servicing students in internships, career preparation and organizing the School's career fair.

Internship Program, 2013. Initiated efforts to create consistent internship policy for the School. Asked undergraduate coordinator and sequence coordinators to lead faculty through discussions to identify consistent standards and procedures. Effort gained appropriate support and was approved.

Administration Reorganization, 2012. Added graduate studies oversight to the Associate Director responsibilities, including management of new online PR graduate program. Appointed new undergraduate and graduate coordinators. Created new positions to support students and the School through career services, outreach and marketing, and diversity and globalization.

Office Reorganization, 2013. Through a series of organizational changes, streamlined office staff and procedures to provide more efficient support for students and faculty.

Website Design, 2013. Worked with new marketing coordinator to rebrand the School, including building new website and marketing materials.

Promising Scholar Awards, 2013. Secured \$160,000 in funding for new award program to help attract and enroll best and brightest students. This innovative program will allow selected incoming freshmen to receive a scholarship for four years of college.

Student Success Week, 2013. Created a week during the spring semester to recognize our students. The week is composed of various new events: career fair, student awards and scholarship dinner.

Outreach and Marketing, 2013. Created School's first Coordinator for Outreach and Marketing. Staff member focuses on building the School brand and improved alumni relations and tracking.

Multimedia Production, 2014. Created School's first Coordinator for Multimedia Production. Staff member manages TV studio, control room and student equipment lab. Also responsible for training students and faculty in digital technology.

ADMINISTRATIVE INITIATIVES AT PENN STATE (SELECTED)

Course Creation, 2004-2010. Created *Television News: Centre County Report* and *In the Game*.

ComMedia Multimedia Facility, 2010-2012. As assistant dean for student media, led design and implementation of full HD multimedia facility, including news set, control room, edit rooms and HD television channel. Managed multiple aspects of build-out, including construction management, equipment purchases and strategic planning.

Website Management, 2010. Led creation of student media websites psucommedia.com and centrecountyreport.com and administrator responsible for psucomradio.com.

ComMedia Update, 2010. Created monthly newsletter to keep faculty and staff of the College informed on accomplishments of student media.

FUNDRAISING

At Kent State, responsible for overall fundraising efforts of the School. Since

July 2012, more than \$4,500,000 has been raised from alumni, friends and other supporters of university programs through direct contributions and planned gifts, including a \$3,000,000 gift for scholarships.

At Penn State, provided information and support for fundraising efforts when needed.

PUBLICATIONS, PRESENTATIONS and PANELS

Publications:

Guest Columnist, *Centre Daily Times*, State College, Summer 2006

Enhanced chapter on broadcast writing and storytelling in Douglas A. Anderson, ed., *News Writing and Reporting for Today's Media*. New York: McGraw-Hill, 2005

Reviewer and Contributor, "Ready, Set, Lead! The Resource Guide for News Managers." Deborah Potter, author. Washington, DC: Radio and Television News Directors Foundation, 2005

Presentations:

Moderator, *Race in America*, a conversation with Professor Julian Bond as part of the inaugural Kent Talks series for Kent State's MLK celebration, Kent State, 2015

Moderator, *A JMC Conversation*, series of discussions for faculty and students focused on current issues, Kent State, 2014-

Storytelling Lectures to School of Journalism and Mass Communication students within Student Media, Kent State, 2013-

Guest Lecturer, various universities, 1999-

Commencement Speaker, Rudolf Steiner High School, New York, June 2010

Moderator, Foster Conference, Penn State, March 2008

Panels:

Panelist and Co-Creator, Broadcast Education Association, "How Broadcast Media Stays Relevant in a Changing Global Environment," Las Vegas, April 2014

Panelist, Broadcast Education Association, "Sports Broadcasting Showcase," Las Vegas, April 2013.

Panelist, Broadcast Education Association, "Implementing Professional Standards in Your Student Media Newscast: Content," Las Vegas, April 2012

Panelist, Broadcast Education Association, "Student Media's Role During Crisis: Hoping for the Best, Preparing for the Worst," Las Vegas, April 2012

Panelist, Broadcast Education Association, "Partnering Student Media with: Athletics," Las Vegas, April 2011

Panelist, Broadcast Education Association, "Partnering Student Media with...," Las Vegas, April 2010

Panelist, Broadcast Education Association, "Helicopter Coverage and the Race for Ratings," Las Vegas, April 2008

Panelist, Broadcast Education Association, "The Best Student Newscasts," Las Vegas, April 2006

Panelist, Broadcast Education Association, "Live from the Classroom: Best Practices Teaching Live Shots," Las Vegas, April 2006

Panelist, Broadcast Education Association, "The Realities of Teaching Broadcast Journalism in an Environment of Changing News Values," Las Vegas, April 2005

SERVICE ACTIVITIES (SELECTED)

ACADEMIC SERVICE (AT KENT STATE FROM 2012-)

University—Member, review committee for environmental assessment proposals for presidential initiative; member, search committee for Dean of College of Communication and Information, 2014; member, Search Committee for General

Manager of WKSU Public Radio, 2012; member, Search Committee for News Director of WKSU Public Radio, 2013; member, Search Committee for Senior Academic Director for ALANA Initiatives, 2013; Emcee for KSU Presidential Speaker Series, 2013

College—Member, Search Committee for Director of Technology of College of Communication and Information, 2013, Advisory Board member, IdeaBase, the College's multi-disciplinary creative agency, 2012-

Accrediting Council on Education in Journalism and Mass Communications

Accrediting Site Team Member:

University of South Florida, 2013

ACADEMIC SERVICE (AT PENN STATE FROM 2004-2012)

University—Member, Technology Committee (ad-hoc) to identify fiber optic solution for campus communications

College—Chair, Search Committee for Lab Coordinator, 2009; chair, Equipment and Technology Committee (ad-hoc), 2011-2012; chair, Student Media Website Committee (ad-hoc); member, Marketing Committee (ad-hoc); member, Equipment and Technology Committee, 2010-2011; member, Scholarship Committee, 2008; manage contest entries for television journalism awards and contests, 2004-2012; director, Penn State Institute for High School Broadcast Journalists, 2006-2008; host, Hearst Visitor program, spring 2008; organizer, Penn State High School Television Workshop, April 2005; participant, resume workshops; advisory board member, PSNtv, 2004-2012

Accrediting Council on Education in Journalism and Mass Communications

Accrediting Site Team Member:

University of Montana, 2011

University of Mississippi, 2011

University of Texas, 2009

Nicholls State University, 2006

University of Florida, 2005

Drake University, 2004

Bowling Green State University, 2003 (while news director at KGUN)

Oklahoma State University, 2001 (while news director at KGUN)

PROFESSIONAL SERVICE (SELECTED)

Speaker, dozens of miscellaneous university receptions, programs and functions, 1999-

Participant, RTNDF Community Journalism project final summit for innovative ways to implement civic journalism into industry, June 2002

Participant, Broadcasters-in-Residence program, University of Oklahoma, Spring 2001

Chair, Fox News Advisory Committee, 1999-2000

Northwest/Mountain Region Representative, Fox News Advisory Committee, 1999-2001

ASSOCIATION MEMBERSHIPS

Association for Education in Journalism and Mass Communication
(Electronic News division)

Broadcast Education Association
(News division)

EDITORIAL BOARDS

Electronic News: A Journal of Applied Research and Ideas (2003-2012)

CLASSES TAUGHT

Centre County Report (Television Newscast)

In the Game (Television Sports Show)

We Are: The Millennials (co-taught)

Television Reporting

International Storytelling (co-taught)

RESEARCH/CREATIVE INTERESTS

Audience engagement through storytelling
Media leadership
News production and presentation
Coverage of diversity issues in the media

REFERENCES

Doug Anderson
Dean Emeritus
The Pennsylvania State University
Senior Research Professor
Walter Cronkite School of Journalism and Mass Communication
Arizona State University
(814) 571-8349

Susanne Shaw
Executive Director
ACEJMC
University of Kansas
(785) 864-3973

Christopher Callahan
Dean and University Vice Provost
Walter Cronkite School of Journalism and Mass Communication
Arizona State University
(602) 496-5012

Alfreda Brown, Ph.D.
Vice President for Diversity, Equity and Inclusion
Kent State University
(330) 672-2442

Will Norton, Jr.
Dean
Meek School of Journalism and New Media
University of Mississippi
(662) 915-7146