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EDUCATION

Master of Professional Studies, Cornell University, Ithaca, NY, 1982.
Major: Communication Arts

Bachelor of Arts, State University of New York at Geneseo, 1974.
Major: Speech Communications. Graduated Cum Laude

EMPLOYMENT EXPERIENCE

Director and Chair, Department of Sport Management; and Rhonda S. Falk Endowed Professor, David B. Falk College of Sport and Human Dynamics, Syracuse University, Syracuse, NY - June 2005 to Present - Founding director and department chair for newly created undergraduate degree program. Directly responsible for teaching, curriculum development; student internship program; experiential learning; hiring, supervision and management of faculty and staff; budgetary management; fund-raising and development oversight; student advising; and member of College's administrative cabinet.

- Appointed **Rhonda S. Falk Endowed Professor of Sport Management**, June 2013.
- Received 2013 Falk College **Faculty of the Year Award for Excellence in Service**.
- Named to **Advisory Board of the Center of Sports Business and Research (CSR)** at Penn State University's Smeal College of Business, 2012 to present.
- Elected to **Syracuse Sports Corporation Board of Directors**, 2013 to present. Elected **Vice President** for a two-year term, 2016-18.
- Teach SPM 205/Principles of Sport Management; SPM 444/Sports Marketing; SPM 199/The Super Bowl and Society; SPM 300/Olympic Odyssey; SPM 455/Senior Capstone; SPM 270/470/Sport Practicum; and SPM 100/ First Year Gateway courses.
- Provided oversight and curriculum development for nearly 40 new courses as director, including graduate degree for Sport Venue and Event Management (2012); B.S Degree in Sport Analytics (2016); Sport Management minor (2009); Sport Hospitality and Event Planning minor (2010); Sport Venue and Event Management (2016); Sport Analytics (2016); and Sport Revenue Management (2016). Conceptualized and developed immersion programs for graduate and undergraduate students; study abroad courses; and dual degrees in Public Communications and Management.
- Created interdisciplinary Master of Science degree in Sport Venue and Event Management among four schools and colleges at SU; approved by NYS Board of Regents, Dec. 2011. First graduating class May 2013.
- Created Certificate of Advanced Studies in Intercollegiate Athletic Advising and Support in 2014, in conjunction with School of Education at Syracuse University.

- Created unique and on-going *experiential learning and faculty-student research partnerships with New York Yankees, AEG Worldwide, National Baseball Hall of Fame, and National Basketball Association Development League* among others.
- Department has largest undergraduate enrollment in College; achieved a 100-percent graduation rate in 2008 and 2009. Over 50-percent of class in 2012 and 2013 graduated with academic honors.
- Recruited and hired seven tenured/tenure track faculty; three Professors of Practice; Senior Instructor; three Capstone Coordinators and administrative support staff, growing department to 18 full-time positions.
- Created and developed a multi-faceted educational partnership in 2012-13 with New York Yankees, using SU students in ticket sales initiatives; advanced course offerings; sales training; and Capstone, internship and employment opportunities with Yankees Inside Sales.
- Worked extensively with Bouie Basketball, LLC to develop business and marketing plans to acquire NBA Development League professional basketball franchise and locate in Rochester, NY.
- Created course on historical and cultural impact of sports that coincided with educational symposium. Secured private funding (\$50K) for Prof. Dennis Deninger and students to produce one-hour video documentary entitled, “*America’s First Sport,*” profiling Native American’s role in the creation and evolution of lacrosse in North America. Symposium and panel discussion held April 2013. Program broadcast on statewide PBS October 2013 and ESPNU in March-April 2014. Received \$25,000 grant from Taishoff Foundation to produce 2014 documentary on disability and sports, “*Changing Sports, Changing Lives.*”
- Chaired faculty committee conducting market feasibility and fan demographic study for Syracuse Chiefs Baseball Club, 2011-13.
- Conducted sponsorship analysis and market study for NYS West Youth Soccer Association, comprised of 60,000 youth participants ages 8 to 18, in 2011.
- Led student research project for NBA Development League to increase media content consumption through enhanced video, marketing and brand awareness based on traditional and social media habits of professional and college basketball fans.
- SU Sport Management selected as one of three universities to have graduates accepted into AEG Facilities Leadership Program in Los Angeles designed to engage, develop and motivate highly talented and innovative recent grads to learn facilities management.
- Created SU in LA immersion trip and accelerated course for Sport Management in 2011 with students meeting with nearly 40 West Coast sport industry executives, practitioners and athletes from a wide spectrum of sports and entertainment. Three SPM graduates have received jobs as result, along with numerous Capstones and internships.
- Created international course on ancient and modern Olympics that included trip to Great Britain, France, Switzerland and Greece, providing educational and cultural experiences.
- Worked with National Basketball Association game promoter to establish free clinic and game experience at Carrier Dome for 100 under-privileged City of Syracuse youngsters, October 2008 and October 2010.
- Created sport management advisory council of 25 industry leaders and practitioners with professional sport teams and leagues, collegiate athletics, sports marketing, law and business management in sport.

- Helped to *raise over twenty-two million dollars* (\$22,000,000) since inception of department.
- Helped secure *\$5-million gift* to create the *David B. Falk Center for Sport Management*; established endowed faculty position in 2009. Hired endowed professor in 2009.
- Helped secure *\$15-million gift* in 2011 to re-name the College to the David B. Falk College of Sport and Human Dynamics.
- Worked with deans of four SU colleges and schools to establish a collaborative, interdisciplinary curriculum as part of the Falk Center, incorporating business, communications and technological academic applications into sport management.
- *Michael D. Veley Endowed Scholarship* in Sport Management, established March 2009, has raised over \$105,000.
- Established first collegiate chapter of *Women in Sports and Events (WISE)*, August 2009; hosted educational symposium, *“Leveling the Playing Field,”* April 2012 *and “Testing the Limits,”* April 2013, featuring nationally acclaimed panelists.
- Sponsored opportunities for student teams to present research and compete in national sport marketing and sport analytics competitions such as NASCAR Kinetics, NYU Baseball Analytics Competition and MIT Sabermetrics Competition.
- Created *Sport Management Club* in September 2005 and serve as faculty advisor. Organization has grown to include over 100-student members. The group sponsors an annual *charity sports auction* and has raised nearly **\$312,000** to benefit local charities.
- Developed **distinguished lecture series** featuring sports attorney David Falk ('06); Basketball Hall of Fame member, Bill Walton ('07); NFL All-Pro quarterback Donovan McNabb ('08) and MLB pitcher and U.S. Olympic gold medalist Jim Abbott ('09).
- Sport Management Club received **2006, '07, '08, '09, '10, '11, '12 and '15 “Chancellor’s Award for Public Engagement and Scholarship.”** Club was honored with **2009 “Orange Circle”** award for community service and philanthropy. Also honored with **'07, '10, '14 and '15 “Award for Outstanding Philanthropy,”** presented by Bloomingdale’s/Macy’s.
- Boys and Girls Clubs of America honored Sport Management Club with national **2006 “Champions for the Children” Award.**
- SPM Club received **2015 “Outstanding Youth in Philanthropy Award”** from Association of Fundraising Professionals on National Philanthropy Day.
- Eleven Sport Management majors honored as **“Remembrance Scholars;”** for exceptional academic achievement, philanthropic work and civic engagement; one as **McNair Scholar.**
- **Created Jason Morales “Perseverance in Sports and Life Award”** to honor 2013 Sport Management student who was tragically killed while completing Senior Capstone.
- Created several *experiential learning programs* for students, including: the formation of a partnership with Syracuse Athletics known as *“Syner-Cuse”*, whereby sport management students serve as general managers for all Olympic sports teams and have budgetary control of marketing, promotions and public relations;
- Created and launched a business partnership in 2007 with Steiner Sports Marketing, *“Syracuse-Steiner Collectibles.”* Students manage business structure, develop marketing plans and associated managerial components of a sports memorabilia and

artifact business associated with Steiner Sports, a leading provider of sports marketing services and authentic memorabilia in the U.S.

- Created three-year scholarship program with **KeyBank** to support student-based research on **consumer behavior associated with sports sponsorship marketing in Carrier Dome**.
- Conceptualized research partnership with **Dale and Thomas Popcorn** on consumer behavior of sports fans associated with **branding non-sport products with professional sport franchises** during 2008 and beyond.
- Conceptualized research endeavor with the **National Baseball Hall of Fame** to evaluate fan demographics designed to attract minority populations and enhance overall membership in 2008.
- Presented with 2006 **“Founder’s Award”** by **Ithaca College** for providing exemplary mentorship to sport management and communications students.
- Frequent contributor to local, state and national print and electronic news media outlets on sports-related topics.

INVITED PROFESSIONAL PRESENTATIONS

- **“Baseball Mascots: The History and Evolution of Fan Entertainment,”** Symposium on Baseball and American Culture, Cooperstown, NY, May 2015.
- **“Social, Cultural and Economic Impact of Sports in America,”** keynote address at 2013 Syracuse Sports Summit, sponsored by Syracuse Sports Corporation, Onondaga County OnCenter and War Memorial, November 2013.
- **“Baseball Owners: Ostentatious. . . Outlandish. . .and (occasional) Outlaws,”** Symposium on Baseball and American Culture, Cooperstown, NY, June 2012.
- **“Assessing Major League Baseball’s Strangest (and Sometimes Destructive) Marketing Ploys,”** Symposium on Baseball and American Culture, Cooperstown, NY, June 2011. Presenter with Rick Burton, Syracuse University.
- **“Marketing Olympic Sports: A Syracuse University Case Study,”** National Association of Collegiate Marketing Administrators conference, Anaheim, CA, June 2010.
- Symposium panelist, **“Sports in America: Weathering the Economic Storm,”** Washington, D.C., November 2009, with Bruce Levinson, Owner, Atlanta Hawks (NBA) and Atlanta Flames (NHL); David Falk, CEO, FAME; Laurie Orlando, Sr. Vice President of Talent Development, ESPN; and College Football Hall of Fame inductee Don McPherson.
- Symposium panelist, **“Impact of Sports on Youth, Education, Culture and the Economy”** symposium, with NFL commissioner Roger Goodell; HBO Sports Jon Frankel; FAME CEO, David Falk; and Roxanne McNabb, former Syracuse University scholar athlete and professional business women; New York City, June’08.
- Symposium panelist, **“Sports in America: Business or Passion?,”** Los Angeles, CA, March 2007, with Ron Seaver, CEO of National Sports Forum; Chris Lencheski, CEO of Ski and Company; Phil Metz, Vice President of Marketing for NASCAR; and Chris Hannan, Producer, Fox Sports.
- Symposium panelist, **“Growth of American Sports: What Does the Future Hold?”** New York, October 2006, with Brandon Steiner, CEO/Steiner Sports Marketing; Chris Lencheski, CEO, Ski and Company; and Larry Woodard, President and CEO, Vigilante.

UNIVERSITY and COLLEGE SERVICE

- Member of Dean's Cabinet, Falk College of Sport and Human Dynamics since 2005.
- Member of University's Remembrance Scholar's Selection Committee since 2007.
- Keynote speaker for 2012, Remembrance Scholars Convocations, Hendricks Chapel.
- Presider of 2014 and 2015 Remembrance Scholars Convocation, Hendricks Chapel.
- Member of 25th Anniversary committee to commemorate Pan Am 103 terrorist crash that killed 270 people, including 35 SU students studying abroad, 2011-14.
- Chair of "Walk for Peace/Run for Hope" 2.5 mile walk/run fundraising and awareness campaign to commemorate 25th Anniversary of Pan Am 103 air disaster.
- University Senator, 2008-2010.
- Member of University Senate Student Life Committee, 2008 to 2010.
- University Marshal, commencement 2010 to present.
- Faculty Advisor, Sport Management Club, 2005 to present.
- Director of Sport Management Advisory Council, 2006 to present.
- Member Syracuse University Bookstore Advisory Committee, 2007 to present.
- Member of external peer review committee for Tompkins Cortland Community College sport management degree program, 2008-09; and 2014.
- Elected to two-year appointment on Syracuse Sports Corporation executive council.
- Elected Vice-President of Syracuse Sports Commission for two-year term, 2016-18.
- Hosted sports management and marketing classes from Canton, Norwood-Norfolk, and Liverpool high schools for campus visits and curriculum development exercises.
- Member of National Association of Collegiate Marketing Administrators (NACMA)
- Member of Coaches vs. Cancer Advisory Board, American Cancer Society
- NYS Special Olympics Winter Games volunteer
- Carrier Dome Public Address Announcer for SU football, men's basketball and women's basketball games
- Member Bellevue Heights United Methodist Church, Syracuse
- Member of Bellevue Heights UMC Pastor-Parish Relations Committee
- Master of Ceremonies for several local and regional charitable fundraising events
- Speaker for University's "Take Your Child to Work" career program.
- Hosted sports management and marketing classes from Toronto, Canton, Lowville, Ogdensburg, Norwood-Norfolk, and Adirondack high schools for campus visits and curriculum development exercises.
- Member of Athletic Policy Board, 1995-2005.
- Member of Chancellor's Strategic Communications Commission, 1997-2002.
- Member of Syracuse University Licensing and Trademark Advisory Board, 1997-'05.

PROFESSIONAL ORGANIZATIONS & COMMITTEES

- Advisory Board of the Center of Sports Business and Research (CSRB) at Penn State's Smeal College of Business, 2012 to present.
- Board of Directors, Syracuse Sports Corporation, 2013 to present
- Member of North American Society of Sport Management (NASSM), 2005-present.

- Member of National Association of Collegiate Marketing Administrators, 1995 to present.
- Member of International Association of Venue Managers, 2011 to present.
- Member of SU Athletics “Operation Restore Confidence” task force, 2009-present.
- BIG EAST Conference marketing and public relations committee, 1997-2005
- BIG EAST Conference Representative, National Association of Collegiate Marketing Administrators (NACMA), 2000-2004.
- Member of NACMA corporate sponsorship committee.
- Member of NACMA membership committee, 1999-2004.
- Program and Exhibit Committee member, 1999 NACMA Convention.
- Past member, Council for Advancement and Support of Education (CASE)

Syracuse University Carrier Dome Public Address Announcer, August 2006-present

- “Voice of the Carrier Dome” for all SU football, men’s basketball and men’s lacrosse games, including pre-season and regular season games; and post-season tournaments. Women’s basketball announcer since 2013.
- Announcer for “New York’s College Classic” football game between Notre Dame and Syracuse at MetLife Stadium, East Rutherford, NJ in 2014.
- Announcer for 2013 SU/Penn State football game at MetLife Stadium, East Rutherford.
- Announcer for 2012 SU/Southern California football game at MetLife Stadium, East Rutherford.
- Announcer and host for 2012 “One World Concert” event featuring Dali Lama and 28 musical artists broadcast live worldwide via Axxess Television.
- Announcer for 2012 Syracuse University Commencement ceremony.
- Announcer for 2010 and 2015 NCAA Men’s Basketball East Regional Championship Round games (Sweet 16 and Elite 8).
- Announcer for 2007 and 2008 National Invitational Tournament (NIT) first and second round games.
- Announcer for 2008, 2009, 2010, 2011 and 2013 NCAA Men’s Lacrosse Tournament quarterfinal round.
- Announcer for 2005 NBA pre-season game between New York Knicks and Cleveland Cavaliers
- Announcer for 2008 NBA pre-season game between Denver Nuggets and Phoenix Suns.
- Announcer for 2010 NBA pre-season game between Minnesota Timberwolves and Detroit Pistons.
- Announcer for 2012 and 2014 NBA pre-season games between NY Knicks and Philadelphia 76ers.

Adjunct Professor, Martin J. Whitman School of Management and S.I. Newhouse School of Public Communications, Syracuse University, Syracuse, NY

- Adjunct Professor, School of Management, 1999-2005; and S.I. Newhouse School of Public Communications, 2003-2005. Taught undergraduate Sports Marketing Management 400 course and Sports Management/Public Relations 500 courses.
- Served as faculty advisor for numerous student internships and independent studies.

Associate Athletic Director for External Affairs, Syracuse University, Syracuse, NY

August 1997 to May 2005 - Directly responsible for overall supervision and financial management of Athletic Communications, Marketing, Promotions and Special Events, Publications and Creative Services, University's marching and pep bands, and cheerleading and dance teams. Also responsible for the management of Syracuse Sports Properties, an independent sales and production company of Syracuse Athletics. Member of senior administration cabinet responsible for management of premier Division I intercollegiate athletic program, with annual budget exceeding \$24 million.

- Supervised 12 full-time employees and nearly 50 part-time, seasonal and student staff members.
- Managed the creation and development of Syracuse Sports Properties (SSP), a partnership among Syracuse University Athletics and International Sports Properties. SSP is in charge of managing the sales and production of a broad-based media rights package, including all radio and television programming, Internet rights, publications, signage, corporate hospitality and marketing for Syracuse University's 21-sport program.
- Generated nearly \$2.3 million of corporate sponsorship annually, a 550-percent increase since 1995.
- Develop annual ticket sales promotional campaigns to increase attendance. Syracuse University led the nation in total attendance for men's basketball and men's lacrosse each year, while the football team has played at 90.6-percent capacity since 1995. Established single-game basketball attendance record in '03.
- Wrote, developed and managed comprehensive Request for Proposals for media rights, beverage and pouring rights, affinity credit card, and footwear and apparel contracts, resulting in multi-million dollar sponsorships for University.
- Initiated and chaired "Fans First" public relations campaign designed to re-position SU Athletics among its constituencies, increase attendance in football and men's basketball, improve fan amenities, enhance customer service and increase visibility in community through educational programs.
- Tournament Manager of 2000, 2002 and 2005 NCAA Division I East Regional Men's Basketball Championships at the Carrier Dome. Established on-campus attendance records in 2000 and 2005.
- Re-organized sports information department into an Athletic Communications operation that is in charge of all media relations and publicity for the athletics.
- Marketing chairman of "Coaches vs. Cancer" campaign for American Cancer Society. Syracuse University established national records for raising the most funds in the past seven years, finishing first each year and generating \$5-million for cancer research.
- Adjunct Professor, School of Management (7 years) and S.I. Newhouse School of Public Communications (2 years), Syracuse University. Taught undergraduate upper level Sports Marketing and Sports Management/Public Relations courses.
- Three-time NACMA award winner, 2003 Silver Award for "Single Game Attendance" Promotion; 2004 Silver Award for "Single Game Attendance" and Bronze Award for "Sponsor Follow-Up Report."

**Assistant Athletic Director for Marketing, Promotions and Special Events,
Syracuse University, Syracuse, NY**

October 1995-July 1997 - Coordinated, developed and implemented a comprehensive, broad-based marketing and promotion plan for the entire department of intercollegiate athletics, including the Syracuse University Carrier Dome. Conducted market research to increase advertising sales, and enhance attendance and corporate sponsorship. Duties included: developing annual ticket sales campaigns to increase attendance; developing sales and marketing campaigns for in-season and post-season tournaments held at Syracuse University or the Carrier Dome; establishing campus and community activities designed to enhance attendance; developing and writing proposals to solicit corporate sponsorships and advertising sales, including Carrier Dome arena signage; conceptualizing and managing all game-day and seasonal promotions; assisting with development of other fund-raising events of department; assisting with the marketing and promotion of all special events held at Carrier Dome; game-day responsibilities for football, men's basketball and lacrosse; helping coordinate all philanthropic and community service requests involving student-athletes and coaching staffs; assisting with fund-raising and memorabilia requests from the public and non-profit organizations.

- 1996 football attendance increased 10 percent, averaging 48,111 fans or 97-percent capacity, third highest in Syracuse history.
- Marketing and Promotions Director, NCAA Division I Men's Basketball Championship East Regional, Syracuse University Carrier Dome, March 1997. Established on-campus attendance record (30,617) for NCAA basketball tournament game.
- Established student internship program for marketing, business, communications and sports management majors.
- Increased sponsorship revenue nearly 200 percent in first 18 months.
- Marketing chairman of "Coaches vs. Cancer" campaign for American Cancer Society. Syracuse University established national record of raising \$162,000 in 1996-97. Established basketball shoot-out contest in Carrier Dome during all basketball games, raising \$93,500.
- Promotions Director, NCAA Division I Women's Tennis Championship East Regional, Syracuse University, May 1996.
- Sales and Marketing Director, Eastern Intercollegiate Wrestling Association Championships, Syracuse University, Manley Field House, March 1996.

Associate Athletic Director for Communications, Cornell University, Ithaca, NY

September 1990-September 1995 - Directly responsible for overall supervision and financial management of Athletic Communications, Community Relations, Cornell Sports Network, Cornell Summer Sports School, Marketing and Promotions, Special Events, Sports Information Department, and Ticket Office. Member of senior administration responsible for management of a diverse Division I intercollegiate, intramural and physical education program. Total annual department budget: \$10.5 million.

- Supervised 10 full-time employees and several part-time, seasonal and student staff members. Managed \$1.1 million budget, with over 50 percent of income generated through enterprise operations.
- In 1989, created Cornell Sports Network, an independent regional radio network that produced and disseminated broadcasts of Cornell football, and men's basketball,

hockey and lacrosse games. Generated over \$120,000 of corporate sponsorship and advertising revenue annually for department.

- In 1991, named project director of Cornell's exclusive nationwide cable television agreement to broadcast Cornell's Ivy League football games live over SportsChannel America. Responsible for contract negotiations and in-house production of academic and student-athlete video features. Served as technical and production liaison with production company and cable network. Held similar position in 1992, '93 and '94.
- Negotiated television agreements to broadcast Cornell hockey games on Empire Sports Network, Prime Network, New England Sports Network, Syracuse Newchannels Cable, and American Community Cablevision. Averaged five live telecasts per year. Cornell basketball games were broadcast over Madison Square Garden Network and Empire Sports Network.
- Developed alumni subscriber network to downlink satellite transmission of Cornell televised sporting events in regions of country unable to receive broadcast. Averaged nearly 30 cities per event.
- Managed redesigned all media guides, brochures and promotional materials, using desktop publishing.
- Realigned entire Athletic Communications staff to streamline costs and improve productivity. Included consolidating all in-house sales and marketing efforts; and restructuring Ticket Office, combining personnel strengths in Cornell Sports Network, Marketing and Promotions, and Sports School operations. Saved nearly \$40,000 in operational expenses, and increased sales revenue by \$30,000 annually.
- Wrote proposal for Athletics Student Activity Fee to allow undergraduates free admission to sporting events, which was successfully passed by Student Assembly and Cornell Administration. Net result enhanced department revenue and increased student attendance by 38 percent.
- Cornell Summer Sports School enrollment (2,300 youth) doubled between 1990 and 1995, generating over \$85,000 (annual net income) to Athletic Department.
- Cornell Athletics publicity increased substantially, including coverage from CBS, ESPN, CNN, *USA Today*, *New York Times*, *Sports Illustrated*, Associated Press, Madison Square Garden Network, and Prime Network.
- Developed several successful community outreach education programs between Cornell athletes and coaches and disadvantaged area youth.
- Broadcast color analyst for Cornell football and basketball games.

Assistant Director of Media Services, Cornell University, Ithaca, NY

September 1988-September 1990 - Managed daily operations of Department's Educational Television (ETV) Center and Radio News Network, supervising 15 full-time and 2 part-time employees. Also served as assistant director for the overall department, including Print Shop operations, Graphic Design, Editorial Section, Exhibit Shop, Visual Communications and Photography. Annual budget exceeded \$4.5 million.

- Conceptualized, designed, received funding for, hired staff, and purchased equipment to form Cornell Sports Network in 1988.
- Conceptualized project, authored proposal, and received \$150,000 grant for ETV Center to produce a PBS television documentary about the relationship between dietary habits and cancer in China and the United States.

- Successfully marketed Cornell's mobile satellite uplink truck for news and sporting events (including Super Bowl, NHL hockey games, NFL football games and news reports, NASA Space Shuttle launches, U.S. presidential debate) and numerous national, regional and local news programs (including *Nightline*, *Today Show*, *CBS This Morning*, *Good Morning America* and *McNeil-Lehrer News Hour*).
- Reorganized radio news operations of Media Services and University News Service into a consolidated unit. Created award-winning nationally syndicated radio program, "Closer Look."
- Purchased over \$1.5 million of interactive video and graphic design equipment and designed state-of-the-art editing and post-production facility to enhance production capabilities and increase income.

Director of Electronic Media Services, University of Illinois at Urbana-Champaign

September 1985-September 1988 - Responsible for overall management of financial operation of television and radio units in Office of Public Affairs. Responsible for providing national, regional and local broadcast news exposure of University's educational and research efforts.

- Tripled production staff, designed and constructed state-of-the-art audio recording and video post-production editing facility during first year.
- Worked in conjunction with Illini Sports Network and Big Ten Conference to write, edit and produce radio and video features broadcast during Illinois football and basketball games for both radio and television. Produced video features and institutional spots about the University for Gator Bowl and Peach Bowl telecasts.
- Produced instructional and educational videotapes for academic and support units for fund-raising, instructional, recruitment and public relations purposes.
- Produced and directed nostalgic video program for Alumni Association featuring prominent sports and news celebrities including Dick Butkus, Ray Nitschke, Tom Haller, Jim Grabowski, Roger Ebert and John Chancellor. Raised over \$25,000.
- Wrote and produced syndicated radio news magazine used by stations in 15 states.
- Coordinated scheduling and taping of video news features about faculty research that were broadcast over CNN, ABC's *20/20*, NBC News and *CBS This Morning*.

Senior Broadcast News Editor (7 years) and Staff Writer/Editor (3 years), Media Services, Cornell University, Ithaca, NY, September 1975-September 1985 - Writer/director of 26-

state, 450-station radio news service, Consumer Information Network (CIN). Responsible for all programming. Supervised professional news staff and student interns. Managed budget.

- Successfully expanded automated radio news operation from regional service to multi-state Northeast network in 1979.
- Enhanced overall programming of service and expanded services throughout United States in 1983. Station usage and audience outreach increased over 50 percent, creating largest university radio news service in North America.
- Secured funding for, wrote, produced, edited, and narrated five half-hour radio documentaries, each receiving national awards, 1979-83.
- Wrote, produced and directed television public service and news programs.
- Conceptualized and conducted extensive media programming research.
- Conducted instructional media workshops for professional and student groups.
- Received 15 national and state awards for news and public service programming.

COMMUNITY SERVICE PROJECTS AND AWARDS

Dryden Sertoma Club/Sertoma International - member since 1983

- Named 1994 Local, District and Regional “Sertoman of the Year,” for “contributing dedicated service and outstanding leadership qualities regarding “Service to Mankind.”
- Member of Board of Directors, 1982-84, 1989-2006.
- Vice President of Programs, 1994.
- Chairman of the Board, 1991-1993. As Chairman, chartered first high school Sertoma Club in New York State, 1992.
- President, 1989-1991. As president, club received East New York/New England Sertoma Community Achievement Award, 1990 and 1991.
- Vice-President of Sponsorship, 1984-85. Responsible for all fund-raising. Developed basketball Foul-Shoot-A-Thon fund-raiser to help defray medical/surgical expenses for hearing-impaired youth. Initiated and chaired fund-raiser with Harlem Globetrotters to raise \$5,000 for area speech and hearing organizations.
- Named 1984 “Sertoman of the Year.”
- Commissioner and Chairman of Sertoma Youth Soccer Program, 1983-84.
- Newsletter writer/editor, 1983-85, 1991-1994

SPORTS-RELATED COMMUNITY SERVICE

- Dryden Kiwanis Girl’s Softball League coach, 1994, 1998 and 1999.
- Town of Dryden Youth Basketball League girl’s coach, 1992-1994, 1997-1999.
- Member of Town of Dryden Baseball Commission, 1982-1985, 1991-1993.
- Baseball coach, Geneseo (NY) Babe Ruth Baseball, 1973-74; St. Joseph (IL) Little League, 1986-88; Dryden (NY) Youth Baseball League, 1989-90; Dryden Babe Ruth Baseball, 1991-1993.
- Conceptualized and chaired fund-raising events to aid families of two softball players who encountered disabling medical complications, 1984.

MISCELLANEOUS COMMUNITY SERVICE

- Member of Coaches vs. Cancer Advisory Board, American Cancer Society, 1995-2004.
- Volunteer for NYS Special Olympics Winter Games, since 2009, 2013, 2014, 2015.
- Volunteer for NYS Special Olympics Summer Games, Ithaca, 1991.
- Volunteer, Empire State Games, Ithaca, 1994.
- Salvation Army “Dome Donation Day” coordinator to collect food for needy families, 1995-2005.
- Volunteer work with Ronald McDonald House of Central New York, March of Dimes, American Heart Association and Boys and Girls Club of Syracuse, 1995-2005.
- Member of Bellevue Heights United Methodist Church; member of Pastor-Parish Relations Committee, 2011 to present; Visionary Committee, 2008.
- Member of “Friends of the Hall,” National Baseball Hall of Fame and Museum, 2001-present.
- American Cancer Society steering committee member 1996 to 2006.
- Member of Board of Directors, WVBR Radio, Ithaca, NY, 1978-1985.

- Chairman of Long-Range Planning Committee, WVBR Radio.
- Chairman of Building and Restoration Committee, WVBR Radio.
- Member of Board of Education, St. Joseph (IL) Consolidated School District, 1984-85.
- Master of Ceremonies for several local and regional charity events.

PROFESSIONAL BROADCAST AWARDS

1984

Recipient of “Gold Award” (first place) in national “Health Journalism Awards” competition. Radio documentary, “Drug Abuse: A One-Way Trip Through Hell.” Presented by the American Chiropractic Association.

1982

Recipient of “Program Award” for producing projects of “superior achievement” in the area of public service for electronic media. Double-award winner. One for Consumer Information Network news programming, and a second for radio documentary entitled, “Teenage Sexuality: ‘You Don’t Have To Be In Love To Make Love.’ ” Presented by the State University of New York.

First Place award for “Best Radio Special Production.” Documentary on impact of television advertising on children. Presented by the Agricultural Communicators in Education (ACE) in national competition.

1981

Second place award for “Best Radio News Actuality.” (ACE)

1980

ACE First place award for best “Regular Radio News Production. Documentary on alcoholism.

1979

Second place award winner for best “Radio News Production.” (ACE)

Nominated for Columbia/DuPont Journalism Award, the Consumer Information Network.

Nominated for Columbia/DuPont Journalism Award, radio documentary entitled, “Alcoholism: Its Effects on the Individual, the Family, and Society.”

First place award winner for, “Best Radio News Actualities.” (ACE)

1978

Received second place award for “Best Public Service Announcement for Radio.” (ACE)

Recipient of the “Project Award” for producing the most outstanding “News and Information Service.” Presented by the State University of New York.

1977

Received first and second place awards for radio news feature. (ACE)

1976

Received second place award for “Excellence in Radio Script Writing.” (ACE)

Co-recipient of the New York State Broadcasters Association Award for “Best Public Affairs Program Series.”

“Bronze Award” (runner-up) for radio excellence in the field of health journalism. “Nutrition: Its Effect on Children’s Learning Ability.” Presented by the American Chiropractic Association.