

David L. Jaffe

Areas of Special Interest:

Emergent technologies and their application to contemporary media, Internet media, multimedia journalism, radio and television, film.

Academic Degrees:

Ph.D. – University of Iowa, 1972.

M.S. – Temple University, 1968.

B.A. – Albright College, 1966.

Current Position:

Dean, College of International Communication, Lynn University
Professor, Radio, Television and Internet Media, Lynn University

Teaching Experience:

Lynn University (September 2001 – present) – Boca Raton, Florida. College of International Communication. (Developed College Internet radio and TV stations, Freshmen Website, Internet edition of *iPulse*, Lynn Classics, podcasting station; served as faculty advisor to Lynn Cable Radio Station.) Professor, Radio, Television and Internet Media.

University of Oklahoma (May 1972 – May 1997) --Norman, Oklahoma. School of Journalism and Mass Communication. (Faculty responsibilities included 3 courses per semester, University service and research; tenured in 1974. See: Courses Taught. Member of Film and Video Studies faculty, 1993 – 1997.) **Professor Emeritus of Journalism and Mass Communication, 1997 – present.**

Sam Houston State University (September 1971 – May 1972) --Huntsville, Texas. Department of Speech and Drama. (Assisted in establishing University cable television and educational FM stations.) Assistant Professor, Speech Communication.

Temple University (September 1968 – August 1969) --Philadelphia, Pennsylvania. Department of Radio-Television-Film. Instructor, Radio, Television, and Film.

Department of Defense/University of Oklahoma (1972 – 1994)--Instructor, U.S. Air Force Short Course, "Public Communication for Air Force Officers."

Administrative Experience:

Lynn University (September 2004 – present) – Dean, College of International Communication.

Lynn University (August 2002 – September 2004) – Associate Dean, College of International Communication.

University of Oklahoma (1974 – 1976) – University Coordinator for Cable Television Services.

Temple University (June – August, 1969) – Acting Chair, Radio-Television-Film Department.

Broadcasting and Film Experience:

Radio and Television --

Broadcast News Works (1999 – 2000) – Tel Aviv, Israel. Produced radio news for Internet delivery. Owner/operator, (www.broadcastnewsworks.com).

KTOK Radio (1979 – 1986), Oklahoma City, Oklahoma. Telephone Talk-Show Host. (Hosted night-time radio talk program; selected and researched topics; selected guests; wrote, and aired editorials.)

OETA Network -- KDET, KOED, KWET, and KETA (1981 – 1982). "Inside the Fourth Estate." One-hour television series. Served as managing editor, writer, and host of series.

KXIC AM-FM (1969 – 1970), Iowa City, Iowa. General Assignment Reporter/Anchor. (Wrote and anchored late night radio newscast.)

WRFY-TV Cable (1967), Reading, Pennsylvania. (Wrote and anchored early evening television newscast.)
WEEU Radio (1964 – 1966), Reading, Pennsylvania. Disc Jockey/News Reporter. (Served as talent for music programming; wrote and aired radio newscasts.)
WRFY-FM (1962 – 1964), Reading, Pennsylvania. News Director and Staff Announcer. (Investigative reporter; wrote and aired radio newscasts; hosted classical music program.)
WHUM (1961), Reading, Pennsylvania. Staff Announcer.

Film –

Cannon Films (1986), Dialogue coach, "Beauty and the Beast," feature length motion picture. (Coached actors in performance.)
Cannon Films (1983), Bit part, "Delta Force," feature length motion picture.

Other –

Eretz Group (1998 – 2002), Multi-media Web site designer, programmer, Webmaster. (Designed and programmed multi-media Web sites.)
The Boeing Company (1968), Philadelphia, Pennsylvania. Human Factors/Logistics Engineer. (Produced and wrote video training programs for U.S. Department of Defense.)

Current Research Area:

Internet Media Services. *Focus:* (1) Development of integrated Internet media systems, (2) impact of Internet media on traditional mass media, and (3) Internet media business models.

Significant Achievements in the Broadcast Industry:

Internet –

Produced first radio newscasts exclusively for Internet streaming (1999), Broadcast News Works. Developed integrated production system for recording, editing, encoding, uploading, and archiving radio news for Internet delivery.
Primary consultant in establishing first Internet radio station operated by a daily newspaper (2000), *The Jerusalem Post* – Produced, edited, Web mastered, and served as talent for initial programming.

Cable –

Established first cable television origination station in the Middle East (1982), Israel.
Established first cable television origination station in the US (1967), Pennsylvania.

Selected Journal Articles/Government Funded Reports/Book Chapters:

"Development of a Conformity Index to Assess Network Television News," *Journalism Quarterly*, LXVI (1989), 662-669.

Improving the Dissemination of Minority Business Information: Applications of Telecommunications Technology. Final Report of Research Study Funded by Minority Business Development Agency and Small Business Administration, May 1986. (With Katherine Hale and Lynda Lee Kaid.)

"Cable Communication: Up from CATV," Issues in Broadcasting: Radio, Television, and Cable, eds. George Mastroianni and Ted C. Smythe. Palo Alto, Calif.: Mayfield Publishing Company, 1975. Pp. 280-290.

"Higher Education and Cable Communications," Educational Broadcasting, VIII (May/June 1975), 29-31.

"Impact of the Mass Media on Source Commitment," The Central States Speech Journal, XXV (Winter 1974), 264-269.

A Report by the Norman Cable Communications Commission. September 1974. (With Martin Bernert, Marion Coker, Michael Morrison, Harold Powell, and Wendell Snell.) A case study of the cable television franchising process.

"CATV: History and Law," Educational Broadcasting, VII, (July/August 1974), 15-17, 34-36.

Selected Consulting Projects:

Jerusalem Post Radio (2000), Jerusalem, Israel. Start-up consultant, including Internet broadcast system development and staff training. Also produced (wrote, recorded, edited, encoded, uploaded, archived) first two months of JPost Radio (www.jpostradio.com) programming.

Goldman and Associates (Management Consultant/Advertising Agency) (1979 – 1986), Oklahoma City, Oklahoma. Consultant to agency in management, radio-TV time purchases, creative services, and served as air talent.

Consultant to numerous U.S. cities/municipalities (1973 – 1981) on cable television franchise process and selection of franchisee.

University Service (Significant Committee Positions)**Lynn University:**

Member, Library Task Force (September 2007 – Present)

Member, Strategic Planning Task Force (March 2005 – August 2005).

Co-Chair, Academic Affairs Task Force (December 2004 – August 2006).

Co-Coordinator, Academic Adventure Program (June 2003 – May 2007).

Chair, Campus Climate and Progression Task Force (October 2002 – April 2003).

University of Oklahoma:

Member, Film and Video Studies Program Committee (January 1991 -- May 1997).

Appointed by University Provost.

Member, Goddard Health Center Advisory Board (August 1991 -- August 1994). Appointed by Faculty Senate.

Member, Goddard Health Center Review Board (August 1990 -- July 1991). Appointed by University President.

Member, Provost's Advisory Committee on Motion pictures (August 1990 -- December 1990). Appointed by University Provost.

Chair, University Publications Board (August 1989 -- July 1992). Publisher of The Oklahoma Daily, University of Oklahoma newspaper. Elected by faculty.

Member, University Faculty Senate (August 1989 -- July 1992). Elected by faculty.

Member, Committee A, School of Journalism and Mass Communication, (August 1986 -- August 1989). Administrative/evaluative committee for School.

Coordinator, Advisory Committee to the Coordinator of the University Cable Television Activities (December 1974 -- August 1976). Appointed by University Provost.

Chair, University Committee on Cable Television (September 1973 -- August 1974).

Appointed by University Provost.

University of Oklahoma representative to the City of Norman for cable television activities (September 1972 -- August 1976). Appointed by University President.

Federal Grant Received:

U.S. Department of Commerce, Minority Business Development Agency and Small Business Administration, "Improving the Dissemination of Minority Business Information: Applications of Telecommunications Technology," \$55,000, co-principal investigator, 1985 and 1986. (**First federally supported study for using a wired system for delivering radio programming to the public.**)

Recent Productions:

Producer, Series of Television Public Service Announcements for League for Educational Awareness of the Holocaust January 2008.

Recognitions & Awards:

President's Innovation Award, Music for Student Filmmakers, June 2007.

Professor emeritus of journalism and mass communication, University of Oklahoma

Courses Taught:

Graduate --

Broadcasting and the Law
Educational Broadcasting
Instructional Media
International Broadcasting
Management Problems in Broadcasting
Mass Communication Technology
Mass Communication Theory

Mass Media Perspectives
Media Practicum I
Media Practicum II
Independent Study
Research: Master's Thesis
Research: Dr.'s Dissertation

Undergraduate –

Advanced Radio Production
Audio Practicum
Audio Production
Cable Communications Media
Cable Communications Policies
Cable Television Program Design
Cable Television Management
Cable Television Workshop
Colloquium--Cable Television
Communication Fundamentals
Current Issues in Radio-Television-Film
Instructional Television
Internet & World Wide Web Connection
Introduction to Journalism
Introduction to Radio-Television-Film
New Technologies
Media Management
Program Strategies in Radio Talk Shows
Public Speaking
Radio and Television Announcing

Radio Drama
Radio-Television and Society
Radio-Television-Film Performance
Radio-Television-Film Regulation
Radio-Television Programming
Radio Workshop
Rhetoric
Senior Seminar in Film and Video Studies
Speech Fundamentals
Station Management Problems
Strategies in Mass Media Consumption
Television Drama
Television Production
Topics in Communication
Writing for Broadcasting
Writing for Electronic Media
Special Studies
Independent Studies
Directed Reading

November 2008