

Curriculum Vitae  
(Cumulative to February 4, 2022)

Michael O. Wirth, Ph.D.  
Dean Emeritus & Professor Journalism and Electronic Media  
College of Communication and Information  
University of Tennessee  
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Education

University of Nebraska, Lincoln, Nebraska; B.S., Agricultural  
Honors/Agricultural Journalism, 1973, with High Distinction.

Michigan State University, East Lansing, Michigan; M.A., Television and Radio,  
1974.

Michigan State University, East Lansing, Michigan; Ph.D., Mass Media, 1977.  
Dissertation: The Effects of Crossmedia Ownership on Television and  
Newspaper Prices.

Professional Experience

University of Tennessee, Knoxville, Dean Emeritus, College of Communication  
and Information and Professor of Journalism and Electronic Media (2021-  
present).

University of Tennessee, Knoxville, Professor & Dean, College of  
Communication & Information, 2006-2021.

University of Denver, Director, School of Communication. 1994-2006.

University of Denver, Department of Mass Communications & Journalism  
Studies. Professor & Chairperson; and Adjunct Professor of Law,  
University of Denver College of Law. 1987-2006.

University of Denver, Department of Mass Communications & Journalism  
Studies Director of Graduate Studies, 2005-06.

The Cable Center/University of Denver, Senior Fellow, The Magness Institute for  
cable telecommunications, 2000-2006.

The Cable Center/University of Denver, Co-Director, The Magness Institute for cable telecommunications, 1995-2000.

University of Denver, Department of Mass Communications. Associate Professor/Chairperson; and Adjunct Professor of Law, University of Denver College of Law. 1985-1987.

University of Denver, Department of Mass Communications. Associate Professor; and Adjunct Professor of Law, University of Denver College of Law. 1983-85.

University of Denver, Department of Mass Communications. Assistant Professor; and Adjunct Professor of Law, University of Denver College of Law. 1977-83.

Michigan State University, Department of Telecommunication. Graduate Research Assistant NSF/MSU/Rockford Cable Project, 1976-1977. Graduate Teaching Assistant, 1973-76.

Michigan State University, Department of Information Services. Film/Video Production Assistant, Summer 1974.

University of Nebraska-Lincoln, Department of Agricultural Communications. Audio Production Assistant, 1969-73.

### Consulting

Joint Legislative Cable Television Study Committee of the Michigan Legislature, 1975-1976.

Minnesota Cable Communications Board, 1975.

ABC Radio, 1975.

Denver Research Institute's Social System Research and Evaluation Division, 1977-1979.

BBC, a Denver-based communications management and economics consulting firm, 1979-96.

Time Warner Cable (formerly American Television & Communications Corporation), 1981-96

Bortz Media & Sports Group, Inc., 1988-present.

Capital Cities/ABC, 1980-91

National Basketball Association, 1981-91.

Tele-Communications Inc., 1990-99.

AT&T Broadband and Internet Services, 1999-2000.

DirecTV, 2000-01.

Gatseos & Associates, Inc., 1990-94.

Women In Cable & Telecommunications, 1989-2001.

Communication Technologies International, 1991-92.

National Association of Broadcasters, 1980-88.

Knight-Ridder Broadcasting, Inc., 1984-85.

The Christian Science Monitor, 1991.

Viacom Cable Inc., 1993-94.

National Cable & Telecommunications Association, 2004.

### Professional Memberships

Alliance of Schools & Colleges of Communication and Journalism (Founding Member)

Association for Education in Journalism & Mass Communication

Association of Schools of Journalism & Mass Communication

Broadcast Education Association

International Communication Association

### Publications

#### A. Books

Rizzuto, Ron and Wirth, Michael. Costs, Benefits, and Long Term Sustainability of Municipal Cable Television Overbuilds, (Denver, CO: GSA Press, 1998).

Albarran, Alan; Chan-Olmsted, Sylvia; and Wirth, Michael O., eds., Handbook of Media Management and Economics, (Mahwah, NJ: Lawrence Erlbaum Associates, Publishers, 2006). (Received 2006 Robert Picard Award for the most significant contribution to the field of media management and economics).

## B. Academic Journals

Wirth, Michael O. and Wollert, James. "Public Interest Program Performance of Multimedia Owned Television Stations." Journalism Quarterly, Summer 1976, pp. 223-230.

Abel, John D. and Wirth, Michael O. "Newspaper vs. TV Credibility for Local News." Journalism Quarterly, Summer 1977, pp. 371-375.

Wirth, Michael and Allen, Bruce. "Another Look at Crossmedia Ownership." Antitrust Bulletin, Spring 1979, pp. 87-103.

Wirth, Michael O. and Wollert, James. "Public Interest Programming: Taxation by Regulation." Journal of Broadcasting, Summer 1979, pp. 319-330.

Wollert, James and Wirth, Michael O. "UHF Program Performance: Some Continuing Questions on Spectrum Use." Journalism Quarterly, Summer 1979, pp. 346-352.

Wirth, Michael and Wollert, James. "Public Interest Programming: FCC Standards and Station Performance." Journalism Quarterly, Autumn 1978, pp. 554-561.

Baldwin, Thomas F.; Wirth, Michael O.; and Zenaty, Jayne W. "The Economics of Per-Program Pay Cable Television." Journal of Broadcasting, Spring 1978, pp. 143-154.

Wirth, Michael O. and Allen, Bruce T. "Crossmedia Ownership, Regulatory Scrutiny and Pricing Behavior." Journal of Economics and Business, Fall 1980, pp. 28-42.

Boyer, Kenneth D. and Wirth, Michael O. "The Economics of Regulation by Policy Directive: FCC Public Interest Requirements." Quarterly Review of Economics and Business, Spring 1981, pp. 77-96.

Wirth, Michael. "The FCC's Multiple Ownership Rules and National Concentration in the Commercial Radio Industry." Denver Law Journal, November 1982, pp. 301-328.

- Wollert, James and Wirth, Michael. "Deregulation of Commercial TV in the USA: Control by Government or Market." Telecommunications Policy, September 1982, pp. 155-163.
- Wirth, Michael and Wollert, James. "The Effects of Market Structure on Television News Pricing." Journal of Broadcasting, Spring 1984, pp. 215-224.
- Bloch, Harry and Wirth, Michael. "The Demand for Pay Services on Cable Television," Information Economics and Policy, Autumn 1984, pp. 311-332.
- Wirth, Michael; Baldwin, Thomas; and Zenaty, Jayne. "Consumer Demand for Sex-Oriented Cable TV in the USA: Community Acceptance and Obscenity Law." Telecommunications Policy, December 1984, pp. 314-320.
- Wirth, Michael and Cobb-Reiley, Linda. "A First Amendment Critique of the 1984 Cable Act." Journal of Broadcasting and Electronic Media, Autumn 1987, pp. 391-407. (Reprinted in 1988 Entertainment, Publishing and the Arts Handbook, John Viera and Robert Thorne, eds., New York: Clark Boardman Co., Ltd.)
- Wirth, Michael and Bloch, Harry. "Household-Level Demand for Cable Television: A Probit Analysis." Journal of Media Economics, Fall 1989, pp. 21-34.
- Wirth, Michael. "Cable's Economic Impact on Over-the-Air Television Broadcasting." Journal of Media Economics, Fall 1990, pp. 39-53.
- Wirth, Michael and Bloch, Harry. "Industrial Organization Theory and Media Industry Analysis." Invited article Journal of Media Economics, Vol. 8, No. 2, 1995, pp. 15-26.
- Rizzuto, Ron and Wirth, Michael. "The Economics of Video on Demand: A Simulation Analysis." Invited article Journal of Media Economics, Vol. 15, No. 3, 2002, pp. 209-24.
- Savage, Scott and Wirth, Michael. "Price, Programming and Potential Competition in U.S. Cable Television Markets," Journal of Regulatory Economics, Vol. 27, No. 1, 2005, pp. 25-46.
- Wirth, Michael. "Broadband Convergence: Future Directions and Societal Impacts," The International Journal on Media Management, Vol. 8, No. 1, 2006, pp. 19-28.

### C. Chapters in Books

- Wirth, Michael and Bloch, Harry. "The Broadcasters: The Future Role of Local Stations and the Three Networks," as found in Eli Noam, ed., Video Media Competition: Regulation, Economics, and Technology. (New York, Columbia University Press, 1985): pp. 121-137.
- Wirth, Michael. "Economic Barriers to Entering Media Industries in the United States," as found in Margaret L. McLaughlin, ed., Communication Yearbook 9. (Beverly Hills, SAGE Publications, Inc., 1986): pp. 423-442.
- Bloch, Harry and Wirth, Michael. "Concentration and the Price of Local Television Advertising Time." as found in Leonard Weiss, ed., Concentration and Price. (Cambridge, Mass.: The MIT Press, 1989): pp. 155-158.
- Ozanich, Gary and Wirth, Michael. "Mergers and Acquisitions: An Overview." as found in Alison Alexander, James Owers and Rodney Carveth, eds., Media Economics Theory and Practice (Hillsdale, NJ: Lawrence Erlbaum Associates, Inc., 1993): pp. 115-133.
- Wirth, Michael. "Applying Regression to Pricing Advertising in News Programming." as found in Joey Reagan, ed., Applications of Research to Media Industries. (Dubuque, IA: Kendall/Hunt, 1992): pp. 95-108.
- Gershon, Richard and Wirth, Michael. "Home Box Office: The Emergence of Pay Television in the United States." as found in Robert Picard, ed., The Cable Networks Handbook (Riverside, CA: Carpelan Publishing Co., 1993): pp. 114-22.
- Warner, Charles and Wirth, Michael. ""Back...Back...Back...Back": The Story of ESPN." as found in Robert Picard, ed., The Cable Networks Handbook (Riverside, CA: Carpelan Publishing Co., 1993): pp. 83-91.
- Ozanich, Gary and Wirth, Michael. "Mergers and Acquisitions: A Communications Industry Overview," as found in Alison Alexander, James Owers and Rod Carveth, eds., Media Economics: Theory and Practice, 2<sup>nd</sup> edition, (Mahwah, NJ: Lawrence Erlbaum Associates, Publishers, 1998): pp. 95-107.
- Wirth, Michael and Rizzuto, Ron. "Management, Research & Budgeting in Promotion," as found in Susan Tyler Eastman, Douglas A. Ferguson and Robert A. Klein, eds., Promotion & Marketing for Broadcasting & Cable, 3<sup>rd</sup> edition, (Boston, MA: Focal Press, 1999): pp. 175-94.

- Wirth, Michael and Collette, Larry. "Should Congress Establish a Compulsory License for Internet Video Providers to Retransmit Over-the-Air TV Station Programming Via the Internet?" as found in Benjamin Compaine and Shane Greenstein, eds., Communications Policy in Transition: The Internet and Beyond, (Cambridge, MA: MIT Press, 2001): pp. 397-416.
- Rizzuto, Ron and Wirth, Michael. "Telecommunications and Financial Management," as found in Richard A. Gershon, ed., Telecommunications Management: Industry Structures and Planning Strategies, (Mahwah, NJ: Routledge/Lawrence Erlbaum Associates, 2001).
- Wirth, Michael. "Transnational Media Organization and International Cooperation," In *Innovation/Co-operation: The Summit Forum on China TV Development*, (Beijing: China Central Television), December 2003, pp. 212-19; 266-72.
- Wirth, Michael. "The Determinative to Chinese Culture: The Chinese Consumer and the Chinese Populous," In Tang Shiding (Ed.), *Interviews with Senior Administrators from Global TV Operations*, (Beijing: China Central Television), December 2003, pp. 120-28.
- Ozanich, Gary and Wirth, Michael. "Structure and Change: A Communications Industry Overview," as found in Alison Alexander, James Owers, Rod Carveth, Ann Hollifield and Al Greco, eds., Media Economics: Theory and Practice, 3<sup>rd</sup> edition, (Mahwah, NJ: Lawrence Erlbaum Associates, Publishers, 2004): pp. 69-84.
- Wirth, Michael. "Issues in Media Convergence," in Alan Albarran, Sylvia Chan-Olmsted, and Michael Wirth, eds., Handbook of Media Management and Economics, (Mahwah, NJ: Lawrence Erlbaum Associates, Publishers, 2006): pp. 445-62.
- Wirth, Michael and Rizzuto, Ron. "Management, Research & Budgeting in Promotion," as found in Susan Tyler Eastman, Douglas A. Ferguson and Robert A. Klein, eds., Media Promotion and Marketing, 5th edition, (Boston, MA: Focal Press, 2006): pp. 99-125. (Revised chapter published originally in 1999 – 3<sup>rd</sup> edition).
- Rizzuto, Ron and Wirth, Michael. "Telecommunications and Financial Management," as found in Richard A. Gershon, ed., Telecommunications and Business Strategy, (New York: Routledge, 2009): pp. 296-320.
- Wirth, Michael and Rizzuto, Ron. "Future Prospects for Cable Telecommunications in an Over-the-Top World," in Alan Albarran, ed. Media Management and Economics Research in a Transmedia

Environment (New York: Taylor & Francis/Routledge, 2013): pp. 18-45.

Rizzuto, Ron and Wirth, Michael. "Telecommunications and Financial Management," in Richard A. Gershon, ed., Media, Telecommunications, and Business Strategy, 2<sup>nd</sup> ed., (New York: Routledge, 2013): pp. 354-379. [An earlier version of the chapter appeared in Richard A. Gershon, ed., Telecommunications and Business Strategy, (New York: Routledge, 2009): pp. 296-320].

Eastman, Susan Tyler and Wirth, Michael. "Multichannel Television Strategies," in Susan Tyler Eastman and Douglas A. Ferguson, eds., Media Programming: Strategies and Practices, 9<sup>th</sup> ed., (Belmont, CA: Thompson Wadsworth, 2013): pp. 91-127. (Revised Chapter published originally in 2006 – 7<sup>th</sup> edition and in 2009 – 8<sup>th</sup> ed.).

Rizzuto, Ron; Wirth, Michael; and Xu, Tracy. "Issues in Financial Management," in Alan B. Albarran, Bozena Mierzejewska and Jaemin Jung, eds., Handbook of Media Management and Economics, 2<sup>nd</sup> ed., (New York: Routledge, 2018): Chapter 9, pp. 130-143.

Rizzuto, Ron and Wirth, Michael. "Telecommunications and Financial Management," in Richard A. Gershon, ed., Media, Telecommunications, and Business Strategy, 3<sup>rd</sup> ed., (New York: Routledge, 2020): Chapter 12, pp. 298-323. [An earlier version of the chapter appeared in the 1<sup>st</sup> edition (2009 and 2<sup>nd</sup> edition (2013) of this book].

#### E. Trade Publications and Popular Articles

Wirth, Michael and Thompson, Lawrence. "Beginning Television Production at U.S. Colleges and Universities." Feedback, May 1977, pp. 21-23.

Thompson, Lawrence and Wirth, Michael. "CATV in Michigan: A Survey Report." TV Communications, August 1976, pp. 26-28.

Baldwin, Thomas F.; Wirth, Michael O.; and Yadon, Robert E. "Prefire Planning Cost Analysis: A Case Study." Fire Chief Magazine, April 1977, pp. 65-68.

Wirth, Michael. "Proper Status for Cable TV Still Debated." Cable TV Law and Finance, 1: 1, 6, July 1983.

Wyche, Mark and Wirth, Michael. "How Economic and Competitive Factors Affect Station Results." Television/Radio Age, 31: 78-9, 137, January 9, 1984.



- Wirth, Michael. "Taxation by Regulation: Trampling on Cable's Rights." Cable TV and New Media Law and Finance, 4: 1, 4, May 1986.
- Wirth, Michael. "University Level Radio Education," as found in James Duncan, Jr., ed., American Radio 10th Anniversary Issue November 1986, B-204-B-206.
- Wirth, Michael. "Why Cable Systems Drop Signals: An Economic Analysis." Cable TV and New Media: Law & Finance, November 1988, pp. 6-8.
- Wirth, Michael. "The Changing Structure of the Video Marketplace at the Dawn of the 21st Century." Broadcast Financial Journal, January/February 1990, pp. 32-6.
- Wirth, Michael. "Cable's Prospects in Taiwan." International Cable, pp. 45, 48 (August/September 1991).

Papers/Presentations to Professional Groups

- Wirth, Michael O. "Crossmedia Ownership: Should It Be a Dead Issue?" Broadcast Education Association Annual Conference (received an Award of Special Merit), Washington, D.C., April 1977.
- Wirth, Michael O. and Allen, Bruce T. "Crossmedia Ownership, Regulatory Scrutiny and Pricing Behavior," Annual Conference of the Southern Economic Association/Industrial Organization Society, Washington, D.C., November 1978.
- Wirth, Michael O. and Thompson, Lawrence D. "The Cost of TV and Radio License Renewals," Broadcast Education Association Annual Conference, Las Vegas, Nevada, April 1980.
- Boyer, Kenneth D. and Wirth, Michael O. "The Economics of Regulation by Policy Directive: FCC Public Interest Requirements," Annual Conference of the Midwest Economic Association, Chicago, Illinois, March 1980.
- Stoner, Russell B. and Wirth, Michael O. "Communication Prediction Model for Departmentalized Organizations," Annual International Technical Communication Conference. Received an Award for being the Outstanding Paper in the Management Division, Minneapolis, Minnesota, May 1980.
- Stoner, Russell B. and Wirth, Michael O. "A View of the Copyright Law of 1976 Based on Constitutional Authorization and Legal Precedent," Annual International Technical Communication Conference, Minneapolis, Minnesota, May 1980.

- Wirth, Michael O. "Cable Television: Its Past and Future," invited speech to the Denver Professional Chapter of Women in Communications, February 1980.
- Wirth, Michael and Wollert, James. "The Effects of Market Structure on Television News Pricing," Theory and Methodology Division, Annual Association for Education in Journalism Convention, East Lansing, Michigan, August 1981.
- Wollert, James and Wirth, Michael. "Deregulation of Television? A Base for Possible Consideration," Radio-Television-Journalism Division, Annual Association for Education in Journalism Convention, East Lansing, Michigan, August 1981.
- Bortz, Paul and Wirth, Michael. "Smart Management for Small Broadcasters," National Association of Broadcasters Annual Convention, Las Vegas, Nevada, April 1981.
- Bloch, Harry and Wirth, Michael. "The Demand for Per- Channel Pay Cable Television," Southern Economic Association Annual Convention, Econometric Division, New Orleans, Louisiana, November 1981.
- Stoner, Russell B. and Wirth, Michael. "Conceptualization of a Communication Path Model," presented to the Annual International Technical Communication Conference, Boston, Massachusetts, May 1982.
- Wirth, Michael and Stoner, Russell B. "A Methodological Approach for Evaluating the Effects of Organizational Distance on Message Effectiveness," presented to the Annual International Technical Communication Conference, Boston, Massachusetts, May, 1982.
- Wirth, Michael; Bloch, Harry; and Thompson, Lawrence. "Television and Radio Station Expenditure Behavior Under the Uncertainty of License Renewal," presented to the Economics Division of the Western Social Science Association Annual Conference, Denver, Colorado, April 22, 1982.
- Wirth, Michael. "Cable Television: The Blue Sky Revisited," presented to the Broadcast Education Association Annual Conference, Dallas, Texas, April 3, 1982.
- Wirth, Michael. "First Amendment, Common Carrier and Copyright Issues in Local Cable Programming," invited speech to the Mountain States Conference of the National Federation of Local Cable Programmers, November 1982.

- Wirth, Michael. "The Impact of the Mountain States Legal Foundation Lawsuit on Community Programming in Cable Television Systems," invited speech to the Colorado Front Range Chapter of the National Federation of Local Cable Programmers, March 16, 1983.
- Wirth, Michael. "Should Cable Television Be Regulated as a Common Carrier?" presented to the Law and Economics Division of the Law and Society Association Annual Meetings, Denver, Colorado, June 1983.
- Wirth, Michael. "The Art of Modeling." Invited speech to the Consumer Research and Planning Department of American Television and Communications Corporation, October 1983.
- Wirth, Michael and Bloch, Harry. "The Broadcasters: The Future Role of Local Stations and the Three Networks," invited paper to Columbia University's Conference on Rivalry Among Video Transmission Media, Harriman, New York, April 13-15, 1984.
- Wirth, Michael; Baldwin, Thomas; and Zenaty, Jayne. "Consumer Demand for Sex-Oriented Pay Cable Programming," paper presented to the Mass Communications Division of the Annual Convention of the International Communication Association, San Francisco, California, May 24-28, 1984.
- Wirth, Michael. "Multivariate Modeling Techniques for Use with Categorical Dependent Variables." Invited speech to the Consumer Research and Planning Department of American Television and Communications Corporation, June 1984.
- Wirth, Michael. "The Future for New Technologies: Market Research and Profitability," paper presented to the Broadcast Education Association Annual Convention, Las Vegas, Nevada, April 3, 1985.
- Wirth, Michael. "Economic Barriers to Entry: Daily Newspapers vs. Television Stations vs. Radio Stations: A Preliminary Analysis," paper presented to the Mass Communication Division of the Annual Convention of the International Communication Association (selected one of the top three papers), Honolulu, Hawaii, May 23-27, 1985.
- Wirth, Michael. "The Cable Communications Policy Act of 1984: Taxation by Regulation vs. the First Amendment," invited paper to the Fourteenth Annual Telecommunications Policy Research Conference, Airlie, Virginia, April 27-30, 1986.
- Wirth, Michael O. and Cobb-Reiley, Linda. "The First Amendment and Cable Television: Future Directions in Cable Regulation," invited paper to the

Eighth Annual Research Conference of the Association for Public Policy and Management, Austin, Texas, October 30-November 1, 1986.

- Wirth, Michael. "Television Station Trafficking: The Marketplace vs. Public Trusteeship," paper presented to the Broadcast Education Association Annual Convention, Dallas, Texas, March 27, 1987.
- Wirth, Michael. "Broadcasting Audience Rates and Ratings," paper presented to the Broadcast Education Association Annual Convention, Las Vegas, Nevada, April 8, 1988.
- Wirth, Michael. "Household-Level Demand for Cable: A Probit Analysis," paper presented to the Mass Communications Division of the Annual Convention of the International Communication Association, New Orleans, Louisiana, May 29-June 2, 1988.
- Wirth, Michael. "The Economic Impact of Cable on Broadcasting," paper presented to the Mass Communications Division of the Annual Convention of the International Communication Association, San Francisco, California, May 25-29, 1989.
- Wirth, Michael. "The Changing Structure of Television at the Dawn of the Twenty-First Century," invited paper presented to the Broadcast Education Association Annual Convention, Las Vegas, Nevada, April 27-29, 1989.
- Ozanich, Gary and Wirth, Michael. "Competition for Cable: Is the System the Solution?" invited paper presented to the Broadcast Education Association Annual Convention, Las Vegas, Nevada, April 27-29, 1989.
- Baldwin, Thomas and Wirth, Michael. "Public Policy Implications of the Transition to a Subscription-Based Economic Structure for the Television Industry," paper presented to the Annual Convention of the Association for Education in Journalism and Mass Communication, Washington, D.C., August 10-13, 1989.
- Wirth, Michael. "Cable System Values: Fact, Fantasy and the Future," paper presented to the Broadcast Financial Management Association's Annual Conference, Dallas, Texas, April 9-12, 1989.
- Wirth, Michael. "De-Mystifying the Media," invited lecture to the Leadership Denver Class of 1991, sponsored by the Greater Denver Chamber of Commerce, November 2, 1990.
- Wirth, Michael. "The Economics of Cable Television," invited paper presented to the 1991 Taipei International Symposium on Cable, Taipei, Taiwan,

R.O.C., June 24-25, 1991.

- Ozanich, Gary and Wirth, Michael. "Trends in Globalization: Direct Foreign Investments in Media Companies 1985-1991," paper presented to the Broadcast Education Association Annual Convention, Las Vegas, Nevada, April 10-13, 1992.
- Wirth, Michael. "Inclusion of Telecommunication and Computers in the Traditional Mass Communications Curriculum," presentation to the Broadcast Education Association Annual Convention, Las Vegas, Nevada, April 10-13, 1992.
- Wirth, Michael. "The Future Of Telecommunications: The Cable Industry and Its Opportunities," invited testimony to Making Connections: Women in the Changing World of Telecommunications, National Women's Business Council, Denver, Colorado, March 16, 1992.
- Wirth, Michael. "The Future of Commercial Television," invited presentation to the University of Denver's School of Communication Alumni Colloquium, June 18, 1992.
- Wirth, Michael and Ozanich, Gary. "Local Broadband Services: The Potential for New Consumer Services," paper presented to the Broadcast Education Association Annual Convention, Las Vegas, Nevada, April 15-19, 1993
- Ozanich, Gary and Wirth, Michael. "Global Video Transmission: The Development of Transnational Markets," invited paper presented to the Broadcast Education Association Annual Convention, Las Vegas, Nevada, April 15-19, 1993.
- Wirth, Michael. "The Future of Cable," invited speech to the Colorado Broadcasters Association Annual Convention, Copper Mountain, Colorado, June 17-19, 1993.
- Wirth, Michael. "Strategic Alliances on the Information Superhighway," invited speech to the Colorado Broadcasters Association Annual Convention, Grand Junction, Colorado, June 16-18, 1994.
- Wirth, Michael. "The Information Superhighway: Reality, Impacts and Predictions," Invited speech to the Denver Business and Economics Council, Denver, Colorado, May 19, 1994.
- Wirth, Michael. "The Cable Television Industry: An Overview," invited lecture to Women In Cable's National Management Conference, Atlanta, Georgia, June 20-23, 1994.

- Wirth, Michael. "Cable Television: Regulatory Challenges and Future Business Trends and Issues," invited lecture, Walter Kaitz Foundation Finance Seminar, Denver, Colorado, February 9, 1994.
- Wirth, Michael. "The Impact of Satellites on the Telecommunications Industry," Guest lecture (via videotape) Department of Telecommunications, Indiana University, March 9, 1994.
- Wirth, Michael. "Technological Impacts of the Cable Act of 1992," invited speech to a joint meeting of Colorado Chapters of the Society of Broadcast Engineers, the Society of Motion Picture and Television Engineers, and the Society of Cable Television Engineers, Littleton, Colorado, September 20, 1994.
- Wirth, Michael. "A Telecommunications/Cable Regulatory Update," Kaitz Fellows Seminar, Denver, Colorado, 1995-present.
- Wirth, Michael. "The History of Cable Regulation," invited lecture, Kaitz Fellows Orientation Program, The Western Cable Show, Los Angeles, California, November 28, 2000.
- Wirth, Michael. "The Future of Media: Adapting Your Message to the Changing World of Communications," Keynote Address, Colorado Association of Nonprofit Organizations, Workshop on Making Friends with the Media, Arvada, Colorado, June 15, 1995.
- Wirth, Michael. "The Emergence of Alternative Media Revenue Streams," invited paper presented to the Broadcast Education Association Annual Convention, Las Vegas, Nevada, April 7-10, 1995.
- Wirth, Michael. "Setting the Cable Television Academic Research Agenda: Past, Present and Future," invited presentation to the Academic Seminar at the Annual Convention of the National Cable Television Association, Los Angeles, California, April 28, 1996.
- Wirth, Michael. Guest Lecturer, School of Journalism, Renmin University and the Chinese Academy of Social Sciences, Beijing, China, March 9-22, 1996. Presented five lectures and two seminars on various topics including: media economics and management, new communication technologies and its impacts, journalism and mass communication in the United States, mass communication research and practice, and the impact of the media on U.S. presidential elections.
- Wirth, Michael. "Understanding Financial Reports," invited presentation to the International Association of Business Communicators' Communication

Summit, Denver, Colorado, September 27, 1996.

Wirth, Michael. "The Cable Telecommunications Industry: Current Trends and Future Challenges," invited presentation to the A\*DEC Senior Board Meeting, Denver, Colorado, December 5, 1996. [A\*DEC is a coalition of over 50 U.S. Land Grant Universities. It is focused on the development and implementation of comprehensive distance learning strategies for its members].

Wirth, Michael. "Multiple Regression and the Art of Modeling," invited presentation to Tele-Communications, Inc. Strategic Research Retreat, Denver, Colorado, August 13, 1997.

Wirth, Michael. "The Satellite Home Viewers Act: Unserved Households, Local TV Signal Carriage and Regulatory Parity," invited presentation to the Tele-Communications, Inc. Strategic Research Retreat, Denver, Colorado, August 13, 1997.

Wirth, Michael. "Telecommunications and the Workplace," invited presentation to the visiting delegation of the Foundation Nationale Enterprise et Performance (FNEP) and the National Foundation for Business and Productivity in Paris France. The Institute of International Education and the U.S. Information Agency's International Visitor Program, Denver, Colorado, September 22, 1997.

Wirth, Michael. "The Satellite Home Viewers Act and the Copyright Act," invited presentation to the Rocky Mountain Space Law Symposium, University of Denver, College of Law, Denver, Colorado, November 14, 1997.

Basil, Michael and Wirth, Michael. "Uses and Gratifications Effects in Cable Viewing," paper presented to the Academic Seminar at the Annual Convention of the National Cable Television Association, Atlanta, Georgia, May 2, 1998.

Rizzuto, Ron and Wirth, Michael. "Municipal Cable Overbuilds: A Case Study Analysis of Paragould City Cable," invited paper presented to the Academic Seminar at the Annual Convention of the National Cable Television Association, Atlanta, Georgia, May 2, 1998.

Wirth, Michael. "Getting Manuscripts Accepted: Strategies for Authors," invited presentation to the Annual Convention of the Association for Education in Journalism and Mass Communication, Baltimore, Maryland, August 6, 1998.

Rizzuto, Ron and Wirth, Michael. "Municipal Cable Overbuilds: A Breakeven

- Customer Penetration Analysis,” invited paper presented to the Academic Seminar at the Annual Convention of the National Cable Television Association, Chicago, Illinois, June 12, 1999.
- Wirth, Michael. “The Future of Pay Television,” invited paper presented to Curtin University of Technology’s School of Economics and Finance and Graduate School of Business Administration, Perth, Western Australia, June 24 & July 8, 1999.
- Wirth, Michael. “Educational Institutions and Telecommunications,” invited panelist, Scandinavian Channel Roundtable Symposium on Telecommunications Trends/Developments in the U.S.: An International Perspective,” Denver, Colorado, September 23, 1999.
- Wirth, Michael. “Cable Regulation: A Historical Perspective,” invited lecture presented to the Executive Management Program Focus Group Meeting and Pilot, The Bob Magness Institute, Denver, Colorado, September 28, 1999.
- Wirth, Michael. “Thinking Outside of the Academic Box,” invited panelist, the International Radio and Television Society Foundation’s Faculty/Industry Seminar, New York, New York, February 25, 2000.
- Wirth, Michael and Collette, Larry. “Should Congress Establish a Compulsory License for Internet Video Providers to Retransmit Over-the-Air TV Station Programming Via the Internet?” paper presented to the 28<sup>th</sup> Annual TPRC Research Conference on Information, Communications, and Internet Policy, Alexandria, Virginia, September 23-25, 2000.
- Wirth, Michael. “U.S. Cable Telecommunications: Consolidation, Convergence and Competition,” Keynote Speech to the 2<sup>nd</sup> Sino-International Cable TV Conference: New Media Business, Beijing, China, March 20, 2001.
- Wirth, Michael. “Recent Trends in U.S. Media,” Invited Speech to the Guangzhou Daily Press Group, Guangzhou, China, March 21, 2001.
- Wirth, Michael. “Magness Institute Overview,” Presentation to the Academic Seminar at the Annual Convention of the National Cable & Telecommunications Association, Chicago, Illinois, June 9, 2001.
- Savage, Scott and Wirth, Michael. “Entry and Potential Competition in United States Cable TV Markets,” paper presented to the 30<sup>th</sup> Annual TPRC Research Conference on Communication, Information and Internet Policy, Alexandria, Virginia, September 28-30, 2002.



- Wirth, Michael. "The Future of Convergence: Driving Forces, Challenges and Consumer Demand," Keynote Speech, Association of Higher Education Cable Television Administrators' 2003 Campus Cable Conference, Denver, Colorado, June 19, 2003.
- Wirth, Michael. "New Media Strategy: Convergence-Based Driving Forces & Challenges," invited presentation to the Annual Convention of the Association for Education in Journalism and Mass Communication, Kansas City, Missouri, July 31, 2003.
- Wirth, Michael. "Transnational Media Organization and International Cooperation," Keynote Speech to the Forum on Chinese TV and Media Development, held as part of China Central Television's (CCTV) 45<sup>th</sup> Anniversary Celebration, Beijing, China, September 2, 2003.
- Wirth, Michael. "Media Strategy and the New Media Landscape," invited Speech to the Conference on Globalization, Media and Culture, Peking University, Beijing, China, September 3, 2003.
- Wirth, Michael. Invited Participant, Panel on "Transformation of the Telecommunication Industry: Where Are Colorado and the U.S. Going?" Colorado Technology Summit 2003, Denver, Colorado, September 12, 2003.
- Wirth, Michael. "Cable's Economic Impact: Before & After Industry Deregulation," invited speech to the Comcast Congressional Staff Issues Conference, St. Michaels, Maryland, October 18, 2003.
- Wirth, Michael. "Media and Telecommunications Management: Finding the Core Curriculum, Invited presentation to Annual Convention of the Broadcast Education Association, Las Vegas, Nevada, April 22, 2005.
- Wirth, Michael. "Broadband Convergence: Future Directions and Societal Impacts," Keynote paper presented to the International Conference on Media and Society, as part of Fudan University's Centennial Celebration, Shanghai, China, July 2-3, 2005.
- Wirth, Michael. "Issues and Trends in Media Convergence Research," Invited paper presented to the Annual Convention of the Association for Education in Journalism and Mass Communication, San Antonio, Texas, August 12, 2005.
- Wirth, Michael. "Journalism and Communication Education: 21<sup>st</sup> Century Challenges and Opportunities," Invited presentation to the China International Forum of Journalism and Communication, Renmin University School of Journalism & Communication's 50<sup>th</sup>

Anniversary Celebration, Beijing, China, November 19-20, 2005.

- Wirth, Michael. "Media Management and Economics: Origins, Trends and Future Developments," Invited presentation to the European Media Management Education Association Doctoral Summer School, Jonkoping University, Jonkoping, Sweden, August 13, 2007.
- Wirth, Michael. "Chinese Media Markets: Business Models, Consumer Demand & Government Regulation," Invited presentation to the Annual Convention of the Association for Education in Journalism and Mass Communication, Chicago, Illinois, August 6, 2008.
- Wirth, Michael. "Scripps Networks: Strategies for Innovation and Reinvention," Invited presentation to the Annual Convention of the Broadcast Education Association, Las Vegas, Nevada, April 23, 2009.
- Wirth, Michael and Rizzuto, Ron. "Future Prospects for Cable Telecommunications in an Over-the-Top World," Paper Presented to the BEA Research Symposium: Media Management and Economics Research in a Transmedia Environment, Las Vegas, NV, April 15, 2012 and to the Academic & Cable Telecommunications Forum, Boston, MA, May 20, 2012.
- Wirth, Michael. "Current and Future U.S. Communication and Information Research Trends," Invited Presentation to the Annual Convention of The Chinese Association for History of Journalism and Communication, Beijing, China, November 16, 2019.
- Wirth, Michael, "Looking for Funding: Practical Ideas for Expanding Your Resource Base," Invited Presentation to the ASJMC Winter Workshop, New Orleans, LA, March 5-7, 2020.
- Wirth, Michael, "Anything but Normal: How Will Our Return to Campus Look This Year," Invited Presentation to the Annual Convention of the Association for Education in Journalism & Mass Communication (virtual), August 8, 2020.
- Wirth, Michael, "Tenure & Promotion Equity Issues," Invited Presentation to the ASJMC Winter Meeting (virtual), February 26, 2021.

### Research Grants

- Wirth, Michael O. and Thompson, Lawrence D. (Co- Principal Investigators). The Cost of TV and Radio License Renewals. Funded by the National Association of Broadcasters. \$1,350. January 1979.
- Wirth, Michael O. and Bloch, Harry (Co-Principal Investigators). The Demand

for Pay Television and Its Impact on Expansion of Cable Availability. National Science Foundation. (DAR79-10237). \$46,560. April 1980.

Wirth, Michael O. The Effects of Market Structure on Television News Pricing. University of Denver, College of Arts and Sciences Development Grant for Untenured Faculty. May 1980.

Wirth, Michael O. and Thompson, Margie. An International Conference on Journalism and Telecommunications. Scripps Howard Foundation, \$5,000. October 16-25, 1996.

Wirth, Michael O. and Thompson, Margie. University of Denver School of Communication/Renmin University (Beijing, China) School of Journalism Faculty Exchange Program. Scripps Howard Foundation, \$5,000, 1997.

### Other Major Professional Contributions

#### A. Research Reports

Baldwin, Thomas F.; Muth, Thomas A.; and Wirth, Michael O. Cable Communications in Minnesota: Suggestions for Systematic Development. State of Minnesota, August 1975.

Thompson, Lawrence D.; Wirth, Michael O.; and Muth, Thomas A. Cable Television in Michigan - A Comprehensive Report on Cable and Its Uses in Michigan. State of Michigan, December 1976.

Wirth, Michael and Katz, Ruth. "Telecommunication Alternatives and Cost-Effectiveness," as found in Katz, Ruth and Elliot, Linda, Staff Training via Telecommunications: Analysis of Needs and Delivery Alternatives. Prepared for Department of H.E.W., Office of Human Development Services, Grant No. 12-P-59157/8-01, June 1979.

Mendelsohn, Harold; Wirth, Michael O.; and Zavitz, Patricia. "Mass Communications and Crime Prevention: What the Experts Think," submitted as part of the Law Enforcement Assistance Administration funded Mass Communication Strategy for Generating Citizen Action Against Crime. January 1979.

Wirth, Michael O. and Thompson, Lawrence D. The Direct and Indirect Costs of Television and Radio License Renewals. Final Report. National Association of Broadcasters, June 1980.

Wirth, Michael. The FCC's Multiple Ownership Rules and National Concentration in the Commercial Radio Industry. Prepared for National Association of Broadcasters. February 1981.

Bortz, Paul; Wirth, Michael; Pottle, Jack; Leonard, David; and Chavern, James.

- The Economics of Television Station Operation in 100-plus Markets.  
Prepared for National Association of Broadcasters, February 1981.
- Wirth, Michael; Thompson, Lawrence; and Welch, Richard. A Proposed Institutional Cable Television Network for the City and County of Denver.  
Prepared for Mile Hi Cablevision. July 1981.
- Coddington, Dean; Wirth, Michael; and Bortz, Paul. Radio Network Economics: Compensation/Imputed Value Analysis. Prepared for the ABC Radio Network. April 1981.
- Coddington, Dean; Wirth, Michael; and Bortz, Paul. Radio Network Economics: Demand/Price Relationships. Prepared for the ABC Radio Network. November 1981.
- Bortz, Paul; Wirth, Michael; Coddington, Dean; and Pottle, Jack. New Modes of Television Distribution for Professional Basketball: Factors Influencing Network Ratings, Local TV Ratings and Attendance Impacts of Pay TV.  
Prepared for The National Basketball Association. October 1981.
- Bortz, Paul and Wirth, Michael. The Impact of Pay Television on Television Network Prices and Audiences. Prepared for the ABC Television Network. December 1981.
- Bloch, Harry and Wirth, Michael. Demand for Pay Television and Its Impact on Expansion of Cable Availability. Final Report, NSF Grant No. DAR79-24423. June 3, 1982.
- Wirth, Michael and Bortz, Paul. Analysis of Prospects for WCBD-TV Charleston, South Carolina. Prepared for Media General, Inc. August 1982.
- Wirth, Michael and Bloch, Harry. Household Demand for Cable Television.  
Prepared for American Television and Communications Corporation, November 1982.
- Wirth, Michael and Bloch, Harry. Household Interest in and Willingness to Pay for New Cable Services. Prepared for American Television and Communications Corporation, January 1983.
- Wirth, Michael; Steiker, Arthur; and Bortz, Paul. Analysis of NBA Paid Attendance: 1982-83. Prepared for the National Basketball Association. July 1983.
- Wirth, Michael. A Probabilistic Analysis: Of Pay Cable Churn, of Future Plans to Upgrade, of Cable Channel Use, and of Preferences for Various Cable Service Dimensions Among ATC Subscribers. Prepared for American

Television and Communications Corp. June 1983.

- Wirth, Michael. A Cost/Benefit Analysis of the FCC's Ascertainment and Program Log Requirements. Prepared for the National Association of Broadcasters. October 28, 1983.
- Wirth, Michael. Pay Subscriber Disconnection, Expectation and Evaluation: A Cluster Analysis. Prepared for American Television and Communications Corporation. December 1983.
- Bortz, Paul; Wirth, Michael; and Steiker, Arthur. NBA Pricing Strategy: Modeling and Simulations. Prepared for the National Basketball Association. February 1984.
- Wirth, Michael. The Impact of Various Aspects of Cable Programming and Service on Subscriber Retention and Recruitment in Charlotte, North Carolina. Prepared for American Television and Communications Corporation. July 1984.
- Wirth, Michael. ATC Pay Subscribers vs. Basic Subscribers and ATC Subscriber Satisfaction with Cable, HBO, Cinemax and Showtime: A Discriminant Analysis. Prepared for American Television and Communications Corporation. August 1984.
- Wirth, Michael. Economic Barriers to Entry: Daily Newspapers vs. Television Stations vs. Radio Stations: A Preliminary Analysis. Prepared for the National Association of Broadcasters. August 1984.
- Wirth, Michael. Cable Operator Valuation of 52 S.I.N. World Cup Soccer Games in 1982. Prepared for Arnold & Porter. August 1984.
- Wirth, Michael. An Evaluation of the Research Reports Provided by ATC's Consumer Research and Planning Department: The Executives' Perspective. Prepared for American Television and Communications Corporation. January 1985.
- Wirth, Michael. An Evaluation of the Research Reports Provided by ATC's Consumer Research and Planning Department: The Marketing Executive's Perspective. Prepared for American Television and Communications Corporation. May 1985.
- Wirth, Michael. An Evaluation of ATC's Corporate Marketing and Programming Department. Prepared for American Television and Communications Corporation. July 1985.
- Wirth, Michael; Trautman, James; and Bortz, Paul. Analysis of Prospects for

- WBSP-TV Gainesville- Ocala, Florida. Prepared for The American Ship Building Company. August 1985.
- Wirth, Michael. An Assessment of the Market Potential for Interactive Two-Way Cable Services. Prepared for Mile Hi Cablevision. October 1985.
- Wirth, Michael; Wyche, Mark; Trautman, James; and Bortz, Paul. Analysis of Prospects for WALA-TV Mobile-Pensacola, Florida. Prepared for Knight-Ridder Broadcasting, Inc. October 1985.
- Wirth, Michael. The Potential Demand for "Clean-HBO:" A Logit Analysis. Prepared for American Television and Communications Corporation. November 1985.
- Pottle, Jack; Wirth, Michael; and Steiker, Arthur. An Econometric Analysis of Cable TV Pricing. Prepared for American Television and Communications Corporation, May 1986.
- Wirth, Michael; Trautman, James; Wyche, Mark; and Bortz, Paul. Analysis of Prospects for WHAS-TV Louisville, Kentucky. Prepared for Landmark Communications, Inc. May 1986.
- Wirth, Michael; Trautman, James; Bortz, Paul; and Wyche, Mark. Analysis of Prospects for KNTV San Jose, California. Prepared for Landmark Communications, Inc. July 1986.
- Steiker, Arthur; Wirth, Michael; and Bortz, Paul. Analysis of National Basketball Association Paid Attendance, 1985-86. Prepared for the National Basketball Association. October 1986.
- Wirth, Michael. Key Cable Market Segments: An Analysis of Long Term Subscribers. Prepared for American Television and Communications Corporation. April 1987.
- Bortz, Paul; Wirth, Michael; and Steiker, Arthur. The Impact of 15 Second Spots on the Network Television Business. Prepared for the ABC Television Network. September 1987.
- Wirth, Michael. Key Cable Market Segments: An Analysis of Nonsubscribers. Prepared for American Television and Communications Corporation. November 1987.
- Wirth, Michael. The Economic Impact of Cable on Broadcasting. Prepared for National Association of Broadcasters and published by NAB as part of Testimony presented to the Telecommunications Subcommittee of the U.S. House of Representatives, Cable Oversight Hearings, May 11, 1988.

Wirth, Michael. How Adding THE MONITOR CHANNEL Helps Cable Operators Appeal to Regulators and Opinion Leaders. Research Report prepared for Gatseos and Associates and The Christian Science Monitor. May 7, 1991.

Gatseos, Pete and Wirth, Michael. New Services Demand Assessment Study for Seattle, King County and Bellevue, Washington. Prepared for Viacom Cable Inc., July 1993.

Wirth, Michael. VCTV: An Assessment of the Optimal Number of Movies to Carry on a Video File Server. Prepared for Tele-Communications, Inc., July 1994.

Wirth, Michael. VCTV Price Elasticity Analysis. Prepared for Tele-Communications, Inc., July 1994.

Wirth, Michael. Cable Subscriber and Non-Subscriber Direct Broadcast Satellite Awareness Analysis. Prepared for Tele-Communications, Inc., November 1994.

Wirth, Michael. Cable Subscriber and Non-Subscriber Vulnerability to Direct Broadcast Satellite Competition. Prepared for Tele-Communications, Inc., December 1994.

Wirth, Michael. Report on Review of Ascertainment Materials, King County Cable Television Franchise Renewal Proceeding, Prepared for Tele-Communications, Inc., October 1995.

## B. Editorial Work

Guest Editor, Journal of Media Economics, Special Issue on the Economics of the Multichannel Video Program Distribution Industry, Vol. 15, No. 3, 2002.

Guest Editor, The International Journal on Media Management, Special Issue on The Future of Convergence, Vol. 5, Issue 1, Spring 2003.

Member, Editorial Board, Journal of Broadcasting and Electronic Media, 1986-present.

Area Editor, Journal of Media Economics, 2021-present.

Member, Editorial Board, Journal of Media Economics, 1987-2020.

Member, Editorial Board, The International Journal on Media Management, 2000-present.

Member, Editorial Board, Mass Communication & Society, 1998-2004.

Member, Editorial Board, Journalism & Mass Communication Quarterly, 2000-2001.

Member, Editorial Board, Journal of Communication, 1998-99.

Member, Editorial Board, Mass Comm Review, 1990-97.

Member, Editorial Board, Media Management Review, 1994-97.

Member, Editorial Board, Association for Communication Administration Bulletin, 1987-91.

Member, Editorial Board, Communication Yearbook 10, 1987.

Member, Publications Committee, Broadcast Education Association, 1996-1998.

Wirth, Michael. Comment on "The Policy of Exclusive Franchising in Cable Television." Journal of Broadcasting and Electronic Media, Winter 1987, pp. 98-101.

Wirth, Michael. Book Reviews of Communication Research: Issues and Methods by James A. Anderson, of Broadcasting Research Methods by Joseph R. Dominick and James E. Fletcher, and of Mass Media Research: An Introduction, 2d ed., by Roger D. Wimmer and Joseph R. Dominick, Journal of Broadcasting and Electronic Media, Summer 1987, pp. 346-347.

Invited Facilitator, Women In Cable Senior Executive Forum, Women In Cable National Management Conference, Denver, Colorado, June 7-10, 1992.

Manuscript Reviewer, Mayfield Publishing Company, 1992.

Manuscript Reviewer, McGraw-Hill Book Company, 1992.

Moderator of a panel on "First Amendment Problems in Franchising Cable Systems" for the American Bar Association Mid-Year Meetings, Denver, Colorado, February 4, 1989.

Moderator of a panel on "Video Program Management in a Multi-Channel Environment" for the Broadcast Education Association Annual Convention, Atlanta, Georgia, March 29-31, 1990.

Referee, Association for Education in Journalism & Mass Communication,



Communication Technology and Policy Interest Group National Paper Competition, 1990.

Invited Facilitator, Cable Television Administration and Marketing Annual Convention, San Diego, California, July 15-18, 1990.

Discussant, on a panel on "Communication Technology and Policy," Association for Education in Journalism & Mass Communication Annual Convention, Minneapolis, Minnesota, August 9-12, 1990.

Referee, International Communication Association, Mass Communication Division National Paper Competition, 1989.

Moderator of a panel on "Television Station Ownership Changes" for the Broadcast Education Association Annual Meetings, Dallas, Texas, March 27, 1987.

Served as Expert in the University of Southern California's Center for Telecommunications Management's Delphi study "Telecom Outlook Report," 1987-91.

Moderator, Local Denver Panel of the Christian Science Monitor's International Videoconference on "The Global Village." April 26, 1986.

Referee, Broadcast Education Association Research Committee Paper Competition, 1987.

Reviewer for the Journal of Broadcasting and Electronic Media, 1977-1985.

Discussant on a panel on "Issues in Cable Television," at the Annual Research Conference of the Association for Public Policy Analysis and Management, Minneapolis, October 1982.

Moderator on KWGN-TV's weekly public affairs program entitled, "Your Right to Say It." February 1980- May 1984.

Field Reader, United States Department of Energy, 1980-1982.

Reviewer for the Information Impact Program of the National Science Foundation, 1981-1985.

Wirth, Michael. Book review of The Politics of Broadcast Regulation by Richard Labunski, Journalism Quarterly, Summer 1982.

Reviewer for Telecommunications Policy, 1982-1986.

Chairperson, Broadcast Education Association Management and Sales Committee  
National Paper Competition, 1988-1989.

Manuscript Reviewer for McGraw-Hill Book Company, 1987.

Reviewer, Association for Education in Journalism Theory and Methodology  
Division, 1982-83.

Moderator of a panel on "Regulation and Communication" for the Law and  
Economics Division of the Law and Society Association at the Annual  
Meetings of the Law and Society Association, Denver, Colorado, June  
1983.

Manuscript Reviewer for Prentice-Hall, Inc., 1985.

Moderator of a panel on "How to do Business Forecasting for Television  
Stations," for the National Association of Broadcasters Annual  
Convention, Las Vegas, Nevada, April 15, 1985.

Moderator of a panel on "Media and Minorities: Seeking Balance, Fairness and  
Objectivity," sponsored by the Anti-Defamation League of B'nai B'rith,  
Denver, April 6, 1989.

Moderator of a panel on "Minorities, the Media and Sports: Role Models and  
Stereotypes," sponsored by the Anti-Defamation League of B'nai B'rith,  
Denver, April 19, 1990.

Referee, Association for Education in Journalism & Mass Communication,  
Communication Technology and Policy Division National Paper  
Competition, 1991-97.

Referee, Association for Education in Journalism & Mass Communication, Media  
Management, Economics and Entrepreneurship Division National Paper  
Competition, 1991-present.

Organizer of a panel on "The Economics of New Technologies," Broadcast  
Education Association Annual Convention, Las Vegas, Nevada, April 12-  
15, 1991.

Discussant on a panel on "Electronic Communications and the Gulf War,"  
Association for Education in Journalism & Mass Communication Annual  
Convention, Boston, MA, August 7-10, 1991.

Moderator and Organizer of a panel on "Strategic Alliances: Future Possibilities  
for Domestic and International Mergers," Broadcast Education  
Association Annual Convention, Las Vegas, Nevada, April 10-13, 1992.

Referee, International Communication Association, Communication Law and Policy Division National Paper Competition, 1993-1998.

Manuscript Reviewer, Allyn & Bacon Publishers, 1993 and 1997.

Discussant on a panel on "Newspapers and Their Environments," Association for Education in Journalism & Mass Communication Annual Convention, Kansas City, Missouri, August 11-14, 1993.

Moderator and Organizer of a panel on "Strategic Planning in the 1990s: New Communication Technologies and Consumer Demand," Broadcast Education Association Annual Convention, Las Vegas, Nevada, April 15-19, 1993.

Organized and taught a one day course on "Cable Television" for The MTV Networks and for Comedy Central, September and October 1993.

Discussant on a panel on "Turning the Cables: Cable TV Entry into Telecommunications," National Conference on the Future of Local Communications, Columbia University, Columbia Institute for Tele-Information, New York, NY, December 10, 1993.

Invited Expert, "The Economics and Expected Impacts of the Information Superhighway," requested consultation with a five person delegation from the state government of Baden-Wuerttemberg, Germany. The delegation included Dr. Erwin Vetter, Cabinet Minister, State Government of Baden-Wuerttemberg. [While in the U.S., the delegation met with Gerald Levin, CEO of Time Warner, Inc., and with Reed Hundt, Chairman of the Federal Communications Commission]. Denver, Colorado, June 27, 1994.

Expert Commentator, Numerous interviews with journalists from the: Los Angeles Times, the Christian Science Monitor, The Chicago Tribune, the Baltimore Sun, MultiChannel News, the Rocky Mountain News, the Denver Post, Time Magazine, the New York Times, Philadelphia Inquirer, the Virginia Pilot, KWGN-TV, KMGH-TV, KUSA-TV, and Intermountain Radio (a regional public radio station network).

Invited Expert Participant, "Telecommunications & the Future of Mass Media," Case Media Fellowship 1994-96, University of Denver, Denver, Colorado.

Manuscript Reviewer, Wadsworth Publishing Company, 1994.

Referee, Broadcast Education Association, Technologies Division National Paper Competition, 1994.

Referee, Broadcast Education Association, International Division National Paper Competition, 1994-97.

Discussant, "Top Competitive Papers Panel," Management and Sales Division, Broadcast Education Association Annual Convention, Las Vegas, Nevada, March 17-21, 1994.

Discussant on a panel on "Policy and Economic Issues in Telecommunications," Association for Education in Journalism and Mass Communication Annual Convention, Atlanta, Georgia, August 10-13, 1994.

Organized and taught a two day course "Cable 101 --The Basic Package," for University of Denver's Center for Management Development and Women In Cable Telecommunications, 1994-97.

Organized the Opening Plenary "Reinventing Broadcasting: The Search for Old Media Survival on the Information Highway," Broadcast Education Association Annual Convention, April 7-10, 1995.

Facilitator, Time Warner Communications, Telecomm. U., University of Denver Center for Management Development, February 23 and March 28, 1996.

Reviewer, Journal of Communication, 1997-98.

Member, Selection Committee, "Edward W. Estlow Anvil of Freedom Award," University of Denver School of Communication, 1997-present.

Chair, Selection Committee, "Cable Book Award," The National Cable Television Center and Museum, 1997-98.

Co-Chair, The Academic Seminar at the Annual Convention of the National Cable Television Association (co-sponsored by NCTA and The National Cable Television Center and Museum), New Orleans, Louisiana, March 18-19, 1997.

Organizer and Moderator, "Expanding the Horizons for Research, Curriculum Development and Networking: The Cable Telecommunications Industry and Higher Education," Panel presented to The Academic Seminar at the Annual Convention of the National Cable Television Association, New Orleans, Louisiana, March 19, 1997.

Facilitator, "Political and Social Issues," *CyberRights*, A National First Amendment Congress, Washington, D.C., March 20-21, 1997.

Discussant, "New Technology: Economics, Policy and Adoption Trends, Research Paper Session, Communication Technology and Policy

Division, Annual Convention of the Association for Education in Journalism and Mass Communication, Chicago, Illinois, August 2, 1997.

Co-Organizer (with Margie Thompson), An International Conference on Journalism & Telecommunications with a three person visiting delegation from Renmin University in China, October 16-25, 1996, University of Denver. Partial funding was provided by the Scripps Howard Foundation.

Instructor, "Industry and Market," University of Denver KMT/SK Telecom Program, 1995-97. [Three month Training Program at the University of Denver for the largest Korean Wireless Telephone Company – SK Telecom].

Co-Organizer and Co-Instructor (with Margie Thompson), "Communication Management and Strategies," A short course taught to 34 working members of the Chinese Media, Renmin University, Beijing, China, June 17-27, 1997.

Chair, Panel on "The Evolving Situation in Northeast Asia and Models for Possible Cooperation and Agreement," Joint University of Denver Graduate School of International Studies/Chinese Foreign Ministry Conference on "The Evolving Security Situation in East Asia and The Future of Sino-U.S. Relations," Denver, Colorado, September 23, 1997.

Member, Judging Committee, The Maxwell Media Awards (Honoring Excellence in News Coverage of Cable Television), 1997-2006.

Co-Chair, The Academic Seminar at the Annual Convention of the National Cable Television Association (co-sponsored by NCTA and The National Cable Television Center and Museum), Atlanta, Georgia, May 2-3, 1998.

Organizer and Moderator, "Industry Research Roundtable," The Academic Seminar at the Annual Convention of the National Cable Television Association, Atlanta, Georgia, May 2, 1998.

Organizer, "Curriculum Poster Session," The Academic Seminar at the Annual Convention of the National Cable Television Association, Atlanta, Georgia, May 2, 1998.

Facilitator, Conference on "Your Data Business Alternatives: Profits and Pitfalls," The Institute for Cable Telecommunications, The National Cable Television Center and Museum, Denver, Colorado, May 18-20, 1998.

Discussant, Panel on “Various Perspectives on Media Management and Economics,” Media Management & Economics Division, Annual Convention of the Association for Education in Journalism & Mass Communication, Baltimore, Maryland, August 8, 1998.

External Doctoral Thesis Examiner, Office of Graduate Studies, Curtin University of Technology, Western Australia, Michael Simpson, “Forecasting Residential Demand for Broadband Delivered Entertainment Services in Australia,” 1998.

Wirth, Michael and Collette, Larry, Co-Assemblers, “U.S. University Telecommunication/Cable Program Descriptions & Course Syllabi,” as an extension of the Curriculum Poster Session of The Academic Seminar at the 1998 NCTA Convention, 1998.

Discussant, Panel on “New Media Policy Issues, Communication Law and Policy Division, Annual Convention of the International Communication Association, San Francisco, California, May 27-31, 1999.

Chair, Selection Committee, The Bob Magness Institute Dissertation Research Grant Committee, 1999-present.

Co-Chair, The Academic Seminar at the Annual Convention of the National Cable Television Association (co-sponsored by NCTA and The Magness Institute), Chicago, Illinois, June 12-13, 1999.

Organizer and Moderator, “Cable/Telecommunication Curriculum Roundtable,” The Academic Seminar at the Annual Convention of the National Cable Television Association, Chicago, Illinois, June 12, 1999.

Reviewer, Communication Law and Policy, 1999.

Reviewer, Journalism & Communication Monographs, 1999.

Reviewer, Telematics and Informatics, 2000, 2004 and 2005.

Reviewer, Encyclopedia of International Media and Communications, 2001.

Reviewer, Electronic Markets, 2002.

Reviewer, International Journal of Electronic Commerce & Business Media, 2002.

Reviewer, Journalism & Mass Communication Quarterly, 2002/2009/2011/2012/2013/2015.

Reviewer, Journal of Radio Studies, 2004.

Reviewer, Journal of Advertising, 2005.

Manuscript Reviewer for Iowa State Press, 2002.

Manuscript Reviewer for Lawrence Erlbaum Associates, Publishers, 2002-04.

Manuscript Reviewer for Routledge/Lawrence Erlbaum Associates, 2007.

Manuscript Reviewer for Focal Press, 2004.

Reviewer, Telecommunications Policy, 2012, 2013.

Reviewer, Journal of Media Business Studies, 2020 & 2022.

Co-Chair, The Academic Seminar at the Annual Convention of the National Cable Television Association (co-sponsored by NCTA and The Magness Institute), New Orleans, Louisiana, May 6-7, 2000.

Referee, The Academic Seminar at the Annual Convention of the National Cable & Telecommunication Association, National Paper Competition, 1998-2006.

Moderator and Panel Organizer, "The Future of Broadcasting in the New Millennium," Colorado Broadcasters Association 50<sup>th</sup> Annual Convention, Denver, Colorado, October 9, 1999.

Organizer and Moderator, "Cable/Telecommunication & the Future: Strategic Planning at Cox Communications Inc.," The Academic Seminar at the Annual Convention of the National Cable Television Association, New Orleans, Louisiana, May 7, 2000.

Co-Organizer (with Margie Thompson), An International Conference on Journalism, New Media & Cooperation with an eight person visiting delegation from the Guangzhou Daily Press Group, People's Republic of China, University of Denver, Denver, Colorado, November 8-12, 2000.

Co-Chair, Selection Committee, The Bob Magness Institute Research Grant Awards, The National Cable Television Center and Museum and the University of Denver, 2001.

Co-Chair, The Academic Seminar at the Annual Convention of the National Cable & Telecommunications Association (co-sponsored by NCTA and The Magness Institute), Chicago, Illinois, June 9-10, 2001.

- Discussant, Panel on “Broadcasting Challenges – Old and New,” Media Management & Economics Division, Annual Convention of the Association for Education in Journalism & Mass Communication, Washington, DC, August 5, 2001.
- Co-Chair, The Academic Seminar at the Annual Convention of the National Cable & Telecommunications Association (co-sponsored by NCTA and The Magness Institute), New Orleans, Louisiana, May 4-5, 2002.
- Organizer and Moderator, “Cable/Telecommunication Graduate Education Roundtable,” The Academic Seminar at the Annual Convention of the National Cable & Telecommunications Association, New Orleans, Louisiana, May 4, 2002.
- Wirth, Michael. “Introduction: Special Issue on the Economics of the Multichannel Video Program Distribution Industry.” Journal of Media Economics, Vol. 15, No. 3, 2002, pp. 151-52.
- Member, Journal of Media Economics Editor Search Committee, 2001-2002.
- Respondent, Panel on “Media Production and Distribution: Building Tomorrow’s Systems on Today’s Relationships,” History and Management & Sales Divisions, Broadcast Education Association Annual Convention, Las Vegas, Nevada, April 5, 2003.
- Organizer and Moderator, Panel on “Emerging Trends in Electronic Media,” Michigan State University College of Communication Arts and Sciences, East Lansing, Michigan, May 17, 2003.
- Wirth, Michael. “Editorial – The Future of Convergence,” The International Journal on Media Management, Vol. 5, No. 1, 2003, pp. 4-6.
- Co-Chair, Program Committee, Academic Seminar, Annual Convention of the National Cable & Telecommunications Association (co-sponsored by NCTA and The Magness Institute), Chicago, Illinois, June 7-8, 2003.
- Discussant, Panel on “Financial Condition of the Telecom Industry,” Annual Conference of the Western Economic Association International, Denver, Colorado, July 13, 2003.
- Rizzuto, Ron and Wirth, Michael. “Forward” to *Reinvesting in America: An Analysis of the Cable Industry’s Economic Impact on the U.S. Economy*. Bortz Media & Sports Group, Inc. Denver: CO, July 2003.
- Co-Organizer and Moderator, Panel on “Newspapers and the Internet: The Search for Viable Business Models,” Media Management & Economics Division,



Annual Convention of the Association for Education in Journalism & Mass Communication, Kansas City, Missouri, August 1, 2003.

Discussant, Panel on “Competition and Cooperation,” Media Management & Economics Division, Annual Convention of the Association for Education in Journalism & Mass Communication, Kansas City, Missouri, August 1, 2003.

Co-Chair, Program Committee, Academic Seminar, Annual Convention of the National Cable & Telecommunications Association (co-sponsored by NCTA and The Magness Institute), New Orleans, Louisiana, May 1-2, 2004.

Organizer and Moderator, Panel on “Media Management and Economic Research: Strengths and Weaknesses of Various Analytical Tools,” Media Management & Economics Division, Annual Convention of the Association for Education in Journalism & Mass Communication, Toronto, Canada, August 5, 2004.

Discussant, Panel on “Media Management and Economics: Top Papers,” Media Management & Economics Division, Annual Convention of the Association for Education in Journalism & Mass Communication, Toronto, Canada, August 6, 2004.

Chair, Program Committee, Academic Seminar, Annual Convention of the National Cable & Telecommunications Association (co-sponsored by NCTA and The Cable Center), San Francisco, California, April 2-3, 2005.

Co-Organizer (with Anne Hoag), Panel on “Issues and Trends in Media Management Research,” Media Management & Economics Division, Annual Convention of the Association for Education in Journalism & Mass Communication, San Antonio, Texas, August 12, 2005.

Discussant, Research Paper Panel on “Industrial Organization and Firm Profits,” Media Management & Economics Division, Annual Convention of the Association for Education in Journalism & Mass Communication, San Antonio, Texas, August 11, 2005.

Rizzuto, Ron, & Wirth, Michael O. (2005, August 31). A response to “Paying the Bills, Measuring the Savings.” Chicago, IL: The Heartland Institute.  
<http://www.heartland.org/Article.cfm?artld=17716>.

Chair, Program Committee, Academic Seminar, Annual Convention of the National Cable & Telecommunications Association (co-sponsored by NCTA and The Cable Center), Atlanta, Georgia, April 8-9, 2006.

- Discussant, Research Paper Panel on “Branding the Media: Analyzing Television Networks’ Personality and Ratings,” Annual Convention of the Association for Education in Journalism & Mass Communication, San Francisco, California, August 2, 2006.
- Discussant, Research Paper Panel on “Adjusting the Track Lighting: Focusing the Lens on Broadcast Strategies in a Competitive Market” Annual Convention of the Association for Education in Journalism & Mass Communication, Chicago, Illinois, August 8, 2008.
- Discussant, Research Paper Panel on “Consumer Choice: The Role of the Audience in Media Product Selection and Success,” Annual Convention of the Association for Education in Journalism & Mass Communication, Washington, DC, August 11, 2013.
- Member, Scientific Committee, World Media Economics and Management Conference, New York, NY, May 2-6, 2016.
- Moderator, “Financing Media Business Session,” World Media Economics and Management Conference, New York, NY, May 2-6, 2016.
- Discussant, Research Paper Panel on “From Offline Media to Online, Mobile and Cross-Media: Consumer Engagement, Competition and Technologies,” Annual Convention of the Association for Education in Journalism & Mass Communication, Chicago, IL, August 10, 2017.
- Member, Scientific Committee, International Conference on Media and Communication, Abu Dhabi, UAE, March 19-21, 2018.
- Discussant, Research Paper Panel on “Audience Engagement Strategies for Television and Social Media,” Annual Convention of the Association for Education in Journalism & Mass Communication, Washington, DC, August 6-9, 2018.
- Discussant, “Media Management, Economics and Entrepreneurship Division Top Faculty Paper Session,” Annual Convention of the Association for Education in Journalism & Mass Communication, Toronto, Canada, August 7-10, 2019.
- Organizer/Moderator, “Looking for Funding: Practical Ideas for Expanding Your Resource Base,” ASJMC Winter Workshop, New Orleans, LA, March 5-7, 2020.
- Discussant, “Media Management, Economics and Entrepreneurship Division Contemporary Media Consumption Behaviors Paper Session,” Annual Convention of the Association for Education in Journalism & Mass Communication (virtual), August 6, 2020.

Organizer/Moderator, "Tenure & Promotion Equity Issues," ASJMC Winter Meeting (virtual), February 26, 2021.

Wirth, Michael, "Exec Committee Member Shares ASJMC Benefits," *ASJMC Administrator*, April 2021, p. 4.

Discussant, "Media Management, Economics and Entrepreneurship Division Educating Media Management Professionals Paper Session," Annual Convention of the Association for Education in Journalism & Mass Communication (virtual), August 7, 2021.

Member, International Scientific/Academic Advisory Board (one of 20 members worldwide). Zvezdan Vukanovic (2022 forthcoming). *The Oxford International Who Is Who of High-Impact Researchers in Media and Internet Economics and Management*.

#### Other Activities

Founder and Co-Editor of "East Side Story" (Ag Campus Quarterly), 1971-73.

President of Kosmet Club, University of Nebraska-Lincoln independent musical/drama producing group, 1972-73.

Member of the Committee on Economic, Demographic, Political and Other Trends Which Motivate or Constrain the Mission of the University of Denver, 1980.

Faculty Intern, National Association of Broadcasters Research Department, Summer 1981.

Member of Denver Task Force on Higher Education and Cable TV, 1981-1984.

Member of Committee on Communications, of the Rocky Mountain Conference of the United Methodist Church, 1982-2004.

Director of Undergraduate Studies, Department of Mass Communications, University of Denver, 1978-1982.

Graduate Studies Coordinator, Department of Mass Communications, University of Denver, 1982-1984.

Member of the Faculty Committee of the College of Arts and Sciences, University of Denver, 1984.

Director of Graduate Studies, Department of Mass Communications, University of Denver, 1984-1985.

Member of the University of Denver Social Science Division's Curriculum Committee, 1985.

Faculty Advisor for KAOS, the University of Denver's Student Radio Station, 1984-1987.

Testified as an expert witness before the Copyright Tribunal of the United States, August 7, 1984.

Treasurer of the Denver Council for Instructional Television, 1984-93.

Chairperson of the Education Committee, Evanston United Methodist Church, 1984-1992.

Member, Sub-Committee on the Education Component, University of Denver, North Central Association Self-Study, 1985-86.

Program Chair, Broadcast Education Association Annual Convention, Dallas, Texas, April 11-13, 1986.

Member of the Faculty Senate Salary Committee, University of Denver, 1986.

Member of the Social Science Division's Promotion and Tenure Committee, University of Denver, 1987-present. [Chair of Committee in 1993].

Member, Advisory Board, University College Telecommunications Program, 1989-2000.

Vice Chair of the Management and Sales Committee, Broadcast Education Association, 1987-1989.

Chair of the Management and Sales Division, Broadcast Education Association, 1989-1991.

Member of the Graduate Council, University of Denver, 1988.

Member, University of Denver, Fulbright Evaluation Committee, Fall 1988.

Acting Senator, University of Denver, Faculty Senate, 1988-89.

Member, Provost's Ad Hoc Committee on University Copyright Concerns, 1989.

Member, Subcommittee on Recruitment, of the Provost's Committee on Marketing, Recruitment and Retention, 1989-90.

Chair, Subcommittee on Recruitment, of the Provost's Committee on Marketing, Recruitment and Retention, 1990-91.

Invited Participant, Gannett Center for Media Studies Technology Studies Seminar, Columbia University, February 19-23, 1990.

Member, Subcommittee on Institutional Resources, University of Denver, North Central Association Self-Study, 1990-91.

Member, Board for the United Methodist Campus Ministry at the University of Denver, 1989-90.

Member, Membership Development Committee, Broadcast Education Association, 1991-93.

Member, Executive Committee, School of Communication, 1990-2006.

Member, Organizing Committee, "Energy and Our Environment: Responsible Choices for the 21<sup>st</sup> Century." The Hazlett A. Cochran Journalism Seminar, University of Denver, Denver, CO, February 6-7, 1991.

Institutional Representative of the University of Denver to the Board of Higher Education, Rocky Mountain Annual Conference, United Methodist Church, 1990-2006.

Member, Board of Directors, Wesley Foundation, University of Denver, 1990-1999.

Vice President, Wesley Foundation, University of Denver, 1992-93 and 1996-1999.

President, Wesley Foundation, University of Denver, 1993-96.

Chair, Administrative Council, Evanston United Methodist Church, 1995-2000.

Member, Planning Committee, Broadcast Education Association, 1993-95.

Chair, Ad Hoc Broadcast Education Association Marketing Committee, 1995.

Invited Participant, The Annenberg Washington Program Workshop on "International Communications: Charting the Course for the Next Decade," Washington, D.C., January 6-8, 1993.

Co-Chair, University of Denver First Amendment Congress On-Campus Advisory Board, 1995-97.

Co-Chair, Working Group on Communication, Strategic Planning Process, University of Denver, 1995.

Member, Strategic Planning Committee, The National Cable Television Center and Museum, 1995-96.

Co-Chair, Working Group on Communication and the Institute for Future Media, University of Denver Strategic Planning Process, 1995-96.

Member, National Board of Directors, First Amendment Congress, 1995-97.

Member, University of Denver/IBM Executive Planning Group, Alliance to Transform Learning, 1995-96.

Member, Executive Committee, University Technology Services, 1997-98.

Host, Graduate School of International Studies sponsored China Institute of Contemporary International Relations Delegation, October 10-11, 1996.

Host and Session Organizer for seven Eisenhower Exchange Fellows, 1997-1999.

Session Organizer for eight Jefferson Fellows (East-West Center Media Program), Denver, Colorado, May 22, 2000.

Member, Beijing-Denver Committee, University of Denver, 1996-98.

Member, Advisory Board, University College, KMT/SK Telecom Program, 1996-98.

Member, Advisory Board, University College, Bachelor of Professional Studies Program, 1997-98.

Co-Director, M.S. in Management and Communication and M.S. in Management and Cable/Telecommunication Program, 1997-2006.

Member, Experts Advisory Board, Communications Economics Research Program, Curtin University of Technology, Perth, Western Australia, 1998-2000.

Member, Editorial Board of the NetAcademy Project on Media Management, MCM-Institute for Media and Communications Management, University of St. Gallen, Switzerland, 2000-02.

Member, Search Committee for Director of The Magness Institute for Cable Telecommunications and The Leo Hindery Chair for Broadband

Telecommunications, The National Cable Television Center and Museum/University of Denver, Spring 1999 & Summer 2001.

Host & Visit Organizer to Visiting Professor, Gary Madden, Director, Communications Economics Research Program, School of Economics and Finance, Curtin University of Technology, Perth, Western Australia, March 21-27, 1999.

Member, Search Committee, Director of Information and Library Resources, The Barco Library, The National Cable Television Center and Museum, 1999.

Participant, CERNA (Industrial Economics Research Center of the Ecole Des Mines de Paris) site research visit, Denver, Colorado, February 23, 1999.

Host and Visit Organizer, Visiting Professor Huang Dan, Chair, Department of Journalism, Zhejiang University, Hangzhou, People's Republic of China, in residence at the University of Denver from June 1998 – May 1999.

Member, Gerson Lehrman Group – Council of Communications Advisors, 1999-2000.

Invited Participant, International Radio & Television Society Foundation Faculty/Industry Seminar, New York, New York, February 23-27, 2000.

Chair, “The Cambridge Group Case Study Team,” International Radio & Television Society Foundation Faculty/Industry Seminar, New York, New York, February 23-27, 2000.

Chair, Search Committee for Executive Director of the Edward W. Estlow International Center for Journalism and New Media, University of Denver, 2000.

Co-Lead Faculty Member and Instructor, the Anna & John J. Sie Chinese Executive Media Management Program, The Magness Institute, Denver, Colorado, July 8-August 18, 2000.

Member, National Cable Television Center and Museum Cable Industry Not-for-Profit Organizations' Advisory Committee, 2000-01.

Chair, Formation Committee, Edward W. Estlow International Center for Journalism and New Media, School of Communication, University of Denver, 2000.

Member, Management Committee, Edward W. Estlow International Center for Journalism and New Media, School of Communication, University of Denver, 2000-2006.

Invited Participant, International Radio & Television Society Foundation  
Faculty/Industry Seminar, New York, New York, February 21-25, 2001

Chair, “The Minority Broadcasters Association Case Study Team,” International  
Radio & Television Society Foundation Faculty/Industry Seminar, New  
York, New York, February 21-25, 2001.

Co-Lead Faculty Member and Instructor, the Anna & John J. Sie Chinese  
Executive Media Management Program, The Magness Institute,  
Denver, Colorado, July 7-August 17, 2001.

Member, Executive Committee, Media Management & Economics Division,  
AEJMC, 2001-2007.

Member, Colorado Invitation and Planning Committee, International Conference  
on American Media and the World Community: Raising Standards,  
Improving Credibility, Serving Society. 25<sup>th</sup> International  
Communications Forum, Denver, Colorado, May 17-19, 2001.

Member, School of Communication Linked Learning Community Faculty  
Committee, 2001-2005.

Member, Board of Faculty Associates of University of Denver’s Center for  
China-U.S. Cooperation, 2001-2006.

Member, University of Denver Campus Media Reunion Planning Committee,  
2001 and 2002.

Moderator, Panel on “First Amendment Rights at Private Universities,”  
University of Denver Campus Media Reunion, October 12, 2001.

Moderator, Panel on “Media Access,” University of Denver Campus Media  
Reunion, October 25, 2002.

Chair, School of Communication Development and Marketing Committee, 2001-  
2006.

Chair, Search Committee for the inaugural Director of the University of Denver’s  
School of Engineering and Computer Science. Fall 2001-2002.

Member, Search Committee for the University of Denver’s Vice Chancellor of  
Institutional Advancement. Winter and Spring 2002.

Host and Visit Organizer, Visiting Professor Yang Ming He, Associate Professor,



Department of Journalism and Communication, Zhejiang University, Hangzhou, People's Republic of China, in residence at the University of Denver from April 2002 – March 2003; June 15-November 30, 2003.

Session Organizer and Participant, "U.S. Telecommunications Regulation." Session for four government officials from Mexico as part of the U.S. Department of State's International Visitor's Program in cooperation with the Institute of International Education. Denver, Colorado, January 25, 2002.

Host and Visit Organizer, Visiting Professor Shuk Nyun Yoon, Professor, Department of Journalism and Mass Communication, Kwangju University, Kwangju, Korea, in residence at the University of Denver from July 2002 – July 2003.

Co-Lead Faculty Member and Instructor, the Anna & John J. Sie Chinese Executive Media Management Program, The Magness Institute, Denver, Colorado, July 6-August 14, 2002.

Faculty Advisor, University of Denver SOAR 2002.

Member, Magness Institute Research and Education National Advisory Board, The Cable Center, 2002-2006.

Co-Chair, University of Denver School of Communication Summit 2003, February 19-21, 2003

Member, National Television Academy Education Committee, 2003-2007.

Co-Lead Faculty Member and Instructor, the Anna & John J. Sie Chinese Executive Media Management Program, The Magness Institute, Denver, Colorado, July 11-August 18, 2004.

Member, Creative Arts Materials Fund Selection Committee, Divisions of Arts, Humanities and Social Sciences, University of Denver, 2004-2006.

Member, International Advisory Board, National Convergence Policy Research Center, Seoul National University, Seoul, Korea, 2005-06.

Member, Promotion and Tenure Committee, Division of Social Sciences, University of Denver, 2005.

Ammi Hyde Interviewer, University of Denver, 2004-2006.

Member, Integrated Telecommunications Program Advisory Board, University of Colorado-Boulder, 2005-2007.

Member, C-SPAN Distance Learning Program Planning/Advisory Committee, co-sponsored by The Cable Center and the University of Denver, 2001-2006.

Member, Planning Committee for the “IP Summit on Intellectual Property & Digital Media,” co-sponsored by The Cable Center and the University of Denver, 2005-06.

Member, Planning Committee for the “Customer Relationship Management Initiative,” co-sponsored by The Cable Center and the University of Denver, 2005-06.

Co-Lead Faculty Member and Instructor, the Anna & John J. Sie Chinese Executive Media Management Program, the Magness Institute, Denver, Colorado, July 10-August 17, 2005.

Co-Director and Instructor, the Anna & John J. Sie Chinese Executive Media Management Program, University of Denver, Denver, Colorado, July 9-August 16, 2006.

Instructor, the Anna & John J. Sie Chinese Executive Media Management Program, University of Denver, Denver, Colorado, 2007-2015.

Instructor, Time Warner Cable – Jiangsu Cable Executive Management Program, University of Denver, Denver, CO, August 13, 2012.

Member, Council of Deans, University of Tennessee, 2006-2021.

Chair, School of Architecture Director Search Committee, University of Tennessee, 2007-08.

Chair, Scripps Convergence Lab Planning Committee, College of Communication and Information, University of Tennessee, 2007-2010.

Member, Vice Provost for Faculty Affairs Search Committee, University of Tennessee, 2008.

Member, Chancellor’s Council on Diversity and Interculturalism, University of Tennessee, 2007-2015.

Member, University of Tennessee Faculty Senate, 2007-2010.

Member, Faculty Affairs Committee, University of Tennessee Faculty Senate, 2007-08.

Chair, College of Communication and Information Administrative Committee, University of Tennessee, 2006-present.

Member, University of Tennessee Student Life Council, 2006-2017.

Member, University of Tennessee Scholarly Communication Committee, 2008-2010.

Member, Professional Development Committee, University of Tennessee Faculty Senate, 2008-09.

Member, Library Committee, University of Tennessee Faculty Senate, 2008-09.

Chair, Student Media Board, University of Tennessee, 2009-present.

Chair, Vice Chancellor for Communications Search Committee, University of Tennessee, 2009.

Member, Vice Chancellor for Finance and Administration Search Committee, University of Tennessee, 2009.

Co-Chair, Provost's Baker Center Study Group, University of Tennessee, 2009.

Member, American Cancer Society Board of Directors, Knoxville, Tennessee, 2009 – 2012.

Co-Chair, Chancellor's Task Force on Civility and Community, 2010.

Member, Chancellor's Committee on 50 Years of African American Achievement at the University of Tennessee, Knoxville, and Chair of Major Events Subcommittee, 2010-2011.

Member, Academic and Cable Telecommunications (ACT) Forum Planning Committee, 2010-2012. The inaugural ACT Forum was held at the 2011 National Cable Telecommunications Association's Cable Show in Chicago, IL. The 2012 ACT Forum was held at NCTA's Cable Show in Boston, MA.

Moderator/Interviewer, "A Conversation with Michael Powell, President and CEO of the National Cable & Telecommunications Association and former Chairman of the Federal Communications Commission (FCC)," Academic & Cable Telecommunications Forum, Boston, MA, May 20, 2012.

Member, UTK Tech Fee Advisory Board, 2010-2013.

Member, Chancellors Leadership Group on Interculturalism, 2011.

Member, College of Communication and Information Diversity Committee, 2010-2021.

Member, College of Communication and Information Diversity and Inclusion Week Planning Committee, 2010-2020.

Member, Office of Multicultural Student Life Program Review Committee, University of Tennessee, Fall 2011.

Member, University of Tennessee Council of Deans Planning Committee, 2011-2016.

Chair, Assistant Vice Chancellor for Human Resources Search Committee, University of Tennessee, 2012.

Member, Board of Directors, University Area Optimist Club, Knoxville, TN, 2011-2014.

Chair, Associate Vice Chancellor for Human Resources Search Committee, University of Tennessee, 2015.

Member, University of Tennessee Summer Advisory Committee, 2014-2020.

Member, University of Tennessee Center for Career Development Advisory Council, 2015-2021present.

Member, University of Tennessee *Vol Vision* Diversity and Inclusion Working Group, 2016-2017.

Invited Speaker, "Virtues Required to Be a Successful Person/Leader," UT chapter of Phi Kappa Phi Honor Society Initiation Ceremony, April 18, 2017.

Chair, Vice Chancellor for Communications Search Committee, University of Tennessee, 2018.

Member, Association of Schools of Journalism and Mass Communication (ASJMC) Executive Committee (representing large-sized programs), 2018-2021.

Member, Association of Schools of Journalism and Mass Communication (ASJMC) Delegation to Renmin University School of Journalism and Communication and the 2019 Annual Convention of The Chinese

Association for History of Journalism and Communication, Beijing, China, November 12-17, 2019.

Chair, 50<sup>th</sup> Anniversary Planning Committee, College of Communication and Information, University of Tennessee, 2019.

Chair, Faculty Diversity Task Force, College of Communication and Information, University of Tennessee, 2019-2021.

Member, Faculty Advisory Committee, Office of Diversity and Engagement, University of Tennessee, 2019-2021.

Member, University Leadership Council, University of Tennessee, Knoxville, 2019-2021.

Chair, Dean of Libraries 5-year Review Committee, Spring 2021.

Member, Scientific Advisory Board, International Media Academic Association (one of 29 members worldwide), 2021-2023.

Member, Diversity, Equity and Inclusion Committee, School of Journalism and Electronic Media, University of Tennessee, Knoxville, Spring 2022.

### Honors and Awards

Innocents Society, University of Nebraska-Lincoln Senior Men's Honorary, 1972-73.

Vice-President of Alpha Epsilon Rho, Radio-TV Honorary, 1972-73.

Secretary of Kappa Tau Alpha, Journalism Honorary, 1972-73.

Alpha Zeta and Gamma Sigma Delta, Agricultural Honoraries, 1971-73.

Upper Class Regents, Hatch, Dewolf, Nebraska Farmer and Alpha Zeta Scholarships, 1970-73.

Seacrest Graduate Fellowship, 1973-74.

Biography selected for inclusion in Neue Medien, 1987.

Biography selected for inclusion in 1<sup>st</sup> Edition of Marquis Who's Who in the Media and Communication, 1998-1999.

Biography selected for inclusion in 3<sup>rd</sup> Edition of Marquis Who's Who in Entertainment, 1998-1999.

Honored as the First Guest Professor from the United States to Renmin University's School of Journalism, Beijing, China, June 17, 1997.

Visiting Professor, School of Economics and Finance, Communications Economics Research Program, Curtin University of Technology, Perth, Western Australia, Summer 1999.

Named the 2000 Frank Stanton Fellow, International Radio and Television Society Foundation, Inc., New York, NY, February 24, 2000.

Biography selected for inclusion in 27<sup>th</sup> Edition of Marquis Who's Who in the West, 2000-2001.

First Visiting Professor from the U.S. to the School of Journalism, Zhejiang University, Hangzhou, China, March 2001.

Biography selected for inclusion in the Millennium Edition of Lexington Who's Who, 2000/2001.

Biography selected for inclusion in the 29<sup>th</sup> Edition of the Dictionary of International Biography, 2001.

Biography selected for inclusion in the 7<sup>th</sup> Edition of Marquis Who's Who Among America's Teachers, 2002.

Biography selected for inclusion in Strathmore's Who's Who, 2002-03.

Biography selected for inclusion in The United Who's Who Registry, 2002-03.

Biography selected for inclusion in Great Minds of the 21<sup>st</sup> Century, American Biographical Institute, Inc., 2004.

Biography selected for inclusion in the 9<sup>th</sup> Edition of Marquis Who's Who Among America's Teachers, 2004-2005.

Received 2006 Robert Picard Award for the most significant contribution to the field of media management and economics. (Alan B. Albarran, Sylvia M. Chan-Olmsted, and Michael O. Wirth (2006). *Handbook of Media Management and Economics*. Eds., AEJMC Media Management and Economics Division).

Biography selected for inclusion in the International Academy for Media Management's Who's Who of World's Leading Experts in IDTV, Media Management and Economics, 2007.

Biography selected for inclusion in the 8<sup>th</sup> Edition of Marquis Who's Who in American Education, 2007-2008.

Named JMC Leadership Institute Fellow, Association of Schools of Journalism and Mass Communication, 2007-08.

Participant, Introduction Knoxville, 2008.

Biography selected for inclusion in 26<sup>th</sup> Edition of Marquis Who's Who in the World, 2009.

Biography selected for inclusion in the 30<sup>th</sup> Edition of Marquis Who's Who in the World: 2013, 2014, 2015, 2016.

Biography selected for inclusion in various editions of Marquis Who's Who in America: 2009, 2013, 2014, 2015, 2016 & 2021.

Family Tree Award, McGowen/Wirth Family, University of Nebraska Alumni Association, May 4, 2017

Phi Kappa Phi Honor Society, inducted on April 18, 2017.

Received Broadcast Education Association, Distinguished Education Service Award (DESA), April 15, 2021.

Received University of Tennessee, Knoxville, Distinguished Service Award in recognition of service as Dean of the College of Communication and Information from 2006-2021, May 13, 2021.

Biography selected for inclusion in Zvezdan Vukanovic (2022 forthcoming). *The Oxford International Who Is Who of High-Impact Researchers in Media and Internet Economics and Management*.