

Summary Resume

I.

The summary resume of
Edward M. Kimbrell, Ph.D.

Founder of the MTSU Department and College of Mass Communication

Role: I am currently serving as interim director of the School of Journalism (2004-2005), College of Mass Communication, Middle Tennessee State University.

Education:

Ph.D., International Communication and Controls of Information, The School of Journalism, The University of Missouri, Columbia (May 1972) M.S.J., Print Journalism, The Medill School of Journalism, Northwestern University, Evanston, Illinois (June 1967) B.S.J., Broadcast Journalism, The Medill School of Journalism, Northwestern University (June 1961)

The Beginnings

In August, 1971, Middle Tennessee State University asked me to establish an academic program in mass communication. Two efforts to establish the department had faltered and then failed. Then-president M.G. Scarlett had commissioned a study by Pulitzer Prize winner Gene Graham, then a professor of journalism at The University of Illinois, that strongly recommended creation of such a program. Despite deep frustration about the program's initial failure, President Scarlett remained committed to it and at my time of appointment warned he would not accept any more false starts on a program he believed vital to the University's future growth and development.

After a year of study and sometimes contentious debate within the University, the State Board of Regents approved my architecture for the major in mass communication. Another degree, Recording Industry Management (now Recording Industry), which I shaped, was approved in 1973 after another year of intense debate about such a program being offered at a university. Along with degrees came the new department and administrative responsibility for WMOT-FM, the University's National Public Radio station, and three student publications, *Sidelines*, *Midlander* and *Collage*. The University's Photographic Gallery, now named for Professor Harold Baldwin, which had been part of a strong but under-funded program, was also moved to the department.

The comprehensive, and unique, nature of the degree programs to the region were

marked by turbulence. The need for qualified faculty and good facilities was self-evident, but the University did not have the resources to meet either demand. There was serendipity, at times. In 1973, the University opened a new Learning Resources Center, which immediately made available radio and television facilities for instruction and for WMOT-FM. Renovation of the James Union Building provided facilities for faculty offices, student publications and writing labs. Private fund raising provided enough money to spur state support of the renovation and expansion of an existing building for instruction in photography and graphic arts. While the period 1971-81 was marked by uncommonly high faculty turnover, it was also served by many dedicated, outstanding faculty who are still serving today with distinction.

By August, 1981, I had reached a point of deep personal frustration for my inability to address the major agenda items of the department, and, at that point, decided to become a full-time member of the faculty for the first time in my career. I resigned the chair because it had become evermore an administrative post rather than one of academic leadership, program development, and vision at that point in MTSU's history. By that time, the Department of Mass Communications was serving more than 1,000 majors in advertising, broadcasting, journalism, graphics, photography, public relations, and recording. It also offered one of the few general education courses on the mass media in higher education. I lobbied for the inclusion of the media course in general education during the hearings on general education in the very early 1970s and, after winning that, wrote the course, *Understanding Media*. At this point, it was recognized as the strongest program of its kind in the Mid-State Region.

The Search for New Resources

Thus, from 1981 onward, my efforts were focused on resource development that would help attain accreditation and greater regional recognition. My goals, for years, had included accreditation by the Accrediting Council of the Association for Accreditation in Journalism and Mass Communication, a new state-of-the art building, new permanent resources that could draw faculty who would be qualified to hold an endowed chair, and the elevation of the Department to School status. Then, too, the faculty had begun pressing for a master's degree infield and a graduate research center, which would need new financial resources at a time of uneven state funding. Today, they are reality.

After two years of personal effort, a \$1.25 million Chair of Excellence in First Amendment Studies, named for Tennessean publisher John Seigenthaler, was established in March, 1986. While I convinced Mr. Seigenthaler to allow us to use his name, it was a group of his closest friends who raised the \$600,000 in private money required. Today, its endowment stands at \$3 million and continues to bring to our campus national leaders in journalism and scholarship to teach, speak and spread the word of our program on a

national basis.

Brick and Mortar

For seven years, I worked directly with Rep. John T. Bragg, then chairman of the House Ways and Means Committee, to fund a new building for mass communications. There is no way to express our combined joy when we saw nearly \$16 million over three appropriations fund the construction. The building, rightly, bears his name. The facility opened in 1990.

The Selling of the President

In 1988, after two years of quiet but sustained effort, University President Sam H. Ingram agreed to take the department to school status. The department was divided into its current model following his mandate. The faculty won its drive to have a master's degree in August 1989 and full ACEJMC accreditation was awarded in 1988.

Founding Dean

In 1989 I was chosen to be the first permanent dean of the new college. (All schools were converted to colleges by the board.) Again, there were turbulent times to equip the building and put in on-line and to simultaneously develop a new culture.

Moving On

In 1992, I stepped down as dean and was named Special Assistant to the Vice President for University Relations and Development for Marketing. During this appointment I continued to teach and raise money for special projects, the one dearest to me being Project HELP's new building. I also directed the University's first TV image campaign based on research by a Nashville firm.

Coming Home

In 1996, I returned to the professoriate on a full-time basis. The entire College has been designated by the president as the first signature program. Today, with 3,400 undergraduates and 50 graduate students, served by 100 faculty and staff, its reputation continues to grow. It is, also, the second largest program of its kind in the nation.

II. Teaching Achievements

Pi Kappa Alpha Outstanding Teacher Award (2003)

Golden Apple Award for Teaching administered by the Inter-Fraternity Council (2002)

Finalist, Gannett Foundation Journalism Teacher of the Year (2001)

Tennessee *Speech Communicator of the Year* (1991)

MTSU *Teacher of the Year*, (1976)

Gamma Beta Phi Teacher of the Year (1979 and 1984)

Member, Honors Council and member, Honors Faculty

Nominee, MTSU Career Achievement Award (2001, 2002, 2004)

Named by graduating seniors as a professor who made a meaningful contribution to their lives while at the university *every year since the program's inception*. The Office of the Vice President for Student Life administers this program.

III. Educational Innovations

Administration

I was the founding chairman of the Department of Mass Communications (1971-81) and the founding dean (1989-92) of the College of Mass Communication

Curriculum

I was the designer of the original curricula for two degrees, Mass Communication (1971) and Recording Industry Management (1973), now entitled Recording Industry. The Mass Communication degree is comprised of specialized sequences dedicated to advertising, public relations, newspaper journalism, magazine journalism, and graphic design. This design permits new programs to be launched without requesting a new degree. The RIM degree was the most pioneering, in that it met several professional goals from its outset. It would strive to build a well-rounded professional able to specialize in audio or business along with a strong television minor. RIM has always been dedicated to a blending of mass communications courses concerned with law, ethics, history and expression. It met the original intent of the ad-hoc committee that discussed the requests from industry leaders on Music Row to help develop educated talent for what was even then an ever more sophisticated world of commercial music. The RIM degree was intentionally divorced from what was to become during the same time frame a School of Business or from what was then called a Department of Music. Its hundreds of alumni who have been highly successful attest to its strengths. The Department and its curriculum are the gold standard of what is now more than 200 recording programs, most of them very small, across the nation. Over the past thirty-two years, it has been enriched by new ideas, great faculty, and a willingness to evolve with new environments. Today's RI and Mass Communication curricula are far more sophisticated and pluralistic than before, but their cores remain remarkably the same.

Course Development

I wrote two of the major courses in mass communications, *Media Law*, and *Understanding Media*, the general education course until this year. About five years ago, in a desire to build a course to help students across the campus as well as mass communication majors

understand the history, challenges, and problems associated with the First Amendment, Dr. Robert O. Wyatt II and I designed *Free Expression, Mass Media, and the American Public*. It is now required of all majors in the School of Journalism but draws students from many departments across campus. The course uses its students to conduct the Tennessee Poll which is run twice a year under the direction of College's Office of Communication Research, and it gives the students a firm lesson in how difficult and complex polling the public is. *Free Expression* enrollment is above 600 students per year.

IV. Publications and Research/Creative Activity

For my entire career, I have been fascinated by the complex interactions of the American people with the First Amendment. During the Twentieth Century, it appeared, at times, to be coming into full flower, as the Sixties would show, for better and, some would say, for the worse. It is now showing signs that it will not be sustained in the way some of the Founding Brothers hoped. I am convinced that, for several reasons, a sea change is under way because the nation itself has been radically changing. To point: how does the First Amendment exist within a postmodern world? Or, how will it survive in a world dominated by five media mega-corporations? Is the Age of Enlightenment over? Will the passion for security take away cherished civil liberties? Will the so-called new economy narcate the nation's awareness of lost freedoms? Will the great tolerance afforded the culture by the First Amendment so coarsen the nation that it will lose its great moorings in faith and values? Under the auspices of a NonInstructional Grant, I have begun the primary research for my first book, which has as a working title, *Goodbye to All That: America in the Age of Terror*. I have been contacted by two literary agents and met with one personally. My effort was suspended in March 2004 at the personal request of Dean Babbili to lead the School during its reaccreditation review by the ACEJMC, a nationally accredited accreditation body.

Consulting

Consultant to and expert witness for Walker, Bryant, Tipps and Malone, attorneys at law in the case of *Oklahoma Newspaper Company d/b/a Opryland, Inc. v. George Plaster*. Opryland sought to bar Plaster, the city's premier sports broadcaster, from his highly regarded sports show after Opryland sold the station, claiming he was in violation of a non-compete agreement when he joined another station. Plaster said his contract with Opryland was voided by the sale. Plaster has returned to the air after initial hearing and a court-mandated attempt to reconcile the issues, which is still on-going. I gave a six hour deposition in late Fall of 2004. (2003-2005)

Senior Consultant, Tennessee Department of Energy and Conservation (2001-2002)
My mission was to develop a critical analysis of the information program needs of the IDEC conservation division and to create a public relations campaign to address deficiencies. Upon completion of the research, I designed a two-track campaign. I wrote

100 media minutes and distributed them to every newspaper in the state. They were printed in papers across the three grand divisions. News releases were written and distributed electronically to all state newspapers. I then created, after many meetings, a cartoon character named Freddy Firefly, to make small businesses aware of grants and audits made available to them to reduce energy waste and costs. Freddy was designed by a Nashville commercial artist. The 30-second and 60-second ads were scripted and students in the Department of Electronic Media under the direction of Dr. Guanping Zheng. The voice on the ads was that of Dr. Robert Pontillo. In cooperation with the Tennessee Association of Broadcasters, the ads were run on radio and TV stations across the state virtually pro-bono. TAB reported the value of the time well exceeded \$100,000. I have also consulted with IDEC on the continuing refinement of an Internet-based information program for K-12 students. (2002)

Consultant to and expert witness for the law firm of Bass, Berry and Sims, Nashville in the case of *Gannett*

Satellite Information Network, d/b/a The Tennessean v. Mid-South Publishing Company, d/b/a The Daily News Journal and The Sun. *The Tennessean* sued to bar *The Daily News Journal* from using AM, claiming that all of its regional editions used AM (such as *Williamson AM*). *The Daily News Journal* won the case, with the judge ruling there while the DNJ had not moved legally to protect AM; it had been used by the paper for many years before the arrival of the Nashville paper's regional editions.

Consultant to and expert witness for the law firm of Bullock, Fly & McFarlin, of Philadelphia, in the libel suit *Randall Craig Cobb a/k/a Randall "Tex" Cobb v. Time, Inc. d/b/a as Sports Illustrated, William Nack, and Sonja Steptoe* (1994-966). Mr. Cobb won a multi-million dollar judgment at the lower Federal court level. Lead counsel for Mr. Cobb told me it was the power of my arguments that convinced the court to rule in Mr. Cobb's favor. In January, 2002, the Sixth United States Federal Court Circuit heard the appeal and ruled by mid-year in favor of *Sports Illustrated*. (2001-2002)

Consultant and expert witness in the case of *Nichols v. Media/Music City and d/b/a The Nashville Banner*. A *Banner* reporter argued she was illegally fired and unfair because she would not reveal her story sources to the publisher. Case settled out of court. (1985)

Consultant to the attorneys arguing the Federal lawsuit, *The Enterprise, Inc. v. William F. Bolger, Postmaster General of the United States*. I assisted in the research and writing of the briefs supporting the newspaper's contention that it doesn't have to have a list of paid subscribers in order to use the second class mailing privilege. The case drew national attention and major news organizations sided with the Postmaster General. The Enterprise won the case at the lower court level but lost on the government's appeal to the Sixth Circuit. (1983-85)

Expert witness on-call for the law firm of Baker, Worthington, Crossley, Stansberry & Wolfe, attorneys at law.
(1982-85)

Consultant to then Rep. *Albert Gore, Jr.* during the years he worked on the major revision of the Communications Act of 1934, as amended. I wrote a series of position papers for him. My last and most detailed position paper, incredibly, is what the Federal Communications Commission did in the 1980s. I worked in Washington for him on a part time basis from 1977 through 1979.

General Consulting

Carmond Productions, Nashville, owner of Carmike Theaters. Conducted an audience and marketing analysis to ascertain the viability of the revival of motion picture star Lash LaRue's series produced in the 1940s for contemporary television audiences. The project involved LaRue, Johnny Cash, Willy Nelson, and Waylon Jennings. The analysis did not support a revival. (1988)

Consultant to Christensen and Associates Advertising, Murfreesboro, on the design of programmed instructional packages for expectant mothers. (1984) Hospital Hospitality House of Nashville (pro-bono) on fund-raising and development of a public image. (1993-95)

Discovery House, Murfreesboro (pro-bono) on political public relations activities (1993-95)

Television Producer

Winner, Silver Medal, Tennessee College Public Relations Association (1995).

From 1993 to 1995, I produced five television mini-documentaries as part of my work with the Vice President for Development and Public Relations.

In 1993, and 1994, I produced the openings of the University's Fall Convocation.
Convocation: 1994 won the Silver Medal.

John T. Bragg: A Life, produced for the 1995 annual meeting of the MTSU Foundation, was shot in the state capital and included interviews with top legislative leaders, including Governor McWherter. The videographer was drawn from the professional ranks in Nashville and edited in a professional editing suite in Nashville.

Children of Challenge was a two-part series focused on the education of developmentally-delayed children in Spring Hill Elementary School. The entire work used MTSU Department of Electronic Media students. It was underwritten by the Office of Public Affairs of Saturn Corp. and EDS. It was used for several years to help parents understand how their children would be taught when they needed very sophisticated learning environments as well as for instruction for student teachers. (1995)

Television Performance

Winner, a Telly, recognizing my work as the host of Metro Journal, on Viacom Nashville. A Telly is awarded to those systems producing original programming on cable television in the United States. (1995)

Host of *Metro Journal*, a weekly cablecast public affairs television program on Viacom. The program focused on political issues facing Nashville, Davidson County, and Middle Tennessee. At first, there was some reluctance of members of Metro Council and leaders from all walks of life in the city to appear on television, but after six months there came to be an understanding the show was to be conducted as a Larry King interview, giving them an opportunity to present their challenges and contributions without facing a hostile interviewer. From governors to fire chiefs to those who wanted to be mayor, the show ran for 676 episodes, and in its last year had reached its widest audience ever. Viacom discontinued all program production without notice in 1997. (1985-97)

Host and writer of Murfreesboro Cable Vision's nightly news program (five minutes, Monday through Friday). (1983-84)

Host, *Monday Night Update*, a 50-part weekly public affairs interview series for

Murfreesboro Cable TV. Each show ran 30 minutes. (January 1982 -January 1983)

Television Media Critic

Winner, three regional Emmys for television commentary (1987, 1989 and 1990)

I began my work as a media critic at WKRN- TV, Channel 2, doing a weekly piece for its morning news show. It was an immediate hit and the executive producer was hopeful other innovations he had in the planning stages for the market could improve the program's market share. That was not to be: management killed the entire show. (1984). The following year, the news director of WSMV-TV, Channel 4, told me he liked the commentaries I had written and delivered on Channel 2 and, after an audition, asked me to do the same kind of commentary for Channel 4. Thus, from 1985 to 1990, I was the station's media commentator. The commentaries were often controversial and, as all work on television can be, even drew a death threat to me and my family. In that instance, it proved that hate and racism are quite alive. All told, there were 320 commentaries.

Newspaper Media Critic and Commentator

Morris Newspapers-Tennessee, a division of Morris Media of Savannah, Georgia, has daily newspapers in Franklin, McMinnville, Murfreesboro and weekly newspaper in Smyrna. In the year 2000, the vice president of Morris Newspapers-Tennessee asked me write a column devoted to media criticism and commentary primarily, but not exclusively. Those 260-plus weekly columns generate the most passionate (and often angry) letters to the editor of the Murfreesboro *Daily News Journal*, *Williamson Review-Appeal*, and the *Standard* (McMinnville). I am an absolutist philosophically on the First Amendment and such positions on media and speech naturally engender such criticism. The combined circulation is an estimated 50,000 subscribers.

V. Public Service Accomplishments

Middle Tennessee State University Public Service Award (1985)

Tennessee Public Speaker of the Year (1991, awarded by professors across the state teaching in the area of speech communication.

Boards & Councils

The regional EMMY lauds and recognize programming and performance. Nashville is home to the Mid-South Chapter of the National Academy of Television Arts and Sciences (NATAS). Television stations in four states submit their best work in news, weather, sports, and special events coverage to the chapter and then they are judged by another chapter, usually not in an adjacent geographic area (Denver, for example, would judge the Mid-South entries). The Chapter's affairs are conducted by a full-time director. Each region is

served by a Board of Governors and is represented on the national board, headquartered in New York, by one trustee. The national board publishes a scholarly journal on television, as well, and promotes media literacy in high school curriculum.

National Trustee, NATAS. (1991-93) President, Mid-South Chapter. (1990)

Memberships

National Academy of Television Arts and Sciences Board of Governors. (elected) (1987-89)
Advisory Council, Tennessee Commission on Film, Music and Entertainment, appointed by Governor McWherter. (1987-91) Trustee, MTSU Foundation (1985-91) Rutherford County Bicentennial Commission (1987)

Executive Board, Rutherford County Heart Association (1986)

Executive Board, Murfreesboro-Rutherford County Arts Council (1985-87)

Executive Board, George Polk Awards, Long Island University (1984-89)

National Planning Board and Awards Director, American Society of Journalism School Administrators (1978-83)

Directorships

The Journalists Reunion, part of Tennessee Homecoming '86 Celebration. Appointed by Governor Lamar Alexander, and working with a \$50,000 budget, the Reunion brought to Nashville 75 nationally ranked media personalities and journalists for a one-day symposium on major issues. It drew national media coverage including a TV special on WSMV-TV. Media personalities such as David Halberstam, Carol Marin, Lindsay Wagner, Rudy Abramson, John Palmer, and NPR's Ann Taylor showed 700 college students majoring in mass communication the power of informed and passionate debate. My efforts drew a personal letter of commendation from the governor. Vanderbilt University (Spring 1986)

The Voices of Southern Women: Mararet Maron, Cathie Pelletier, Dori Sanders, Skeeter Davis, Sylvia Wilkinson, and Katherine Wallace King. This was the first of many literary symposia funded by the Tom T. Hall Writers Endowment. (MTSU, 1994)

Seigenthaler Symposium on the Fairness Doctrine. Panelists were Professor Jerome Barron; Wendell Rawls, deputy managing editor, *Atlanta Constitution*; Jim Squires, editor, the *Chicago Tribune*; Fred Graham, anchor, WKRN-TV; Jim Bates, Member of Congress. (MTSU, fall 1987)

Conference on *Media Law Today*, underwritten by the Gannett Foundation. (MTSU 1985)

Seigenthaler Symposium on Cable Television: The Promise, The Problems, the Impact. Underwritten with a state grant, among the panelists were then Senator Albert Gore, Jr.

(MTSU, 1982)

Southern Conference on Media Ethics, underwritten with a \$14,000 grant from the Tennessee Commission on the Humanities. Participants were John Seigenthaler, David Halberstam, Fred Graham and William Rusher. The conference produced the first journalism review in Tennessee. (MTSU, 1980)

Moderator, C-Span aired discussion of the just published autobiography on Supreme Court Justice and NAACP's legendary lead attorney Thurgood Marshall by Juan Williams for the Tennessee Arts Commission Southern Festival of Books before a packed house in the Tennessee House of Representatives. (October 1999)

Public Addresses

Over the course of my career, there have been well over 100 speeches, lectures and keynote addresses made to a wide-range of audiences, from professionals in my field to Rotary Clubs, to student groups. The constant in this work is my effort to develop greater public understanding of the modern role freedom of speech and press play in our state, region, nation and world. For two years, I traveled the state speaking on freedom of the press and intellectual freedom on behalf of the Tennessee Humanities Council United State Constitution Speakers Bureau and am a member of the MTSU Speakers Bureau, as well. It is that effort, which is still on-going, that garnered the Tennessee Public Speaker of the Year Award.

I haven't kept a log of these public appearances over the 33 years of service and I prepare new remarks for every presentation and keep very little of my original work or thinking. Rather, I have elected to draw from what few records I have to give a few examples of my career.

Effective Public Relations in a Crowded Marketplace, American Lung Association of Tennessee, Nashville, September 1996.

Public Administrators Responsibility to the Press: Is There One, American Society for Public Administration, Tennessee Chapter, November 1994. *The Art of Telling Your Story*, a day and a half workshop on the various ways that can be used to build and improve relationships with local news organizations. Tennessee Forestry Association. Conducted from 1988 through 1990.

The Law and the Creative Process, Creative Forum, Nashville, December 1987

Advertising in a Changing Marketplace, delivered to two sessions of the Tennessee Bankers Associating Marketing Conference, Nashville, April 1987.

Libel Today, Southern Baptist Convention newspapers editors, Nashville, September 1985.

Privacy Law and Still Photography, staff of Photo Fair Stock

Photography Corporation, Nashville, July 1985

Legal and Ethical Aspects of Public Relations and The Future of Communications and Learning, 70 school superintendents, Southern Baptist Conventions (March 1984)

VI. University Service Activities

*During my careers, I have worked to raise \$17.8 million.
Trustee, MTSU Foundation (1985-91)*

During my years of service, I have worked to bring new resources to the Department/School/ College of Mass Communications. It was obvious from the earliest years of the program that there would be very few resources available in the foreseeable future and that sustained efforts would have to be made to find new public and private sources to reach the potential there. Along this journey there have been my partners who made possible the wealth of resources now available for the 3,400 undergraduate and graduate students in mass communication. These are the milestones in the story:

Graphic Arts: Through the able efforts of Jack McFarland, the now deceased publisher of *The Daily News Journal*, the MTSU Foundation, some \$300,000 was raised from the Printing Industries of Nashville to help conversion of an old fire station into a graphics building and \$250,000 in computers from the Mergenthaler Corporation. (1970s) *Television Equipment:* The Murfreesboro Board of Education donated \$80,000 in television equipment to the Department. (1982) WTVF, Channel 5, donated six color cameras valued at \$50,000 to support broadcast instruction. (1983) Marsh Media, Inc., owner of Murfreesboro Cable Company, donated \$10,000 to the department to buy a satellite dish. At the same time, WTVF donated a \$10,000 news set. (1984)

The Building: I was able to convince Nashville architect Faulker Hickerson to do a formal rendering of a state-of-the-art mass communications building. He assigned two architects who designed along the lines I gave them after several protracted meetings, agreeing with me it would be easier to sell private and public patrons if it was ideas given physical form. Upon his death, his sons, Logan and Clay, decided to continue to refine the project's design, even though they were not paid and would have no right to be awarded the contract if it was ever built. It was pro bono in the best sense of that American tradition. I wrote formal presentations to the Kresge Foundation, the Ford Foundation, to George Gillett (owner of Channel 4 and a multi-millionaire entrepreneur), Amon Carter Evans, and the Hon. John T. Bragg, Sr. , Chairman of House Ways and Means Committee for the Tennessee Legislature. I had receive clearance from the President of the University to go forward as long as he was kept advised of the progress of all efforts, and the MTSU Foundation. Mr. Bragg asked that I write and illustrate a book for members of the Tennessee Legislature, which I did. He distributed several dozen copies personally on a private basis to select members. In 1987, MTSU was awarded a \$170,000 planning grant and Hickerson Fowkles Architects was appointed. In 1988, MTSU was awarded \$10.8 million to construct the building. In 1989, \$4.7 million was awarded million for equipment.

In 1990, it was awarded \$1 million for a mobile TV unit. All told: \$16.5 million.

John Seigenthaler Chair of Excellence in First Amendment Studies: The state began the Chairs of Excellence program under the prodding of John Bragg, who became a close and beloved friend to me. I had known and befriended John Seigenthaler for years, publisher of *The Tennessean*, editorial director of *USA Today*, and passionate advocate of the First Amendment. I spent about two years overcoming his reluctance to allow any money to ever be raised in his name for any cause, no matter how worthy, and his fear that the chair would not deliver on its promise. Upon his agreement, his closest friends, led by the highly respected media law attorney and MTSU alumni, Bill Willis, raised the \$400,000 required to get the matching monies from the University and the state. It took months of Friday afternoon meetings and planning but it showed how the wealthy infrastructure of Nashville worked at that time. I would brief the small working group the kinds of benefits the chair would bring if funded. At its inception it was endowed at \$1.25 million. Today, it's endowment is \$3.5 million, the largest at the University. It brings top national media leaders, thinkers, and writers, along with chair holders, into the college annually. The current chair holder is Wendell Rawls, winner of the Pulitzer Prize while at the New York Times. The chair also underwrites all lectures and appearances by Vice President Gore.

The Tom T. Hall Writers in the Round: John Seigenthaler has long loved and respected the writing talents of Tom T. Hall, a songwriter, singer, and author, especially of children's books. Seigenthaler has hosted *Word on Words* for decades on Channel 8 and wanted to have a chair named for Tom T. Hall for writers. The chair would recognize significant writers of songs and books and do public programs focused on one theme. We went on the road. Tom T. and Waylon Jennings, Boyd Evans from the Development Office and I ate rubber chicken and watch them perform at country clubs throughout the Mid-State. Money began to come in and Tandy Rice, then Tom T.'s manager tried some public relations efforts but Music Row refused to give any support and when I met with the CEOs and even friends of Tom T., they walked away. Still, enough money was raised to establish the Writers-in-the-Round, an annual uproar of writers, singers and song writers that is the most heavily attended event at the University. It has never played to less than a standing room only crowd since the earliest offering. The endowment is an estimated \$300,000.

Special Assistant for Marketing to the Vice President for Development and University Relations (1993-96)

I left the Deanship and joined the Office of the Vice President for Development and University Relations. I still taught two courses in the School of Journalism. I worked on these programs as Project Officer:

Project HELP Facility: I worked on the funding of his project almost exclusively for a while and am most pleased at the growth and quality in that special program for children since

the building was constructed. About \$400,000 was raised.

Head of Daphne, a bronze sculpture from internationally-ranked Audren Flack. One of her major works is at the United Nations. Unfunded. (1995)

Albert and Pauline Gore Public Policy Institute (proposed). It involved a very complex weaving of political support and fundraising with a \$4 million goal. Proposal was reviewed and denied by the Board of Regents Legal Counsel. (1993-95)

Science Facility: Co-wrote *The Science Initiative*, a request for \$13.5 million to the Christy Houston Foundation for a new science wing. Unfunded. (1993)

Committee Service

University Planning Committee (2003-2004)

School of Journalism Committee on Tenure and Promotion (Member 1997 and 2002,
College of Mass Communication Committee on Tenure and Promotion (Chair 1996 and
Member 1997)

Faculty Senate (1998-2002)

Honors College Board (1999-2000) College Liaison to the Honors Program (1995)

Honors Council (1993-95)

Ad-Hoc Committee on Revision of the General Studies Curriculum (1999-2001)

Search Committee, Vice President for University Relations and Development (1994)

Search Committee, Associate Vice President for University Relations and Development
(1994)

Search Committee, Director of the Learning Resources Center (1988) University Committee
on Promotion and Tenure (Chairman, 1986 and member, 1984 and 1985 and 1988 -89)

Steering Committee, Faculty Senate, and Senator at large (1988-89) University Strategic
Planning Committee (1987-89)

Chairman, University Committee on General Studies (Chairman, 1986 and Member in 1984
and in 1985) Recommended a new program in general studies but it was rejected by the
faculty.

Ad-Hoc Committee to Develop a program in international studies. No proposal developed.

Section Editor, University

Committee on The Self-Study. (1983 and 1984)

University Committee on Instructional Development and Evaluation (1978, 1983 and 1984)

Committee on Student Publications (1981-84)

Committee on the Governance of Campus School(1976-77) Committee on the Future of the
University, Southern Association Accreditation Committee. (1973)

VII. Service to Profession

National Editorial Consultant, Morris Media, Inc., Savannah, Georgia

During the more than 15 years I have been associated with Morris Media, I have redesigned and consulted on four major newspaper renovations. They are the *Statesboro Herald* of Statesboro, Georgia; *The Review Appeal* of Franklin, the *Murfreesboro Daily News Journal*, and the *Rutherford Courier* (a weekly). Each newspaper, of course, is unique and requires focusing on its readership. Design, as well, must try and capture a local flavor and give each paper a sense of its character. Staff development takes time because so many staffers did not have a journalism background but did have a sincere love and interest in journalism.

I write a quarterly column for the corporate magazine.

Associated Press Judging

At the request of Kent Flanigan, AP Tennessee Bureau Chief, I judged the following competitions:

AP Sweepstakes Award for the Oklahoma Press competition (Fall 1999)

AP Breaking News, Feature Story and Editorials entries for the Cheaspeak AP Editorial Contest. (1998)

Specialized Journalism, Utah-Idaho-Spokane AP competition for newspapers with a circulation of 50,000 copies or less. (1997)

Editorial Board of Intermediary, the first journalism review in Tennessee. It died quickly under a withering attack by state newspapers. (1987)

Editor, Freedom of Information Center, The University of Missouri, Columbia. This FOI was the first such repository of materials concerned with freedom of information in the nation. I directed the activities of four research associates, including an attorney because of the legal nature of much of this work. The center produced a quarterly report and about ten research papers a year. I personally wrote *The Trumpets of Government* (1969), *Communication Satellites I* (1970), and an unpublished monograph made available to major client newspapers, *Anti-Obscenity Bills before Congress, A Special Report, 1970*. (1970).

All of my professional work as a media critic, commentator, and television host fits logically into this category as well as others and is considered such by the American Council for Education in Journalism and Mass Communication, the national accrediting board.