**MARC ROSENWEIG**

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**Montclair, N.J. 07043**

**Education**

**1973,** **Master of Science, Journalism,** **Columbia University, Graduate School of Journalism**

**1971, Bachelor of Science, Journalism, Ohio University, cum laude**

**Professional Experience**

**Programming & Management Consultant,** 6/04 – present

* Analyst and advisor on programming, media training, research, and executive search for major media companies, including divisions of NBC Universal, Disney, Time Warner, Andy Friendly Productions, New York Mets
* Consultant to Tupelo-Honey Productions, a division of SCP Worldwide, on the distribution of programming for broadcast syndication and cable networks. (2006-2009)
* Consultant for Sucherman Consulting Group, which advises major media companies (2004-2005)
* Guest commentator on the media business for Fox Business network, on topics including the impact of the Writer’s Guild strike on television, the legal battles between Barry Diller and John Malone and the outlook for media company regulation in the new presidential administration. (2007-2010)

**Senior Vice President, Programming,** YES Network, 10/01-5/04

* Founding manager for major regional sports network, with special emphasis on programming, on-air promotion, affiliate relations, web site and interfacing with ad sales
* Programs developed include the Emmy-Award-winning *Yankeeography, Centerstage* talk show, *YES Network Magazine,* memorabilia show *What’s It Worth?,*  the documentary *Hollywood Pinstripes* and specials on baseball Hall-of-Famers taped at the Yogi Berra Museum and Learning Center on the Montclair State University campus.

**Senior VP, Programming & Production, East Coast,** King World Productions, 12/99-6/01; VP, Programming & Production, East Coast - 1/96-12/99

* Supervised news magazine *Inside Edition,* with emphasis on award-winning investigative reporting and entertainment news and talk programming for broadcast syndication
* Manager of program content and major production center with up to 150 employees
* Emphasis on news coverage, investigations, promotion, research, sales, legal affairs, budgets and affiliate relations
* Supervision of other broadcast syndication programs, including news magazine *American Journal,* the *Rolonda* talk show and legal reality show *Curtis Court.*

**Director of Primetime Programming** **CNBC**, 8/90-12/95, Senior Producer CNBC: 2/89-8/90

* Founding network primetime program manager, built program lineup from network’s inception
* Supervised development and production of talk and magazine programs including

the Talk All-Stars lineup of shows featuring Tim Russert, Al Roker, Phil Donohue, Tom Snyder, Geraldo Rivera, Charles Grodin, Daisy Fuentes, Mary Matalin, Jane Wallace and Dee Dee Myers, plus the consumer investigation program *Steals & Deals.*

* Executive Producer of nationally syndicated year-in-review news special, *Images*

**Senior Executive Producer**---WWOR-TV, New York, 4/84-2/89

* Supervised news programming, sports and entertainment specials
* Established award-winning Investigative Team
* Member of the management team which launched *News 9 at 10pm*
* Executive Producer of special events, including *Mets ’86 and Giants World Championship Parades,* andlocal portions of *The AIDS Connection*, a five hour national special on the AIDS crisis

**Director of Broadcasting**---Greater Miami Jewish Federation, 7/83-3/84

* Established cable television channel on seven cable systems in Dade County

**Executive Producer**---WPLG-TV, Miami, Fl. 4/81-7/83

* Responsible for all news production at leading ABC affiliate

**Producer**---WJBK-TV, Detroit, Mi. 9/79-4/81

* Produced 5:30 and 6pm news, coverage of Super Bowls and political conventions

**Producer**---WWL-TV, New Orleans, La. 9/76-9/79

* Producer of market-leading 10pm news and award-winning special projects

**Sports Reporter, Producer & Anchor**---WCIX-TV, Miami, Fl. 6/73-9/76

* Co-hosted weekly sports magazine show, covered NFL football, baseball spring training, other pro and college sports

**General Assignment Reporter & Sports Editor---**Springfield Area Life & Times, newspaper, Springfield, Ma. 7/71-8/72

**Editorial Assistant to Dick Schaap---**researcher for books “Lombardi” with Jerry Kramer, “The Perfect Game” with Tom Seaver, & “Behind the Mask” with Bill Freehan, 1970-1971

**Teaching Experience**

* **Montclair State University,** **Associate Professor** with tenure, joined the faculty in 2007. Promoted from Assistant to Associate Professor, 9/13
* **Courses taught**---Mass Media Ethics, Modern Journalism**,** Media Management, Language of Television, Writing for Media, News Writing, Introduction to Studio/Control Room Production, Television Production 2, & Advanced Television Production;as adjunct professor---Station Management (2004), Television Programming (2006)
* **Faculty Advisor---**fortheMontclair State student newspaper and web site, ***The Montclarion*,** 2008-2012. Guiding students on best practices in journalism, including writing, reporting, story topic selection, graphic layout, photography, and web site development. Under my supervision, *The Montclarion* won the College Press Freedom Award from the Student Press Law Center and Associated Collegiate Press, several Mark of Excellence awards from the Society of Professional Journalists (Region 1, northeast) and numerous New Jersey College Newspaper Contest awards.

# Montclair State University Global Education Center

* lecturer to visiting MBA students from Karl Franzens University of Graz in Austria as part of MSU’s international program in conjunction with the Global Education Center and the School of Business. The topic: my perspectives on the history and development of CNBC based on my experience as a member of the management team that founded the network and current research. July, 2012, 2011, 2010 & 2009
* **Journalism on Wall Street---**guest lecturer to a select group of students from Ohio University’s E.W. Scripps School of Journalism on the scope of business journalism. Site visits included CNBC, Fox Business News and the New York Stock Exchange, May 2011
* **Guest Lecturer---E.W. Scripps School of Journalism, Ohio University, Athens, Ohio**---classes includeMedia Ethics & Society, Television News Production, News Writing, Reporting Contemporary Issues, Online Journalism and Sports Reporting, May 2011, April 2010, April 2009, May 2008

**The Institute for the Humanities, Montclair State University**

**“Media Ethics in the Age of Twitter and Facebook”**---lecture to high school students and their teachers. Explored issues of credibility and privacy on the Internet and how students should approach ethical decision-making in media, December 2010

* **Guest Lecturer---University of Cincinnati**, Sports Media Management, May 2008
* **Guest Lecturer**- critiqued writing and production of campus news programs, **William Paterson University**, fall, 2001, fall 2005

* **Kean University, Adjunct Professor**

**Course taught---**Media Management, 2005-2007

* **William Paterson University, Adjunct Professor**

**Courses taught---**Journalism Writing and Reporting, spring & fall 2006,

Media Management, 1995

* **Ramapo College, Adjunct Professor**

**Course taught---**Journalism Writing and Reporting, spring 2007

* **Internship Supervision---**working with students, media companies and MSU’s Cooperative Learning program to maximize the learning experience for students. Companies where students have interned include CBS Sports, ABC News, MSNBC, CNBC, Details Magazine Walt Disney World, *Rachel Ray, Inside Edition,* USA Network’s *White Collar,* MTV, MSG Varsity, WABC-TV(including 7online.com), WWOR-TV, NJTV, CBS Sports

**Scholarship**

**Conference Presentations**

**Co-producer and panelist----*Tiger and the Media: Before and After*, Third International Conference on Sport & Society, University of Cambridge, United Kingdom, July 2012**

panel examined media coverage of Tiger Woods from his childhood through the extra-marital scandal that changed many perceptions of this golf superstar

**Panel co-producer and panelist at Association for Education in Journalism and Mass Communication (AEJMC) Convention, Denver, Co. August 2010**

* **He Shoots, He Scores, He Tweets: The Ethics and Implications of Social Media in Sports Journalism**

How social media is impacting the sports beat. I presented the results of my original survey of 111 sports media professionals to determine their ethical concerns.

# Panelist at Association for Education in Journalism and Mass Communication (AEJMC) Convention, Boston, Ma, August, 2009 (two panels)

* **When the Economy IS the News: How Much Economics Do News People Need to Know, and How Do We Teach It?**

Special emphasis on the reporting and writing of economic news based on issues that affect our everyday lives (including stories on tuition costs, student loans, job search and cutting back on entertainment expenses).

# Preach What You Practice: Moving from the Profession to the Academy

# This panel focused on what media professionals need to know when they make the transition from the media industry to teaching. Special emphasis on what constitutes quality teaching and scholarship.

**Panel Presentations**

**Producer and Moderator of sports media panels in cooperation with the Yogi Berra Museum & Learning Center, Montclair State University---**I research topics, lead the discussion with sports media professionals and supervise editing of the material into programs which air on the MSU television series ***Carpe Diem,*** reaching approximately 500,000 television homes in Northern New Jersey, since fall 2007

* **Covering Major League Baseball---spring 2013**, This panel explored coverage of baseball by sports journalists on the beat. The discussion included the controversy over media coverage of the use of performance enhancing drugs by major league baseball players. Panelists were Paul Hagen, reporter from mlb.com and 2013 inductee into the sportswriters wing of the Baseball Hall of Fame, Russ Salzberg, sports director WNYW-TV Fox 5 and former Star-Ledger columnist Jeff Bradley
* **Sports Media Ethics**---**fall 2012,** *Covering the National Football League,* discussion of ethical issues facing reporters, including coverage of the brain injuries suffered by football players. Panelists were Alan Schwarz, reporter for The New York Times, Rich Cimini, reporter, ESPN New York.com, Ralph Vacchiano, reporter, New York Daily News, Howard Deneroff, executive producer, Dial Global Radio Network
* **Covering College Sports (2 Parts)---spring 2012,** discussion centered on the Penn State sex abuse scandal. Panelists included Aditi Kinkhabwala, reporter, The Wall Street Journal, Steve Politi, columnist, The Star Ledger & nj.com, Tom Rinaldi, reporter ESPN
* **Ethics and Sports Radio---fall 2011---**three top on-air personalities look at the controversies surrounding sports radio, panelists include Don La Greca, ESPN radio, Gordon Damer, WCBS radio and Jared Max, ESPN radio
* **Analyzing the Media Ethics Survey---spring 2011---** second of two panels analyzing the sports media ethics survey I conducted of 111 sports media professionals. Panelists included Kelly Naqi, reporter, ESPN news magazine “Outside the Lines”, Lou D’Ermilio, Senior VP Communications, Fox Sports and Bob Wischusen, play-by-play announcer for the New York Jets and ESPN television
* **Analyzing the Media Ethics Survey---fall 2010----**in-depth panel discussion of the findings of my original survey of sports media professionals. Panelists included Phil Mushnick, sports media columnist, *The New York Post*, and Frank Isola, reporter, *The New York Daily News*
* **The Tiger Woods Story---spring 2010,** panel looking at coverage of the Tiger Woods story, panelists included T.J. Quinn, ESPN, Ian O’Connor, *The Record*, and Dr. Larry Londino, Monclair State University (produced as two episodes of *Carpe Diem)*
* **Social Media on the Sports Beat---fall 2009,** The impact of social media (Twitter & Facebook) on sports coverage, panelists---Harvey Araton, The New York Times, Filip Bondy, New York Daily News, Brian Donlon, former VP, Lifetime Television network sports
* **Sports Media Ethics panels---fall 2009**, panelists, Dick Friedman, *Sports Illustrated,* Jackie Friedman, *The Star Ledger,* Chad Millman, *ESPN: The Magazine,*
* **fall 2008**, panelists Willie Weinbaum, ESPN, Bruce Beck WNBC-TV, Bridget Wentworth *The Star Ledger*,
* **fall 2007** panelists, Peter King, Sports Illustrated and NBC Sports, Shaun Powell, Newsday and Michelle Segura, SI.com
* **Women In Sports Media (3 panels)**---**spring 2010** panelists, Nancy Bernstein, NFL Network, Alison Overholt, ESPN Magazine group, Jenny Vrentas, *The Star Ledger*
* **spring 2009** panelists, Tina Cervasio, MSG Network, Sherry Ross, New Jersey Devils, Kelly Whiteside, *USA Today*
* **spring 2008** panelists, Lindsay Berra, *ESPN: The Magazine,* Tara Sullivan, *The Record,* Kerri Potts, ESPN

**Published Articles**

**Guest Op Ed Columnist---The Record newspaper and northjersey.com,** November 2011

* **When Ethical Behavior Was Everything**---an analysis of the ethical issues involving the Penn State sexual abuse scandal and its implications elsewhere in society, where not speaking out is too common, http://www.northjersey.com/news/opinions/ethics\_112011.html

**Media Columnist---for the247newsroom.com---**Writing a series of columns on the impact of media ethics and media management on the rapidly changing communications industry, including columns discussing the previously mentioned sports media ethics survey. This web site has almost 1,600 subscribers and is visited by members of the academy, media professionals and students. Since fall 2010. Column topics are listed below.

* **London 2012: The Media Message,** August 2012, A look at what viewership of the London Olympics told us about trends in media viewership and the explosion of social media
* **A Message to Media Graduates,** May 2012,A Commencement speech designed to help media graduates get off to a fast start
* **Oprah’s Network: The Second Year Challenge,** January 2012, one year into her cable network venture with Discovery Communications, the venture is coming up short in ratings and revenue
* **The Penn State Story: A Challenge For Alums,** December 2011, how the sex abuse scandal connect to the university’s football program was unearthed by a crime reporter, who’s also a Penn State alum
* **College Sports TV: A Conference-Jumping Money Grab,** October 2011, examines the extensive impact of big television dollars on Division I college sports
* **Three Journalists Who Covered 9/11 Remember,** August 2011, explores how journalists put their lives in jeopardy to serve the public through eyewitness accounts of the national tragedy from a television reporter who was almost buried by the collapse of one of the World Trade Center Towers, a reporter who was overhead in a traffic helicopter, and a news director who was running a New York City newsroom.
* **The Hacking Scandal: Big Media’s Major Test,** August 2011, a revealing look at the hacking scandal involving News Corp. and how it’s a stark reminder of the potential hazards of vertical integration, when a few media companies control the majority of the flow of information
* **ESPN: The Real Story,** July 2011, an analysis of the best-selling oral history on the ESPN Network, with special focus on ethical issues, management flaws and its great financial success
* **The Sports Media Buzz,** June 2011, an update on reaction to the Sports Media Ethics survey from two sports reporters and a sports television communication executive
* **Couric’s Return to Daytime: A Local Station Dilemma,** June 2011, an analysis of Katie Couric’s plan to launch a daytime show and what it’s likely to mean for the local television station business
* **The Royal Wedding: How Much is too Much?,** April 2011, a look at the media frenzy surrounding the royal wedding.
* **A Test for ESPN as Poynter Takes a Look,** March 2011, A look at the issues as the Poynter Institute takes on the difficult task of looking at ethical issues at the ESPN network
* **Comcast and NBC Universal: Concerns as the Big Get Bigger,** February 2011, an analysis of the merger of two media giants that further limits control of media content to a handful of companies
* **Oprah’s Network Launches to the Faithful,** January 2011, a look at the controversial launch of Oprah Winfrey’s new cable network

* **The Teen Audience Sets the Pace for Media Change,** December 2010, a first hand account of teenagers’ attitudes toward social media and the ethical issues that arise
* **Double and Triple Dipping Leads to Ethical Controversies,** November 2010, reaction to the Sports Media Ethics Survey from professionals on the New York sports beat
* **Sports Media Ethics in the Era of Twitter and Facebook,** October 2010

a summary of findings and commentary on my sports media ethics survey

**Guest Columnist, *Montclair State University Alumni Magazine***

* Column on “Is Journalism Dying?” This column explores how the future development of the School of Communication and Media can properly prepare students for careers in journalism, which is not dying, but rapidly changing. summer 2010

**Guest Columnist, *Inside Business***

* This column analyzed the first month of media coverage of the Obama Administration. *Inside Business* is a monthly publication of the Gateway Chamber of Commerce in New Jersey with a readership of approximately 75,000, spring 2009

**Research**

**Sports Media Ethics Survey---2010,** This original research survey of 111 sports media professionals analyzed key ethical issues on the sports beat. My survey has been highlighted on more than a dozen sports media web sites and cited in a Poynter Institute column in April 2011. It is the centerpiece for ongoing study of sports media ethics by sports media panels at Montclair State and key industry conferences. It is also the basis for several columns I’ve written for the 247newsroom.com.

**Media Productions**

***Commemorating 9/11*----Montclair State University**

* co-writer/producer and anchor of two hour special webcast marking the 10th anniversary of the 9/11 tragedy, in conjunction with faculty, staff, students and guests from the news media and the campus community, September 11, 2011

***Don’t Laugh at Me*---Montclair State University**

* Co-writer/producer and anchor of special webcast looking at bullying, produced in conjunction with faculty, staff and students, fall 2011

# \*Special *Carpe Diem* television programs on journalism (host & producer)

* *Challenges on the Sports Beat*---joint interview with **Bruce Beck, WNBC-TV sportscaster and Ian Eagle, CBS Sports and YES Network sportscaster**
* *Covering News from the Air---*interview with Tom Kaminski, WCBS radio managing editor of traffic and transit, including discussion of his experience covering 9/11.
* *A Pioneer in Broadcasting*---special interview with **My 9 News anchor Brenda Blackmon**, including discussion of the early days of her career when she became the first African-American television news anchor in her hometown of Columbus, Ga. Fall 2010
* *From Local Reporter to National News Anchor*---one-on-one interview with ***Inside Edition* anchor Deborah Norville**, including discussion of overcoming adversity in her journalistic career, fall 2009
* *The Future of the Newspaper Industry---*In-depth interview with **Frank Scandale, vice president and editor-in-chief of *The Record* newspaper,** North Jersey Media Group, spring 2009
* *Television Reporting Today---*one-on-one interview with **WABC-TV correspondent N.J. Burkett,** including his dramatic coverage of the 9/11 tragedy and other major stories around the world during his 20 years at ABC-7. fall 2008

(\*Beck, Eagle, Kaminski, Blackmon, Norville and Burkett were also honored at the same time with MSU’s Allen B. DuMont Broadcaster of the Year Award)

# Special Television Production in China in conjunction with Montclair State Global Education Center, fall 2009 & spring 2010

# Co-producer of team that visited China to interview some of that country’s top artists, including visits to their studios, galleries and museums. Produced television interviews with each artist that aired during March and April 2010, along with the display of their art work, in MSU’s George Segal Gallery. Also, produced special edition of *Carpe Diem* as part of the campus-wide “Chinese Festival of the Arts and Humanities.”

**Localtalknews.com**

* Key interviewee for story on the battle over retransmission consent fees between Fox Television stations and Cablevision, October 2010

**Guest Commentator**

* Media Business, Fox Business Channel, approximately 15 appearances from fall 2007 to winter 2010. Network reaches approximately 60 million households nationwide

**Panelist, Institute for the Humanities, Montclair State University**

* Presentation on Media & Politics to high school students, focusing on media coverage of the 2008 presidential campaign, fall 2008

**Honors & Awards**

* **George Polk Award, Sigma Delta Chi (Society of Professional Journalists), Investigative Reporters & Editors** awards for"Inside Edition" investigations
* **Alfred I. duPont-Columbia Award**, for excellence in broadcast and digital news, for the Investigative Team, WWOR-TV
* **New York Emmy Awards,** 6 Emmys at YES Network
* **L.J. Hortin Distinguished Alumnus Award,** E.W. Scripps School of Journalism, Ohio University, 2010
* **Cable Ace Award Nominations,** 7 nominations at CNBC
* **RTNDA National** **Spot News Awards,** WWL-TV & WPLG-TV

**Award for Outstanding Achievement in Teaching**

* Kean University, 2006, Department of Media & Film

**Service**

**School of Communication and Media**

* **Executive Committee Member**---School of Communication and Media, Montclair State University, since fall 2012
* **Coordinator, Television and Digital Media program**---Montclair State University, since fall 2012
* **Coordinator, Filmmaking program**---Montclair State University, since spring 2013
* **Assistant Chair---**Broadcasting Department, Montclair State University, fall 2008 to spring 2012
* **School of Communication & Media Development & Curriculum Planning Committees---** Montclair State University, fall 2008 to spring 2012. Developed curriculum for an Electronic Journalism concentration. Also developed a Sports Media and Journalism concentration for the School of Communication and Media. Collaborated with colleagues on core course curriculum and preliminary facility planning for the school. Visited Syracuse University, Arizona State University, Northern Arizona University, Ohio University and Temple University as part of this planning process, in fall 2010, spring 2011, winter 2013
* ***Carpe Diem,* One-on-one interview with Daniel Gurskis, Dean of Montclair State University’s College of the Arts,** to introduce him and the College to the local and campus community, fall 2012
* ***Carpe Diem,* One-on-one interview with Debra Galant, Director of the NJ News Commons at Montclair State University’s School of Communication and Media,** to introduce her and the Commons to the local and campus community, fall 2012
* **Search Committee Member, College of the Arts---**this committee screened candidates which resulted in the hiring of the first faculty member with a specialty in digital media for our School of Communication and Media
* **Search Committee Member, College of the Arts---**to finda station manager for Montclair State’s WMSC campus radio as part of the move to bring radio into the academic program, 2011

**Coordinator for Allen B. DuMont Broadcaster of the Year Award, Montclair State University**

* Booked campus visit, produced master class and studio award ceremony to honor sportscasters Bruce Beck and Ian Eagle, fall 2012, WCBS radio managing editor of traffic and transit Tom Kaminski, fall 2011. Fall 2010 recipient was MY9 News anchor Brenda Blackmon. Fall 2009 recipient was *Inside Edition* anchor Deborah Norville. WABC-TV correspondent N.J. Burkett, fall 2008. Taped special *Carpe Diem* program with each recipient.

**University**

* **Guest speaker, New Faculty Program Montclair State University**---session on *Tenure at MSU,* fall 2012
* **One-on-One interview with Montclair State University President, Dr. Susan Cole,** for the Montclair State Alumni Magazine, fall 2011
* **Consultant to Yogi Berra Museum and Learning Center on Renovation of Museum Theatre,** spring 2010. Advised on how to create a more television-friendly environment for panels and program production in the museum auditorium. Produced and hosted special “Carpe Diem” episode focused mainly on the “new” Berra Museum with special guest Dave Kaplan, director of the museum, spring 2011
* **Public Service Announcements--**Supervised student production of two PSA’s for the Yogi Berra Museum & Learning Center, :30 spot aired on YES Network and on the scoreboard at Yankee Stadium, PSA’s produced in the fall of 2007 and spring of 2009

**Academic Field**

* **Professional Advisory Committee---**E.W. Scripps School of Journalism, Ohio University. Advisory projects include task force on the future development of Ohio University’s PBS television station, WOUB, and its radio stations, since spring 2011

**General Community**

* **Alfred I. duPont-Columbia Awards,** forexcellence in broadcast and digital news,member, Board of Screeners, since 2000
* **New York Emmy Award Judge of** **regional awards,** 2012
* **The Newswomen’s Club of New York Awards Judge,** fall 2010 & 2011

**Guest Lecturer, The Local, *The New York Times***

* Discussed the key principles of journalistic ethics with high school students who were preparing to write and report for the first time for hyper-local web sites founded by *The New York Times* to cover news in the New Jersey communities of Maplewood, South Orange and Milburn. fall 2009.

**Guest Lecturer, Montclair State Video ‘Boot Camp’**

* Spoke to a group of representatives from non-profit organizations around New Jersey on the best techniques for producing and airing public service announcements, fall 2008

# International Media Management Seminars

* Established week-long series of lectures and field trips for visiting Chinese media managers at Kean University, fall 2005 & 2006
* Guest lecturer for visiting Chinese media management group, Kean University, fall 2007

**Professional and other Associations**

* **Member: Association for Education in Journalism and Mass Communication (AEJMC)** Includes membership in the AEJMC **Media Ethics Division. Founding member of the Sports Communication Interest Group,** since 2009

**Editorial Service**

* **Reviewer of Academic Paper Submissions---**for AEJMC Sports Communication Interest Group. Papers were presented at the annual conventions **in St. Louis, Mo. in August 2011, Chicago in August 2012 and Washington, D.C. August 2013**
* **Review panelist, Oxford University Press---**review of *Air Words,* by John Hewitt, fourth edition of the textbook for television journalism writing and producing, fall 2012
* **Faculty Review f**or Kanbar Institute of Film and Television, New York University, November 2011