

NORMAN R. “SAM” SWAN

Professor and Director
Internationalization and Outreach Programs
College of Communication and Information
University of Tennessee
Knoxville, Tennessee 37996
865/974-5123

EDUCATION

Ph.D., University of Missouri, 1978 - Communication.

Dissertation Title: Intercultural Communication Patterns, Problems, and Trends of International Students at the University of Missouri

M.S., Central Missouri State University, 1974 – Communication

B.S., Southeast Missouri State University, 1970 – Communication

ACADEMIC APPOINTMENTS

Professor and Director, Internationalization and Outreach Programs, College of Communication and Information, University of Tennessee, 2006-present

Professor and Interim Director, School of Journalism and Electronic Media, University of Tennessee, 2005-2006

Professor and Interim Director, School of Journalism and Electronic Media, University of Tennessee, Summer-2004.

Professor, School of Journalism and Electronic Media and Department of Broadcasting, University of Tennessee, 1985-Present

Professor and Department Head, Department of Broadcasting, University of Tennessee, 1985-1994

Associate Professor and Department Head, Department of Radio-Television, Southern Illinois University-Carbondale, 1981-1985

Assistant Professor and Electronic Media Leader, Department of Agricultural Journalism and Extension Communication, University of Minnesota, 1978-1981

Instructor and Extension Information Specialist, Department of Agricultural Journalism and Extension Communication, University of Missouri, 1975-1978

LEADERSHIP POSITIONS

Director, Internationalization and Outreach Programs, College of Communication and Information, University of Tennessee, 2006-2007

Responsibilities/Accomplishments: Provide leadership for college-wide international and outreach programs. Coordinate professional development year participants. Coordinate study abroad programs. Developed advisory committees across the college to oversee international and outreach activities. Working on linkages with University of Dubrovnik in Croatia and Yarmouk University in Jordan. Administer a \$1.2 million grant to strengthen journalism education in Jordan.

Interim Director, School of Journalism and Electronic Media, University of Tennessee, 2005-2006

Responsibilities/Accomplishments: Provided leadership for merged School of Journalism and Department of Broadcasting including 17 faculty members and over 650 undergraduate majors. Established advisory groups for alumni, professionals, and students. Developed Homecoming Reception for Alumni. Developed a Career Fair. Established six committees for faculty. Led efforts to modify undergraduate curriculum and for development of a new master's degree concentration in reporting across the media. Established first full-time position for General Manager at WUTK-FM. Initiated plans to launch a new digital cable channel for School. Encouraged and authorized development of magazine to be developed by students in the School. Led efforts to initiate a Web News Site. Initiated new development efforts.

Head, Department of Broadcasting, University of Tennessee, 1985-1994

Responsibilities/Accomplishments: Provided leadership of academic unit within College of Communications. Led a group of 7 faculty members and over 300 undergraduate majors. Won approval for two new faculty positions in department. Gained accreditation for Department of Broadcasting from Accrediting Council of AEJMC for the first time in 1987. Directed Master's program in Department of Broadcasting for approximately 10 students per year. Provided leadership for department's doctoral students. Revised curriculum in move from quarters to semesters. Managed the budget for the department and two radio stations. Responsible for gaining the donation of a 50,000-watt commercial AM station. Integrated the station into the curriculum of the department. Moved the Department of Broadcasting into newer and larger facilities in 330 Communications. Negotiated agreement with the Center for Video to permit department to teach all TV production courses in state-of-the-art TV studios. Secured a 30-minute time period on the leading TV station in the Knoxville market for the Department of Broadcasting to air a weekly news and public affairs program. Advertising revenue generated from the program contributed to the department's equipment budget.

Head, Department of Radio-Television, SIU-Carbondale (1981-1985)

Responsibilities/Accomplishments: Leader of large academic department including 14 faculty members and over 600 undergraduate majors. Revised undergraduate and graduate curricula. Designed and won approval for new Master's in Telecommunications

from the Illinois Higher Education Commission. Secured funds for 15 fully funded graduate assistants per year. Conceived a professional one-year program focusing on telecommunications management. Developed relations with School of Journalism to offer an interdisciplinary Ph.D. in Mass Communications. Conducted 7 successful faculty searches. Worked closely with Broadcasting Service in the management of WSIU-FM and WSIU-TV: NPR and PBS affiliates licensed to SIU-Carbondale. Negotiated for daily 30-minute newscasts on both radio and television stations.

Electronic Media Leader, Department of Agricultural Journalism, University of Minnesota (1978-1981)

Responsibilities/Accomplishments: Leader of unit of 5 faculty and staff members. Responsible for producing a large volume of radio and television news programs for broadcast on stations throughout Minnesota including WCCO-AM and KSTP-TV. Developed curriculum. Developed strong relations with the School of Journalism and Radio-TV Center. Produced a daily program for KUOM-AM.

TEACHING EXPERIENCE AT UNIVERSITY OF TENNESSEE

Introduction to Radio and Television
International Broadcasting
Broadcast News Operations
Electronic News Gathering
Radio-Television Performance
Sports Broadcasting
Radio-Television Management
Radio-Television Research
Advanced Radio-Television Management

PROFESSIONAL EXPERIENCE

News Reporter and Anchor, KFVS-AM, Cape Girardeau, Missouri 1967-1970
Also served as music announcer, commercial producer, and sports play-by-play announcer for college football and basketball at Southeast Missouri State University.

News Reporter and News Anchor, KFVS-TV, Cape Girardeau, Missouri 1968-1970
News Anchor for 5.30 and 10 p.m. news. Also hosted two-hour morning show.

News Director, KFMP-FM, Cape Girardeau, Missouri 1971-1972
Produced morning and afternoon newscasts for first 100 KW FM station in region. Also did sports play-by-play for Southeast Missouri State University. Also sold advertising for station.

Anchor and Producer for programs aired on KBIA-FM, Columbia, Missouri from 1975-1978. Produced several weekly features.

Anchor and Producer for programs aired KOMU-TV, Columbia, Missouri from 1975-1978. Produced a weekly public affairs program, Missouri Forum.

General Manager for Missouri Radio Information Services for the Blind, SCA-FM service using four 100 KW stations of the University of Missouri System-KBIA-FM-Columbia, KMNR-FM-Rolla KWMU-FM-St. Louis, and KCUR-FM-Kansas City. 1975-78.

General Manager for Missouri Distance Education Programs, University of Missouri Extension Service. Utilized Amplified Telephone Technology. Coordinated numerous workshops and seminars for audiences all over Missouri. 1975-78.

Anchor and Producer for hundreds of radio and television programs aired on over 300 stations throughout Missouri from 1975-1978 as part of Agricultural Extension programs.

Anchor and Producer for hundreds of programs aired on radio and TV stations in Minnesota from 1978-1981 including KSTP-TV and WCCO-AM.

Anchor and Producer for President's and Chancellor's Shows on WSIU-TV, Carbondale, Illinois from 1981-1985.

Management Consultant for WSIU-FM and WSIU-TV, Carbondale, Illinois from 1981-1985.

General Manager, WUTK-FM, Non-Commercial Student Station, Knoxville, Tennessee from 1985-1994.

General Manager for WUTK-AM, Commercial AM All-News Station, Knoxville, Tennessee from 1988-1994.

Executive Producer for public affairs program, UT TODAY, airing on WIBR-TV in Knoxville, Tennessee from 1995-Present. Produced 96 weekly 30-minute programs news magazine programs.

OTHER EXPERIENCE

International Four-H Youth Exchange Delegate, 1970-1971, US Department of Agriculture. Lived and worked in Sri Lanka for 6 months helping to establish radio quiz programs for young farmers. This program is similar to the Peace Corps.

Speech and English Instructor, Notre Dame High School, Cape Girardeau, Missouri, 1971-1972.

Extension Youth Specialist, University of Missouri Extension Division, Higginsville, Missouri, 1972-1975. Managed 4-H program in Lafayette County, Missouri for more than 1500 members. Conducted summer camps and led tours to Washington, D.C.

CONSULTANCIES

VOICE OF AMERICA, Washington, D.C., 1996-present. Consulted with management at VOA on development of training programs, development of radio and television programs for Russia, and station consultancies in Armenia, Slovakia, and Macedonia.

WBIR-TV in Knoxville, Tennessee, 1989-1995. News research and management consulting. Conducted proprietary research and consulted on network affiliation change. Also consulted on news anchor changes in market.

WVLT-TV, Knoxville, Tennessee, 1996. News research. Conducted major audience proprietary research project to help new owners position news efforts in East Tennessee.

WATE-TV, Knoxville, Tennessee, 1986-87. Conducted management training for management team. Worked with news anchors on performance techniques. Conducted internal research on morale issues.

WSIU-FM and WSIU-TV, Carbondale, Illinois. Consulted with public stations on news and public affairs programs utilizing students in the Department of Radio-TV.

Executive Management Development Program, University of Tennessee College of Business. Communication trainer and consultant, 1985-2000. Conducted 2-3 workshops per year for executives.

Consultant for IREX, Washington, D.C., 2000-Present. Conducted workshops and consulted with BTV, Sofia, Bulgaria. Trained news department for new national private TV network in Bulgaria. BTV is owned by News Corp.

Consultant for World Learning, Washington, D.C., 1999-2000. Assisted with training for Bulgarian TV journalists.

Consultant for INTERNEWS, Washington, D.C., 2004-2005, Consulted with TV stations throughout Armenia and Macedonia.

Consultant for CNN International, Atlanta, Georgia, 2003, consulted with visiting reporters for CNN World Report.

Expert Witness, TV News case in Washington, D.C. 2005, Radio Station Ownership case in Knoxville, Tennessee in 1988.

INTERNATIONAL TRAINING/CONSULTANCIES/FELLOWSHIPS:

News Management for African News Directors, September-October, 1996, Two-week workshop for 12 African Radio and TV News Directors. Included presentations in Washington, D.C. and Los Angeles, California as part of RTNDA Convention. Sponsored by International Media Training Center of Voice of America.

Broadcast Management Workshop, Luanda, Angola, March, 1997. One-week workshop for more than 75 radio and television managers from Angola. Sponsored by Voice of American and US Embassy in Luanda.

Regional Broadcast Management Workshop, Dar Es Salaam, Tanzania, May, 1997. One-week workshop for 25 radio managers from Tanzania, Kenya, Ethiopia, Eritrea, Uganda, and other East African nations. Sponsored by Voice of America.

Radio Sales and Management Workshop, Riga, Latvia, August, 1997. Two-week workshop for 25 private radio managers from throughout Latvia. Sponsored by Voice of America.

Radio Sales and Management Workshop, Johannesburg, South Africa, October, 1997. Two-week workshop for 25 private radio managers from throughout southern Africa including Ghana, Zimbabwe, South Africa, Lesotho, Zambia, Congo, Malawi, and others. Sponsored by Voice of America.

Radio Management Workshop, Washington, D.C., March, 1998. One-week workshop for 15 Macedonian radio managers. Sponsored by VOA.

Television News Workshop, Washington, D.C., May, 1998. One-week workshop for Croatian TV Journalists. Sponsored by VOA.

Television Management Workshop, Riga, Latvia, March, 1998. One-week workshop for TV managers from Latvia. Sponsored by VOA.

Radio Management Workshop, Washington, D.C., April, 1998. One-week workshop for visiting group of radio managers from throughout the world. Sponsored by VOA.

Community Radio Management Workshop, Johannesburg, South Africa, May, 1998. One-week workshop for 40 community radio managers. Sponsored by VOA.

Radio Management Workshop for Slovakian Radio Managers, Knoxville, Tennessee, June, 1998. Two-week workshop for 12 Slovak radio managers. Sponsored by VOA.

Radio Management Workshop, Hyderabad, India, August, 1998. One-week workshop for private 15 radio managers in India. Sponsored by VOA. Also included one-week consultancy in Sri Lanka.

Radio Management Workshop, Moscow, Russia, 1998. One-week workshop for 30 radio managers from throughout Russia. Sponsored by Radio Free Europe/VOA.

Radio Management Workshop, Prague, Czech Republic, October, 1998. One-week workshop for radio managers from throughout Eastern Europe. Sponsored by VOA.

Radio Management Workshop, Accra, Ghana, November, 1998. One-week workshop for 30 radio managers from Ghana. Sponsored by U.S. State Department.

Audience Research Workshop, Prague, Czech Republic, March, 1999. One-week workshop for radio managers from Bulgaria, Croatia, Slovakia, Lithuania, Czech Republic. Sponsored by Radio Free Europe-Radio Liberty and VOA.

Radio Management Workshop, Opatija, Croatia, March, 1999. One-week workshop for 25 Croatian radio managers. Sponsored by Radio Free Europe-Radio Liberty and VOA.

Radio Management Workshop, Kiev, Ukraine, April, 1999. One-week workshop for 35 radio managers from Ukraine. Sponsored by RFERL and VOA.

Broadcast Management Workshop, United States Technical Training Institute, Washington, D.C., May, 1999. One-week workshop for 20 international broadcast engineers.

Radio Management Workshop, Bucharest, Romania, May, 1999. One-week workshop for 50 Romanian radio managers. Sponsored by RFERL and VOA.

TV Management Workshop for Macedonia, Knoxville, Tennessee, June, 1999. Two-week workshop for 12 Macedonian TV managers. Sponsored by VOA.

Broadcast Management Workshop, United States Technical Training Institute, Washington, D.C., July, 1999. 20 broadcast engineers attended a one-week workshop.

Radio and TV Management Workshop, Lagos and Jos, Nigeria, August, 1999. Two-week workshop for more than 100 Nigerian radio and television managers. One week in Lagos and one week in Jos. Sponsored by VOA.

Radio Management Workshop for Albanian Radio Managers, Knoxville, Tennessee, September, 1999. One-week workshop for 6 Albanian managers. Sponsored by VOA.

Radio Management Workshop, Moscow, Russia, November, 1999. One-week workshop for 25 Russian radio managers. Sponsored by RFERL and VOA.

Radio Management Workshop, Almaty, Kazakhstan, October, 1999. One-week workshop for 50 radio managers. Sponsored by RFERL/VOA.

TV News Workshop for Bulgarian TV Journalists, Knoxville, TN., December, 1999. Two-week workshop for five TV journalists from Bulgaria. Sponsored by World Learning.

Broadcast News Workshop for Slovak journalists, Knoxville, TN., February, 2000. Three-week workshop for 5 TV journalists from Slovakia. Sponsored by VOA.

Radio Management Workshop, Pristina, Kosovo, April, 2000. One-week workshop for 20 radio managers from Kosovo. Sponsored by RFERL and VOA.

Radio Management Workshop, Skopje, Macedonia, April 2000. One-week workshop for 50 radio managers from Macedonia. Sponsored by RFERL and VOA.

Broadcast Management Workshop, United States Technical Training Institute, Washington, D.C., May, 2000. Workshop for 20 international broadcast engineers.

Radio Management Workshop, Sarajevo, Bosnia, May, 2000. One-week workshop for 50 radio managers from Bosnia. Sponsored by RFERL and VOA.

Radio Management Workshop, St. Petersburg, Russia, May, 2000. One-week workshop for 35 radio private radio managers from Russia. Sponsored by RFERL and VOA.

International Broadcasting Workshop, London, Prague, and Paris, June-July, 2000. Three-week workshop for American students to learn about broadcasting in Eastern and Western Europe. Twenty students participated in program.

Radio Management Workshop, Dubrovnik, Croatia, July, 2000. One-week workshop for 25 radio managers from Croatia and Montenegro. Sponsored by RFERL and VOA.

Television News Workshop, Sofia, Bulgaria, July, 2000. Three-week workshop for 20 reporters from BTV, the first national private TV network in Bulgaria. Sponsored by IREX.

Television News Workshop, Islamabad, Pakistan, August, 2000. Two-week workshop for 12 TV reporters from Pakistan TV. Sponsored by VOA and US Embassy in Islamabad.

Television News Workshop, International Visitors Program, US Department of State, September, 2000. One-week workshop for 20 TV reporters from around the world held in Knoxville, TN.

Interviewing Workshop, Radio Free Europe, Prague, Czech Republic, October, 2000. Workshops for reporters and managers at Radio Free Europe on interviewing techniques.

Television News Workshop, Bulgarian TV journalists, Knoxville, TN., October, 2000. Two-week workshop for 5 TV journalists from Bulgaria. Sponsored by World Learning.

Radio Management Workshop for Kosovo, Knoxville, TN., November, 2000. Two-week workshop for 6 radio managers from Kosovo. Sponsored by VOA.

TV Management Workshop, Moscow, Russia, November, 2000. One-week workshop for 25 Russian TV managers. Sponsored by RFERL and VOA.

TV Management Workshop for Nigerian Managers, Knoxville, Tennessee, December, 2000. Two-week workshop for 10 TV managers from Nigeria. Sponsored by VOA.

Radio Programming Workshop, Kiev, Ukraine, February, 2001. One-week workshop for 35 radio managers. Sponsored by Internews.

TV News Workshop for Slovakia, Knoxville, TN., March, 2001. Two-week workshop for 5 journalists from Slovakia. Sponsored by VOA.

TV News Workshop for CNN World Report Correspondents, Knoxville, TN. Reporters from 22 different countries participated. April, 2001. Sponsored by CNN.

Radio Management Workshop, Belgrade, Serbia, April, 2001. One-week workshop for 35 radio managers. Sponsored by RFERL and VOA.

Radio Management Workshop, Budva, Montenegro, April, 2001. One-week workshop for 35 radio managers. Sponsored by RFERL and VOA.

Broadcast Management Workshop for Slovakia, Knoxville, TN., May, 2001. Two-week workshop for five radio and TV managers. Sponsored by VOA.

Broadcast Management Workshop, United States Technical Training Institute, Washington, D.C., May, 2001. One-week workshop for 20 international broadcast engineers.

TV Programming Workshop for Bosnia, Knoxville, TN., June, 2001. A two-week workshop for six Bosnian television program managers. Sponsored by VOA.

Radio News Workshop, Islamabad, Pakistan, July-August, 2001. A two-week workshop for more than 50 radio journalists of Pakistan Radio. Sponsored by VOA.

Television News Workshop, Karachi, Pakistan, August, 2001. A one-week workshop for TV journalists from Pakistan in the Karachi area. Sponsored by VOA.

Radio News Workshop, Port-of-Spain, Trinidad and Tobago, October, 2001. A one-week workshop for 25 radio journalists from Trinidad and Tobago. Sponsored by VOA.

Radio Sales and Management Workshop, Moscow, Russia, November, 2001. One-week workshop for 30 radio managers. Sponsored by VOA/RFERL.

Broadcast Management Workshop, VOA, Washington, D.C., January, 2002. Workshop for 20 international broadcast engineers.

Television News Workshop, Sofia, Bulgaria, February, 2002. Two-week workshop for BTV reporters, producers, and videographers. Sponsored by IREX.

Radio News Workshop, Sarajevo, Bosnia, March, 2002. One-week workshop for radio journalists from Brcko District. Sponsored by VOA.

Radio News Workshop, Tashkent, Uzbekistan, April, 2002. One-week workshop for 35 radio journalists. Sponsored by RFERL and VOA.

Broadcast Management Workshop, USTTI, Washington, D.C., May, 2002. One-week workshop for international broadcast engineers.

Television News Workshop, Sofia, Bulgaria, May, 2002. Two-week workshop for 12 news reporters from BTV. Sponsored by IREX.

Television News Workshops, Zagreb, Croatia, June, 2002. One-month workshop at HRT, Croatian TV in Zagreb and in regional centers in Split, Rijeka, Osijek, and others. More than 50 journalists participated. Sponsored by VOA.

Television News Workshop for Slovakia, Knoxville, TN., July, 2002. Two-week workshop for five TV journalists from Slovakia. Sponsored by VOA.

Radio Management Workshop, Surabaya, Indonesia, August, 2002. One-week workshop for 50 radio managers from Indonesia. Sponsored by VOA.

Radio News Workshop, Kumasi, Ghana, August, 2002. One-week workshop for 25 radio journalists in Kumasi and Accra. Sponsored by State Department.

TV News Workshop for Caribbean Broadcasting Union in Barbados, September, 2002. One-week workshop for 25 TV journalists from throughout Caribbean. Sponsored by US State Department.

Radio and Television Programming Workshop, Lagos, Nigeria, December, 2002. Two-week workshop for 40 program managers from Nigeria. Sponsored by VOA.

TV News Workshop, Accra, Ghana, January, 2003. One-week workshop for 25 TV journalists from Ghana. Sponsored by US State Department.

Radio Programming Workshop, Windhoek, Namibia, March, 2003. Two-week workshop for Radio Namibia. Sponsored by VOA.

Guest Professor, Television News Workshop, University of Zagreb, Zagreb, Croatia, April, 2003. Two-week workshop for twelve journalism students. Sponsored by US Embassy in Zagreb.

Television News Workshop, Port-of-Spain, Trinidad and Tobago, May, 2003. One-week workshop for 25 participants. Sponsored by VOA.

Television News Workshop, Bratislava, Slovakia, June, 2003. Three-week workshop in various cities in Slovakia. Judged international television competition in Kosice. Sponsored by US State Department.

Television News Workshop, Sofia, Bulgaria, June-July, 2003. Two-week workshop for reporters at BTV in Bulgaria. Sponsored by IREX.

Business and Economics Reporting Workshop for Montenegro, Knoxville, TN., July, 2003. Two-week workshop for 10 Montenegrin TV reporters. Sponsored by VOA.

Radio News Workshops, Nigeria, August, 2003. Two-week workshop in Kano, Bauchi, Benin City, and Port Harcourt, Nigeria for more than 100 radio journalists. Sponsored by VOA.

Radio Management Workshop, Tashkent, Uzbekistan, September, 2003. One-week workshop for 50 radio managers. Sponsored by RFERL and VOA.

Guest Professor, Television News Workshop, University of Zagreb, Zagreb, Croatia, October, 2003. Two-week workshop for 12 journalism students. Sponsored by US Embassy in Zagreb.

Television Management Workshops, Macedonia, December, 2003. Two-week workshops in Skopije, Lake Ohrid, and other cities with TV stations. Consulted with 6 different TV stations and a network. Sponsored by IREX.

Television News Workshop, Sofia, Bulgaria, February, 2004. Two-week workshop for 12 reporters from BTV, Sofia. Sponsored by IREX.

Television Management Workshop, Yerevan, Armenia, March, 2004. Two-week workshop for television stations in Armenia. Sponsored by Internews.

Broadcast News Workshop, Suriname, April, 2004. One-week workshop for more than 60 journalists from Suriname. Sponsored by VOA.

TV Management Workshop, USTTI, Washington, D.C., May, 2004. One-week workshop for international broadcast engineers.

TV Management Workshop, Macedonia, June, 2004. Two-week management consulting and workshops across Macedonia. Sponsored by IREX.

TV News Workshop, Opatija, Croatia, June, 2004. Two one-week workshops for 25 TV journalists from Croatian TV. Sponsored by VOA.

Radio Sales Workshop, St. Petersburg, Russia, July, 2004. One-week workshop for 30 Russian radio managers. Sponsored by VOA.

Broadcast Management Workshop, USTTI, Washington, D.C., July, 2004. One-week workshop for 20 international broadcast engineers.

Radio Talk Show Workshop, Russian Service, Voice of America, Washington, D.C., July, 2004. One-week workshop for 10 talk show hosts on Russian Service.

Radio News Workshop, Sanaa and Aden, Yemen, August, 2004. Two-week workshop for more than 50 radio journalists in Yemen. Sponsored by VOA.

Radio Management Workshop, Kampala, Uganda, September, 2004. Two-week workshop for 12 radio managers and 12 radio news directors. Coordinated two simultaneous workshops for International Broadcasting Bureau, Washington, D.C.

TV Management Workshop, Tashkent, Uzbekistan, October, 2004. One-week workshop for 50 TV managers. Sponsored by VOA.

Radio Sales and Management Workshop, Islamabad, Pakistan, October, 2004. One-week workshop for 25 radio managers. Sponsored by VOA.

Guest Professor, Television News Workshop, University of Zagreb, Zagreb, Croatia, December, 2004. Two-week workshop for 12 students. Sponsored by VOA.

Television News Workshop, Sofia, Bulgaria, February, 2005. Two-week workshop for 12 reporters from BTV, Sofia. Sponsored by IREX.

Television News Workshop, Sana'a, Yemen, March, 2005. One-week workshop for 50 TV journalists from Yemen TV. Sponsored by VOA.

Radio Management Workshop for Bosnia, Knoxville, TN., June, 2005. Two-week workshop for 6 radio managers from Bosnia. Sponsored by VOA.

TV News Workshop, Zagreb, Croatia, June, 2005. One-week workshop on video journalism at Croatian TV for 15 participants. Sponsored by US Embassy in Zagreb.

Broadcast Management Workshop, USTTI, Washington, D.C., June, 2005. One-week workshop for 20 international broadcast engineers.

Newsroom Management Workshop, Podgorica, Montenegro, September, 2005. One-week workshop for 15 managers. Sponsored by VOA.

Radio Management Workshop, Kigali, Rwanda, October, 2005. One-week workshop for 20 managers from Radio Rwanda. Sponsored by VOA.

Guest Professor, TV News Workshop, University of Zagreb, Zagreb, Croatia, December, 2005. Two-week workshop for 13 students. Sponsored by VOA.

Journalism Education Consulting, Yarmouk University, Irbid, Jordan, March, 2006. In cooperation with IREX Project, MENA Media Transparency. Presented 7 lectures to students and met with faculty members. Consulted on curriculum, facilities, and equipment. Advised on development of master's program. On-going relationship with journalism educators from Jordan, Yemen and Iraq and will host group in November, 2006.

Television News Workshop, Sofia, Bulgaria, March, 2006. Two-week workshop for TV reporters from BTV, Balkan News Corporation in cooperation with Pro Media of Bulgaria. Consulted with BTV on news programs and practices.

Television News Workshop, Riga, Latvia, May, 2006. One-week workshop for reporters from Latvian National TV, LNT. Worked with anchors, producers, and reporters.

Engineering Management Workshop, USTTI, VOA, Washington, D.C., May, 2006. Conducted management workshop for international participants.

TV Management Workshop, Serbian TV Managers, fall, 2006.
Two-week workshop at the University of Tennessee

Radio Management Workshop, Kiev, Ukraine, October, 2006
Signed copies of Radio-TV Management book

Radio Management Workshop, Belgrade, Serbia, October, 2006
Book Signing

Two-Week TV News Workshop for Fox Television in Belgrade, Serbia, November, 2006.

Radio Management Workshop, Moscow, Russia, November 2006
Book Signing

One-Week TV News Workshop in Riga, Latvia, November 2006.

Hosted visiting journalism educators from Jordan and Yemen in November 2006 at UTK.

Strengthening Journalism Education in Jordan Site Visits, November, 2006

Two-Week TV News Workshop, University of Zagreb, December 2006

Two One-Week Workshops in Belgrade and Nis, Serbia on Media Management, Total of 30 participants, Sponsored by US Embassy in Belgrade and Voice of America. January 2007.

One-Week Workshop on TV News in Riga, Latvia for two private television stations in March, 2007.

One-Week Workshop in Jordan for Yarmouk University in Irbid, Jordan, April 2007.

Hosted Five TV journalists from Romania for two-week workshop in April 2007.

One-Week Workshop on TV News in Istanbul, Turkey in May 2007.

Two-Day Workshop for International Broadcast Engineers in Washington, D.C. for USTTI and VOA, May 2007.

Two-Week Workshop on TV News in Tirana, Albania in June 2007.

One-Week Workshop on TV News in Warsaw, Poland in July 2007.

One-Week Workshop on TV News in Istanbul, Turkey in August 2007.

One-Week Workshop on TV News in Tirana, Albania in August 2007.

One-Week Workshop for Visiting TV Journalists from Poland in September 2007.

Two-Week Workshop on TV News in Warsaw, Poland in October 2007.

Two-Week Workshop on TV News in Belgrade, Serbia in November 2007.

Two-Week Workshop on TV News in Sofia, Bulgaria in December 2007.

PUBLICATIONS AND CREATIVE ACHIEVEMENTS

PUBLICATIONS

A. Books and Book Chapters

Swan, Sam. *Engineering Management*, Chapter in NAB Engineering Handbook, Focal Press, 2007.

Swan, Sam. Principles of Radio and Television Management, International Broadcasting Bureau, Prague, Czech Republic, 2006. Published in English, Russian, and Ukrainian.

Swan, Sam. The Changing World of Electronic Media, (Scottsdale, Arizona: Holcomb Hathaway, Inc.), forthcoming, to be published in 2008.

Swan, Sam. Job Hunting Guide for Broadcasting, (McGraw-Hill, 1995)

Swan, Sam. Radio Station Operations, (McGraw-Hill, 1995)

Swan, Sam. “Using Radio”, Chapter in Public Relations, University of Minnesota Agricultural Extension Service publication, 1979.

Swan, Sam. “Using Television”, Chapter in Public Relations, University of Minnesota Agricultural Extension Service publication, 1979.

B. Creative Achievements

Swan, Sam. Executive Producer, UT TODAY, 96 weekly television news and public affairs programs aired on WBIR-TV from 1995 to present. Conceived the program concept and format. Supervise all writing, reporting, and producing aspects of the programs. Only program of its kind in the United States broadcast on a commercial television station.

Swan, Sam. Executive Producer, Genetics Revolution, National Institute of Health Writer/Producer for 30-minute documentary on human genetics engineering. Produced two additional 10-minute discussion starter videos. Program was aired on PBS in Knoxville and distributed nationally in 1991-1992.

Swan, Sam. Executive Producer, Boating Safety in Tennessee, Department of Wildlife Resources, State of Tennessee, Producer of training tapes used by state to license boaters. 1987.

Swan, Sam. Executive Producer, Not By Accident, Department of Health and Environment, State of Tennessee, Producer of documentary on emergency medical programs in Tennessee. 1986.

Swan, Sam. Executive Producer, Scott County Schools—Model for Success, Producer of video project on innovative approaches to education. 1986.

Swan, Sam. Executive Producer, World Hunger, Producer of documentary produced at University of Minnesota and aired on public television throughout Minnesota, 1979.

C. Scholarly Presentations and Publications

:

Twelve management articles per year for the past 7 years, International Broadcasting Bureau, Prague, Czech Republic. Monthly topics include broadcast programming, management, sales, and news issues. The newsletter is distributed to more than 1500 affiliates of Voice of America and Radio Free Europe and Radio Liberty.

Journalism and Broadcast Education in the Middle East, Presented at the Broadcast Education Association, April, 2007, Las Vegas, Nevada

The Changing Face of Television News in Eastern Europe, Presented at the Broadcast Education Association, April, 2007, Las Vegas, Nevada.

Swan, Sam. Book Review, Electronic Tigers of Southeast Asia, Drew McDaniel, International Journal on Media Management, 2004.

Swan, Sam. "Conversion to Private Broadcasting in Eastern Europe" Paper presented to BEA Convention, 2002, Las Vegas.

Swan, Sam. "Privatization of Radio in Sub-Saharan Radio" Paper presented to BEA Convention, 2001, Las Vegas.

Swan, Sam. "The Future of Radio" Panel presentation at BEA Convention, 2000.

Swan, Sam. "Television News Viewer Preferences in East Tennessee" for Gray Communications, 1996.

Swan, Sam. "Broadcast Education and the Needs of the Industry", Feedback, Broadcast Education Association, 1983.

Swan, Sam. "Intercultural Communication and the International Student in the US" Communication Association of Pacific Journal, September 1983.

Swan, Sam "The Educational Telecommunications System and Agricultural Extension Programs in Missouri", Volume I, No. 1, University of Wisconsin Extension, Madison, Wisconsin, 1976.

GRANTS RECEIVED:

Media Strengthening for Jordan, with IREX, Washington, D.C. Five-year grant from 2006-2011. \$1.2 million. Work with Jordanian universities to launch new professionally-oriented journalism programs.

International Broadcasting Bureau, Washington, D.C., \$65,000.00, 2004. Grant to develop two training programs for Uganda radio in cooperation with USAID and US State Department.

National Institute of Health, Video Production, \$11,500.00, 1991

Tennessee Department of Wildlife Resources, Video Production, \$15,000.00, 1987.

Tennessee Department of Health and Environment, Video Production, \$28,000.00, 1985.

World Learning, International media training program, \$16,000.00, 1999.

World Learning, International media training program, \$16,000.00, 2000.

SERVICE:

Directed 10 doctoral dissertations at University of Tennessee:

Johnson, Marilou, Ph.D. Effect of Televised Portrayal of Non-Sex-Role-Stereotyped Occupations on Children's Attitudes, Preferences, and Behavior. 1990

Ellis, Sandra, Ph.D. Television News Directors: An Examination of the Relationship Among Leadership Style, Effectiveness and Specified Variables. 1992

Pitts, Greg, Ph.D. The Future of AM Radio: Station Owner and Manager Attitudes About Its Decline, Condition, and Outlook. 1992

Spiceland, David, Ph.D. The Fairness Doctrine, The Chilling Effect and Television Editorials. 1992

Terry, Keith, Ph.D. Television Stations and the Adoption and Application of Psychographic Research. 1992

Katrina Whitmore, Ph.D. The Paths to Turnover: An Examination of the Bluedorn Unified Model in Television Newsrooms. 1992

England, Tim, Ph.D. Decision-Making in Television Newsrooms: The Rationale for Live on-the-scene News Reports. 1994

Hagin, Linwood, Ph.D. U.S. Radio Consolidation: An Investigation of the Structures and Strategies of Selected Duopolies. 1994

Ozman, David, Ph.D. Local Television News Photographers and Newsroom Structures. 1997

Lombardi, John, Ph.D. Local Television News Viewing: The Relationship Between Anchor Characteristics and Frequency and Exclusivity of Viewing. 1999

Directed more than 30 master's theses and projects from 1985-2006.

Served on numerous other graduate committees.

Member of CCI Dean's Search Committee, 2005-2006, 2004-2005.

Chair, College of Communications International Committee, 1997-2004

Chair of College of Communication Horizontal Structure Study Committee, 2003

Member, College of Communications Promotion and Tenure Committee (1988-1990, 1996-1998)

Member, College of Communications Administrative Committee (1985-1994, 2005-06)

Member, College of Communications Undergraduate Committees (1987-89, 2000-2002)
Coordinated Undergraduate Exhibition of Research and Creative Achievement (2003-2005)

Member, University of Tennessee Undergraduate Council (2003-2005)

Chapter Advisor, National Broadcasting Society, UT from 1985-2005. National chapter of the year 2 years (1990-1992). Coordinated many events including three regional conventions, several trips to CNN in Atlanta and related activities.

Organized and coordinated student tours to New York City in 1987, 1989, 1991, 1992, 1994, 1996, 1998, 2000, 2001, 2003, 2004. Set up tours and seminars with networks and other broadcast interests in New York.

Organized and coordinated an international trip to study broadcasting systems in London, Prague, and Paris in 2000. Led a group of 20 students on international trip.

Faculty Advisor for more than 60 undergraduate students and 5-10 graduate students each year since 1985.

PROFESSIONAL MEMBERSHIPS

Broadcast Education Association
Member of Management, News, and International Divisions
Paper Reviewer for Management Division

Radio Television News Directors Association
Hosted receptions for Tennessee News Directors
Taken student groups from UT to convention for several years

Tennessee Association of Broadcasters
Presented programs at annual conventions
Hosted annual convention in Knoxville in 1990

National Broadcasting Society, 1981-2006
Faculty Adviser at SIU and UT
National Adviser of the Year

AWARDS AND HONORS:

Selected to participate in International Radio-TV Society Faculty Seminar on Broadcast News, 2005.

National Faculty Intern, National Association of Television Program Executives, Faculty Internship at WBIR-TV in Knoxville, Tennessee during the summer of 1989.

National Advisor of the Year, 1988-89, Alpha Epsilon Rho/National Broadcasting Society.

Outstanding Faculty Member, SIU-Carbondale, 1981.