

CURRICULUM VITAE

ED MADISON

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PROFILE

Ed Madison is an innovative educator, seasoned media professional, and entrepreneur. His multi-faceted career in media and journalism began as a high school intern at the Washington Post owned CBS television affiliate in Washington, D.C. during the height of Watergate. Shortly after graduating from Emerson College in Boston, at age 22, he was recruited to become a founding producer at CNN. His own subsequent companies have produced projects for most major networks, studios and record companies in Hollywood, including Paramount, MGM, Disney, CBS, ABC, Discovery Networks and A&E. Madison is an assistant professor at the School of Journalism and Communication at the University of Oregon, where he teaches multimedia journalism, media entrepreneurship, and digital publishing. He holds a Ph.D. with honors from UO and is an Apple Distinguished Educator.

EDUCATION

UNIVERSITY OF OREGON - *Eugene, OR — Ph.D. Communication & Society, 2012*

EMERSON COLLEGE - *Boston, MA — B.S. Mass Communication, 1979, Cum Laude*

TEACHING
EXPERIENCE

ASSISTANT PROFESSOR/MEDIA PARTNERSHIPS MANAGER
School of Journalism & Communication, University of Oregon, Eugene, OR
Fall 2012 - to present

Gateway to Media 1, 2 & 3 (J205, 206 & 207) - Co-instructor of core course material that introduces undergraduates to information gathering, critical thinking, and the application of new and emerging digital tools and technologies that are reshaping the field of journalism.

Media Entrepreneurship (J410), Understanding Media (J209), Mobile Media Production, (J408)

GRADUATE TEACHING FELLOW

School of Journalism & Communication, University of Oregon, Eugene, OR
Fall 2009 - Summer 2012

*Mobile Media Production (J408) - Initiated and serve as lead instructor of a course on mobile media content creation for smartphones, the iPad, and similar devices. Spring 2011 class was the first at any university to create a digital magazine for the iPad using Adobe's prerelease Digital Publishing Suite. The result was critically acclaimed *OR Magazine*. Spring 2010 class started a week before Apple's debut of the iPad. Course was the first to team undergraduates with publishing companies to design apps.*

Writing for Multimedia - (J333) Instructor, fall term 2011

Making It in the Media, (J408) - Created and teach a two-weekend workshop designed to prepare students for media industry employment. Video record, playback and coach students on job interview skills through role plays and numerous experiential exercises.

INSTRUCTOR

*New Media Communications, Oregon State University, Corvallis, OR
Spring 2009 - Spring 2010*

Documentary Filmmaking (NMC482) Designed course that explores various genres of the art form and challenges students to create original works. *New Media Visualization* (NMC351) a required course on media aesthetics. Retooled course to make it more project oriented. Highly-favorable student evaluations 3 consecutive terms.

INSTRUCTOR

*School of Journalism & Communication, University of Oregon, Eugene, OR
Spring Term 2009*

Making It in the Media (J408) - Created and first led course now offered each spring term. (see page 1)

MEDIA INDUSTRY EXPERIENCE

PRESIDENT & CEO

*Engaging Media, Inc. (formerly Rustic Canyon Entertainment, Inc.); Portland, OR
2006-present*

Established and oversee a full-service media production and distribution company that specializes in providing clients with web-based and traditional video productions and marketing solutions. Corporate clients include Microsoft, Verizon, Lamar Advertising, Tommy Bahamas and the Portland Business Alliance. • Conceived and piloted Verizon's Superpages.com entry into streaming video advertising in Los Angeles, Seattle and San Francisco. • Raised \$350,000 in investment capital through a private offering. • Created a strategic alliance with Fisher Broadcasting to produce *NW Style*, a television series that documented the stories of interesting people and places. • Series segments aired within newscasts in Seattle, Portland, Boise, Eugene, Medford and five other Northwest markets. • Syndicated similar specials and series via the Fox affiliate stations in Eugene and Bend, Oregon and through Comcast in Portland and Eugene, Oregon. • Reacquired *CityScene TV* assets from Lamar Advertising following their acquisition of Obie Media. • Company is currently semi-active.

DIRECTOR, ELECTRONIC MEDIA

*Lamar Advertising/Obie Media; Portland, OR
2004-2005*

Oversaw new media initiatives. • Expanded *CityScene TV* in-room visitor channel into a dozen of Portland's major hotels. • Created alliances with the Oregon Restaurant Association (ORA), the Oregon Lodging Association (OLA), Travel Oregon and Travel Portland and the Seattle Visitors' Association.

PRESIDENT & CEO

1995-2004

Rustic Canyon Entertainment, Inc./Tiburon Communications, Inc.; Los Angeles, CA

Established and managed a media/marketing company that produced projects for Paramount, Disney, Columbia-Tristar, New Line Cinema, MGM, ABC, CBS, King World, Geffen Records, Discovery Channel, HGTV and A&E. • Produced electronic press kits (EPKs) segments, television pilots and programs and long-form documentaries. • Produced the award-winning *Time Out: The Truth About HIV, AIDS & You* video featuring Magic Johnson for Paramount Home Video. Launched in-room Visitor Channel (later named *CityScene TV*) in five Eugene hotels and at the airport. • Subsequently sold *CityScene TV* to Obie Media and joined their staff to grow the business.

PRESIDENT & CHIEF OPERATIONS OFFICER

First Light Video Publishing; Los Angeles, CA

1993-1995

Supervised original production, acquisition and rights management for the nation's largest distributor of media arts educational videos, including the *Kodak Cinematography Master Class Series*. • Conceived and served as co-executive producer of *Hollywood Inside Out* long-form documentary series on the television and music industries.

STAFF & FREELANCE PRODUCER/DIRECTOR

Los Angeles, CA

1983-85; 1986 -1993

Producer/director for prominent series and specials including *Lifestyles of the Rich & Famous*, *A&E Top 10*, *Entertainment Tonight*, *The Home Show* (ABC Network).

WEST COAST PRODUCER/DIRECTOR

CBS Morning Program; Los Angeles, CA

1985-1986

Responsible for all west coast live and taped entertainment news and feature segments for the network morning series including Oscar, Grammy and Golden Globe coverage.

EXECUTIVE PRODUCER/DIRECTOR

CNN; Los Angeles, CA

1980-1983

Founding producer/director of nightly hour-long entertainment news program. First national series to cover movie premieres and events, before *Entertainment Tonight*.

ACADEMIC SCHOLARSHIPS/ AWARDS

Center for Journalism Innovation and Civic Engagement Fellowship (2014)

Apple Distinguished Educator (Class of 2013)

Adobe Education Leader Impact Award (2013)

Wayne Morse Law Center Project Grant - Digital Citizens After School Program
2013-14; Roosevelt High School - Portland, OR.

Petrone Family Faculty Fellowship (2013)

Fighting Fund Teaching Innovation Grant (2013)

Kappa Tau Alpha National Honor Society, Top Scholar Award (2012)

Scripps Howard Journalism Entrepreneurship Institute Fellowship, Cronkite
School, Arizona State University, led by Dan Gillmor (2012)

University Club of Portland Foundation Fellowship (2011-2012)

ISTE Emerging Scholar Fellowship (2011-2012)

UO Graduate School Promising Scholar Award (2010-2011)

Outstanding Teaching Award - UO Graduate Teaching Fellow (2010)

UO School of Journalism and Communication Scholarship (2010-2011)

Undergraduate: National Association of Television Program Executives (NATPE);

National Association of Broadcasters (NAB); Post-Newsweek Stations (1978)

SCHOLARLY PUBLICATIONS

"*Training Digital Age Journalists: Blurring the Distinction Between Students and Professionals*," *Journalism and Mass Communication Educator*, in press.

"*Intercultural Dialogue Through Immersive Learning: Media Internships in Ghana, West Africa*" (co-authored with H. Leslie Steeves) for UNESCO's *Media and Information and Intercultural Dialogue 2014 Yearbook*; Publisher: Temple University, in press.

“Reversing Declines in Minority Journalists: A Community-Based Approach to Journalism Education,” Journal of Applied Journalism and Media Studies, in press.

“The State of Jefferson and the Rise of Regional Journalism,” Humboldt Journal of Social Relations, in press.

“News Narratives, Classified Secrets, Privacy, and Edward Snowden,” Electronic News, AEJMC, March 2014

Teaching Mobile Media in the Digital Age, Journal of Media Education, January 2011

CONFERENCES,
PRESENTATIONS &
PANELS

“Murky Waters: Docufiction Disguised as Documentary,” presented at What is Documentary? Conference, Portland, OR., 2014

“Using the Technology Acceptance Model to Examine iPad/Tablet Computing Adoption Intentions of K-12 Educators,” presented at AEJMC, Washington, DC, 2013

“Negotiating Identity and High School Journalism: Race, Ethnicity, Gender, Class & Sexuality,” presented at AEJMC, Chicago, IL., 2012.

“Mr. President, I’m a Fifth Grader,” presented at the American Education Research Association (AERA) Conference, Vancouver, BC., 2012.

“Creating Student Digital Publications for iPads,” presented at Journalism Interactive, University of Maryland, College Park, MD., 2011.

“Publishing to Mobile Devices,” sole presenter, Chronicle of Higher Education and Adobe Systems software sponsored webinar, 2011.

“Digital Natives, Journalism and Civic Engagement: Cultivating Citizenship with Technology,” presented at AEJMC, St. Louis, MO., 2011.

“Hyperlocal News Internships and Digital Practicums: Blurring the Distinction Between Students and Professionals,” presented at AEJMC, St. Louis, MO., 2011.

Teaching Mobile Media Production (panel organizer/moderator), BEA Conference, Las Vegas, NV., 2011

Teaching Critical Thinking with Mobile Media, paper presented at the Third International Conference on Ubiquitous Learning, Vancouver, BC, 2010

Seventh Annual Conference on Innovation Journalism, Stanford University - Panelist, 2010

RESEARCH
INTERESTS

Intersection of media, technology, and education; scholastic journalism; participatory media; political communication; emerging technologies; and philosophy.

PROFESSIONAL SKILLS	Course development, project management, writing, producing/directing, videography, digital photography, podcasting, web site design, public speaking, strategic marketing, grant writing. Software proficiencies: Adobe Creative Suite, Final Cut Pro, and RapidWeaver.
ACADEMIC PROJECTS	<i>Media Arts Institute</i> - Founder of educational nonprofit organization whose mission is to inspire and educate aspiring media professionals and digital learners through its productions, workshops and forthcoming publications. Behind-the-scenes documentary projects include: <i>Broadcast Journalism in the Digital Age</i> (2011) featuring Today Show cohost Ann Curry, and <i>The Digital Newsroom</i> (in postproduction). The organization works in partnership with the Broadcast Education Association (BEA) to distribute its programs to high schools, colleges and universities for use in their media arts courses.
SPECIAL COURSES	<i>PBS NewsHour Multimedia Course</i> - special coverage of President Barack Obama's second inauguration, January 18-23, 2013, Co-instructor, <i>Portland Arts Journalism Multimedia Workshops</i> , Co-instructor <i>Arts & Culture in Cuba</i> , alternative spring break, 2015, Co-Instructor, (Scheduled) <i>Media in Ghana</i> , summer study abroad, 2013 & 2014
AFFILIATIONS	Association for Education in Journalism and Mass Communication (AEJMC) Online News Association American Educational Research Association (AERA) National Press Photographers Association (NPPA) Society of Professional Journalists (SPJ) National Association of Black Journalists (NABJ) Journalism Education Association (JEA) Directors Guild of America (DGA), since 1985
REFERENCES	Tim Gleason, Former Dean, UO School of Journalism & Communication Reese Schonfeld, Founding President, <i>CNN</i> Doug Herzog, President & CEO, <i>MTV Networks</i> (former President of <i>Fox Entertainment</i>)