

# Steven D. Anderson, Ph.D.

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## EDUCATION

Ph.D., University of Denver, 1989, Communication

M.A., University of Denver, 1985, Mass Communications

B.A., St. Cloud State University, 1978, Mass Communications

## ACADEMIC APPOINTMENTS

James Madison University

School of Media Arts & Design

Harrisonburg, VA

July 2016 – Present: Ruth D. Bridgeforth Professor of Telecommunications (Eminent Scholar)

July 2014 – July 2016: Professor

December 2007 – July 2014: Director & Professor

August 2007 – December 2007: Interim Director & Professor

August 2005 – August 2007: Professor

August 2000 – August 2005: Associate Professor (Tenured August 2002)

The University of Oklahoma

School of Journalism & Mass Communication

Norman, Oklahoma

August 1997 to August 2000

Associate Professor (Tenured, Summer 2000)

Assistant Professor

(Tenured & Promoted May, 2000)

(Broadcasting & Electronic Media Sequence Coordinator, 1998-2000)

Utah State University

Department of Communication

Logan, Utah

August 1995 to August 1997

Assistant Professor

University of Wisconsin, River Falls

Department of Journalism

River Falls, Wisconsin

August 1994 to August 1995

Assistant Professor

Virginia Polytechnic Institute and State University

Department of Communication Studies

Blacksburg, Virginia

August 1989 to August 1994

Assistant Professor

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## **INTERNATIONAL ACTIVITIES**

Summer 2011 – Summer 2019: Director of the “Summer in Urbino, Italy” program for students at James Madison University. Promoted, recruited, organized and conducted the program in which 13 - 27 JMU students annually participate. Students studied and practiced writing, photography and videography to tell stories about the people and places of the Marche Region of Italy. The program was conducted in cooperation with ieiMedia with students coming from all parts of the country and around the world. Other faculty included two Pulitzer prize-winning journalists.

Fall 2017: Faculty Member in Residence (FMIR) for the JMU Semester in Florence program. Taught one class and led students on excursions to Siena, San Gimignano, Lucca, and Rome. The “Florence Stories” class had students produce a weekly blog post, numerous photos and a video on a specific beat or subject area. Oversight duties also included running weekly meetings, attending local outings, and meeting with students to collect journal entries and weekend out-of-town travel itineraries.

Summer 2015 (July): Instructor, The Istanbul Project. Taught video journalism for ieiMedia as part of their summer study abroad program in Istanbul, Turkey. Students came from the U.S., Canada, and India to learn international reporting and multimedia journalism. I was one of three faculty in the program and directed the multimedia journalism component.

October 2012: Engaged in two weeks of program review and teaching at MISR International University (MIU) in Cairo, Egypt. I also met with students interested in studying in the United States.

Fall 2009: Faculty Member-in-Residence for JMU Semester in London program. Responsible for the academic and cultural experience of students participating in the central London-based program.

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## **NON-ACADEMIC WORK EXPERIENCE**

January 1982 to August 1989

Environmental Reporter/Weekend Weathercaster, KCNC-TV, (Network owned & operated station), Denver, Colorado.

January 1982 to August 1989

Announcer, KOA-AM/KOAQ-FM radio, Denver, Colorado.

June 1979 to January 1982

Weathercaster/News Photographer/Reporter, KJEO-TV (now KGPE), Fresno, California.

March 1978 to June 1979

Chief News Photographer/Weathercaster/Reporter, KTHI-TV (now KVLV), Fargo, North Dakota.

August 1976 to August 1977

Radio News Reporter, WJON-AM/WWJO-FM, St. Cloud, Minnesota.

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## **HONORS, AWARDS & RECOGNITION**

2019: Broadcast Education Association (BEA) “BEA Festival of Media Arts - Faculty Interactive Multimedia Competition – Website Category” Best of Competition, CSS Grid Layout (grid-layout.com). There were 22 entries in the Faculty IMM Category. (The website was in the top 9% of BEA entries).

2014: Adobe Education Leader (AEL). Named a higher education leader for my work in web and app technologies. <http://www.adobe.com/education/higher-ed/adobe-education-leaders/steven-anderson.html>

2013: "Eppy Award – Honorable Mention" from Editor and Publisher Magazine. "Best College/University Journalism Website." Urbino Project 2013: Created the website at <http://2013.inurbino.net> for the exhibition of student work.

2012: Association for Education in Journalism & Mass Communication (AEJMC) "Newspaper/Online Project" 2nd Place, Urbino Project 2012: Website at <http://2012.inurbino.net> created for the exhibition of student work. (Presented at 2013 AEJMC Convention).

2011: "Eppy Award" from Editor and Publisher Magazine. "Best College/University Journalistic or Documentary Report." Urbino Project 2011: Created the website at <http://2011.inurbino.net> for the exhibition of student work.

2008: Association for Education in Journalism & Mass Communication (AEJMC) "Best of the Web Competition" 1st Place in the Department or School Category, "School of Media Arts & Design Web Site." (Acceptance Rate Unknown). A re-do of the SMAD web site.

2005: Association for Education in Journalism & Mass Communication (AEJMC) "Juried Web Design Competition" 3rd Place in the Department or School Category, "School of Media Arts & Design Web Site." (Acceptance Rate Unknown).

2005: Broadcast Education Association (BEA) "BEA Festival of Media Arts - Faculty Interactive Multimedia Competition" Best of Competition (1st Place), Informational Category, James Madison University School of Media Arts & Design Web Site. Top award among 8 entries in the Informational Category. (12.5% Acceptance Rate).

2004: Association for Education in Journalism & Mass Communication (AEJMC) "Juried Web Design Competition" 2nd Place in the "Teaching Sites Category", Video Exposure Control Tutorial (with M.J. Hinshaw). Second place among 19 submissions in the "Teaching Sites Category." (10.5% Acceptance Rate).

2004: Broadcast Education Association (BEA) "BEA Festival of Media Arts - Faculty Interactive Multimedia Competition" Best of the Festival/King Award, Video Exposure Control Tutorial. (Co-developed with M. J. Hinshaw), Top award among 33 entries in the Faculty IMM Category. (Top 3% of BEA entries).

2002: Association for Education in Journalism & Mass Communication (AEJMC) "Juried Web Design Competition" 2nd Place, Depth of Field Tutorial (with M.J. Hinshaw). Seven awards were given among 58 submissions. (12% Acceptance Rate). Two awards in "Teaching Sites Category" among 27 entries. (7% Acceptance Rate). [See also Conference Presentations]

2002: Association for Education in Journalism & Mass Communication (AEJMC) "Juried Web Design Competition" 2nd Place, SMAD Web Site (with Dietrich Maune). Seven awards were given among 58 submissions. (12% Acceptance Rate). Two awards in "Department/School Category" among 13 entries. (15% Acceptance Rate). [See also Conference Presentations]

2002: Broadcast Education Association (BEA) "International BEA Festival of Film, Video and Media Arts - Faculty Interactive Multimedia Competition" Best of Show & 1st Place Instruct Category, Depth of Field Tutorial. (Co-developed with M. J. Hinshaw), Top award among 18 entries. (Top 5% of BEA entries).

2002: Broadcast Education Association (BEA) "International BEA Festival of Film, Video and Media Arts - Faculty Interactive Multimedia Competition" 2nd Place Instruct Inform/Educate: Online Category, SMAD Web Site. (Co-developed with Dietrich Maune), Twelve awards were given among 18 entries. (66% Acceptance Rate).

2001: Association for Education in Journalism & Mass Communication (AEJMC) "Creative Projects Competition". SMIL(E) - You're on Synchronized Multimedia Integration Language: The Use of Streaming Video, Images and Text in a Synchronized Linear Presentation. Six awards in "Multimedia Category" among 15 entries (40% acceptance rate). [See also Conference Presentations]

2001: Association for Education in Journalism & Mass Communication (AEJMC) "Juried Web Design Competition" Honorable Mention, Personal Web Site. Eight awards were given among 58 submissions. (14% Acceptance Rate).

Three awards in "Teaching Sites Category" among 25 entries. (12% Acceptance Rate). [See also Conference Presentations]

2001: Broadcast Education Association (BEA) "Juried Faculty Interactive Multimedia Competition" Exceptional Merit (Educational Portal Award) & 1st Place Inform/Educate Category, Personal Web Site. One of four exceptional merit awards among 20 entries. (Top 20% of BEA entries). [See also Conference Presentations]

2001: Broadcast Education Association (BEA) "Juried Faculty Interactive Multimedia Competition" 2nd Place Persuade/Sell Category, Sewell Lexus Streaming Video Web Site. [See also Conference Presentations]

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## **ASSOCIATION MEMBERSHIPS**

Association for Education in Journalism and Mass Communication  
Broadcast Education Association  
National Press Photographers Association  
National Weather Association

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## **PROFESSIONAL ACTIVITIES**

### **Offices**

September 2014 – Present

Member, BEA Festival of Media Arts Advisory Committee, Broadcast Education Association. Appointed by the Board of Directors and charged with providing advice and making policy recommendations related to the BEA Festival of Media Arts.

September 2014 - Present

Member, External Communication Committee, Broadcast Education Association. Appointed by the Board of Directors and charged with evaluating and making recommendations regarding the association's website and online communication efforts.

April 23, 2005 - April 26, 2006

Immediate Past-President, Broadcast Education Association.

April 19, 2004 - April 23, 2005

President, Broadcast Education Association. The President is the chairperson of the board of directors of the Association. Responsible for annual written review of the performance of the Association's central office, preparing board agendas, appointing committees and task forces and acting and traveling as the primary BEA emissary to other non-profit media associations. Primary initiatives involved the promotion of scholarship via appointment of a BEA Research Promotion Task Force. The Task Force recommended, and the board approved, a new award called the BEA Distinguished Scholar Award. The board also created a new standing committee on scholarship to advance and promote traditional scholarship within BEA. Other initiatives involved developing relationships with major software and hardware companies that led to BEA hands-on computer labs and technology displays.

October 27, 2003 - April 23, 2005

Council of Communication Associations (CCA) member. Membership includes top two executives from the seven associations in the field of communication (ACA, AEJMC, ASJMC, BCCA, BEA, ICA and NCA). Our group is working to advance the discipline of communication via National Research Council (NRC) recognition and the development of baseline data on the communication discipline.

April 6, 2003 to April 18, 2004

Vice-President for Academic Affairs, Executive Committee, Board of Directors, Broadcast Education Association. Elected by the board to serve a one year term. (Also, served on the board's Election Task Force).

April 2002 to April 2005 (BEA2003 - BEA2005 Conventions)

Technology Demonstration Room (TDR) Coordinator (along with John Woody), Broadcast Education Association. Involved in acquiring and coordinating technology companies in exhibition and presentation at the BEA annual conventions. Worked with Apple Computer and Avid Technology with BEA convention training labs.

April 7, 2002 to April 6, 2003

Secretary/Treasurer, Executive Committee, Board of Directors, Broadcast Education Association. Elected by the board to serve a one year term.

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## UNIVERSITY ACTIVITIES

### JAMES MADISON UNIVERSITY

#### Current Departmental Service in School of Media Arts & Design

Member, Personnel Advisory Committee (PAC).

Member, Search Committee (SMAD Director Position)

Member, Admissions Committee.

Member, Web Committee.

Member, Academic Program Review (APR) Committee.

Adviser, SMAD Club

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## GRANTS

2003

College of Arts and Letters Summer Teaching Grant, Database-Driven Web Site Development: Self-Directed Learning of MySQL and PHP for Instruction in Multimedia Courses. Grant Total: \$3,000.

2002

James Madison University, Center for Instructional Technology Seed Grant, DVD Authoring/Burning Project, Small Grant to purchase a DVD burner and included authoring software. Grant Total: \$200.

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## BOOKS

Orlik, P. B., Anderson, S. D., Day, L. A., & Patrick, W. L. (January 2007). *Exploring Electronic Media: Chronicles and Challenges*. Oxford: Blackwell Publishing.

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## ARTICLES

Anderson, S. D. (2004). Internet Radio. In C. Sterling (Ed.), *Encyclopedia of Radio*, Chicago: Fitzroy Dearborn Publishers. (2,500 words).

Anderson, S. D. (2004). KOA Radio. In C. Sterling (Ed.), *Encyclopedia of Radio*, Chicago: Fitzroy Dearborn Publishers. (1,000 words).

Anderson, S. D. (2004). Broadcast Education Association. In C. Sterling (Ed.), *Encyclopedia of Radio*, Chicago: Fitzroy Dearborn Publishers. (1,000 words).

Anderson, S. D. (2002). Report and Recommendations of the BEA Creative Activities Task Force. *Feedback*, 43(1), 27-32.

Anderson, S. D. (1998). Internet Radio. in D. G. Godfrey & F. A. Leigh (Eds.), *Historical Dictionary of American Radio*, Westport, CT: Greenwood Press.

Anderson, S. D., & Hales, M. (1996). Multimedia Adoption in BEA Member Schools. *Feedback*, 37(4), 10-13.

Anderson, S. D. (1996). Is Lawsuit Broadcast Intern's Last Stand?. *Television Broadcast*, September 1996, 16.

Anderson, S. D. (1995). Keeping the Best and Brightest: Stations Must Improve Intern Programs to Attract Serious Students. *Television Broadcast*, September 1995, 49.

Anderson, S. D. (1993). The Development of a Class in Electronic News Gathering. *Feedback*, 34(1), 24-26.

Anderson, S. D., & Wanberg, K. W. (1991). A Convergent Validity Model of Emergent Leadership in Groups. *Small Group Research*, 22(3), 380-397.

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## CONFERENCE PRESENTATIONS

### Invited

Anderson, S.D. (2019, October 11). Building a Departmental Production Experience Abroad. Presented on a panel at the BEA On-Location regional conference of the Broadcast Education Association. (Panel session entitled: "Visual Media Abroad: Pragmatic Advice for International Production Experiences"), Boulder, Colorado.

Anderson, S.D. (2017, April 22). Best Practices in Study Abroad: Tips for a Healthy and Safe Experience. Organized, moderated, and presented on a panel at the annual convention of the Broadcast Education Association. (Panel session entitled: "Challenging Times: Promoting Study Abroad in an Era of Fear"), Las Vegas, Nevada.

Anderson, S.D. (2016, April 19). Journalism Study Abroad in Turkey: International Reporting with Students in Istanbul. Presented on a panel at the annual convention of the Broadcast Education Association. (Panel session entitled: "Teaching Students International Reporting Abroad"), Las Vegas, Nevada.

Anderson, S.D. (2016, April 17). Moderated and helped organize a panel at the annual convention of the Broadcast Education Association. (Panel session entitled: "Responsible Journalism: Broadcast News Coverage During and After Mass Shootings"), Las Vegas, Nevada.

Anderson, S.D. (2015, April 14). Urbino, Italy – Exotic Landscapes, Beaches, Food, and Wine. Presented on a panel at the annual convention of the Broadcast Education Association. (Panel session entitled: "Location and Theme as Challenges and Opportunities in Study Abroad"), Las Vegas, Nevada.

Anderson, S.D. (2015, April 14). App Development Using Adobe Cloud-Based Tools. Presented on a panel at the annual convention of the Broadcast Education Association. (Panel session entitled: "Curriculum Swapshop: Spotlight on Teaching Tools From the Cloud."), Las Vegas, Nevada.

Anderson, S.D. (2015, April 13). BEA Past Presidents: Reflection on How We Got Here and Where We Are Going. Presented on a panel at the annual convention of the Broadcast Education Association. Las Vegas, Nevada.

Anderson, S.D. (2014, April 7). Building Community Partnerships Through Documentary Film. Presented on a panel at the annual convention of the Broadcast Education Association. (Panel session entitled: "New Connections: Growing Campus and Community Relations Through Documentary Film"), Las Vegas, Nevada.

Anderson, S.D. (2013, April 10). Teaching and Program Review at a Host Institution: MISR University, Egypt. Presented on a panel at the annual convention of the Broadcast Education Association. (Panel session entitled: "Successful Models for Faculty Involvement in International Education"), Las Vegas, Nevada.

Anderson, S.D. (2012, April 16). Multimedia Journalism in Italy: How to Equip Students for Video Storytelling Abroad. Presented on a panel at the annual convention of the Broadcast Education Association. (Panel session entitled: "Making the Show on the Road: Technology Issues in Production Courses Abroad"), Las Vegas, Nevada.

### **Competitive**

Anderson, S. D. (2008, August 7). Best of the Web Competition. Presentation at annual conference of the Association for Education in Journalism & Mass Communication, Chicago, IL.

Anderson, S. D. (2002, August 8). Depth of Field Tutorial. Presentation at annual conference of the Association for Education in Journalism & Mass Communication, Miami Beach, FL.

Anderson, S. D. (2002, August 8). SMAD Web Site. Presentation at annual conference of the Association for Education in Journalism & Mass Communication, Miami Beach, FL.

Saunders, C., Anderson, S. D., & Conger, S. (2001, December 17). The Impact of Streaming on Advertising Websites. Twentysecond International Conference on Information Systems, 2001: A Digital Odyssey, New Orleans, LA.