

CURRICULUM VITAE

**ROBERT J. PONDILLO, PH.D.,
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EDUCATION:

Ph.D., Mass Communication, University of Wisconsin—Madison, May 2003
MA, Mass Communication, University of Wisconsin—Milwaukee, December 1998
BA (cum laude) Government, “With Honors”—Ohio University, Athens, June 1973
BS (cum laude) Mass Communication—Ohio University, Athens, June 1973

TEACHING EXPERIENCE:

Graduate College Faculty, October 2004
Honors College Faculty, September 2004
Images of God in the American Media, Honors class, summer 2004. Graduate class, summer 2005
Understanding Mass Media (large intro class), Middle Tennessee State University, fall 2003-2004. Honors class, spring 2005
Mass Media History and American Culture, Middle Tennessee State University, spring 2002-2004
Electronic Media Journalism (News II), writing and production, Middle Tennessee State University, fall/spring 2000-2003, spring 2004, 2005
Electronic Media Journalism (News III), advanced writing and production, Middle Tennessee State University, fall/spring 2000-2004
Mass Media and Society-Contemporary issues, Middle Tennessee State University, summer 2001-2005
Writing for the Electronic Media (non-news), Middle Tennessee State University, fall 2000
Writing for the Electronic Media for non-majors (telecourse), Middle Tennessee State University, summer 2002
Multiple University/student citations as “a person at MTSU who makes a real difference in the lives of . . . students,” June 2001, June 2004
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Broadcast News Writing, University of Wisconsin - Madison, 1999-2000
Journalism Writing and Reporting, University of Wisconsin-Madison, 1998-1999
Summer instructor in Radio-TV Broadcasting, American Collegiate Adventures high school program, 1998-1999
Media Writing, TA, University of Wisconsin - Milwaukee, 1996-1997
Public school substitute teacher, Cedarburg, WI school system, 1995-1996
Assistant coach, speech team, Cedarburg High School, Cedarburg, WI, 1995-1996

SCHOLARLY PAPERS - SEMINARS - PRESENTATIONS - PANEL DISCUSSIONS:

“Censorship and Race in Fifties Television.” History Division, Association for Education in Journalism and Mass Communication, August 2005, San Antonio, TX.

“Truth or Dare: Making Television News Relevant to 21st Century College-Age Students.” Panel discussant at Broadcast Educators Association Convention, April 2005, Las Vegas, NV. (Topic: “News Ain’t What It Used To Be! The Notion of ‘Objectivity’ and ‘Truth’ in Postmodern Times.”)

“Forget Objectivity! Be a POMO!” Collegiate Broadcasters Association Convention, invited guest speaker, November 2004, Nashville, TN.

“Where Has All the Fun Gone in Radio?”, Collegiate Broadcasters Association Convention, invited guest speaker, November 2004, Nashville, TN.

“Power, Ideology, and Racism in Postwar U.S. Television.” Guest faculty lecturer, Middle Tennessee State University, September 2004, Honors College Lecture Series in Popular Culture.

“Censorship in Postwar U.S. Network Television.” Faculty/graduate seminar presentation, Glasgow Caledonian University, Division of Media and Culture, March 2004, Glasgow, Scotland – UK.

“Of Sin and Sensuality: Eroticized Programming Censorship at NBC-TV, 1948-60.” First place, History Division, Broadcast Education Association Convention, April 2004, Las Vegas, NV.

“Electronic Media News Coverage of the War in Iraq: What Effect Does ‘Embedding’ Have on the Ability of Journalists to Flesh Out Truth?” Panel discussant at the Broadcast Educators Association Convention, April 2004, Las Vegas, NV. (Topic: “Embedding and the History of News.”)

“Sex and Censorship on Postwar American Television.” History Division, Association for Education in Journalism and Mass Communication, August 2003, Kansas City, MO.

“The ‘Secret Life’ of Stockton Helffrich: America’s First Network Television Censor.” American Journalism Historians Association, October 2002, Nashville, TN.

“A ‘Legion of Decency’ for Early Television? The Catholic Morality Code for TV that Didn’t Happen.” History Division (runner-up, “Best Faculty Paper”), Association for Education in Journalism and Mass Communication, August 2001, Washington, DC.

“Postwar American Television and Social Censorship in the 1950s.” Visiting scholars program, The Ohio University, Athens, Ohio. Seminar class presentation, fall 2001.

“KVUE-TV’s ‘Crime Guidelines’ and Unconscious Racism: A Case Study.” Media and Culture Division, Association for Education in Journalism and Mass Communication, August 1999, New Orleans, LA. Also presented at the Midwest Graduate Communication Conference, University of Iowa, April 1999.

“Public Life, Community Integration and the Mass Media: The Empirical Turn,” co-authored with Friedland, Kang and Campbell; Association for Education in Journalism and Mass Communication, August 1999, New Orleans, LA.

“The Chicago Television ‘Holy War’ of 1956-1957.” History Division (runner-up, “Best Grad Student Paper”), Association for Education in Journalism and Mass Communication, August 1998, Baltimore, MD.

“Rod Serling’s Hegemony Zone.” History Division, Association for Education in Journalism and Mass Communication, August 1997, Chicago, IL.

“Preaching to the Choir: African American Elders Producing Public Access Television,” with Karen Riggs. Association for Education in Journalism and Mass Communication, August 1997, Chicago, IL. (Note: A later version of this paper became a chapter in Dr. Riggs’ book, *Mature Audiences: Television in the Lives of Elders*, Rutgers University Press, 1998.)

PUBLICATIONS:

Books:

Terrified by the Tube: Television Censorship in America. Presently under contract with Praeger Publishers, Westport CT. Final manuscript due 1 February 2006.

Stephen L. Vaughn, editor, Robert Pondillo et al., contributing editors, *Encyclopedia of American Journalism History*, New York: Routledge, 2008. (In press).

Articles:

“Racial Discourse and Censorship on NBC-TV, 1948-1960.” Special theme issue of on “African Americans in Film and Television: Twentieth Century Lessons for a New Millennium.” *The Journal of Popular Film and Television*, 2005 (in press.)

“Chicago TV’s Winter of Violence—1952-53: A View from the 21st Century.” *Television Quarterly*, winter 2004.

“You Can’t SING *THAT* on TV! What happened 50-years ago when NBC, New York said ‘okay,’ but WWJ-TV, Detroit said ‘no way!’” *Television Quarterly*, spring 2003.

“Rod Serling’s ‘The Censorship Zone’: How a sponsor diluted a powerful civil rights script and turned it into a critical and popular failure.” *Television Quarterly*, spring 2002.

“A ‘Legion of Decency’ for Early Television? The Catholic Morality Code for TV that didn’t happen.” *Television Quarterly*, fall 2001.

Book Reviews:

Famous American Crimes and Trials: Volume 3 (1913-1959). *American Journalism*, spring 2005 (in press).

The Money Shot: Trash, Class, and the Making of TV Talk Shows. *Television Quarterly*, spring 2003.

‘I Watched a Wild Hog Eat My Baby!’ A Colorful History of Tabloids and their Cultural Impact. *Journalism History*, fall 2002.

Vulgarians at the Gate: Trash TV and Raunch Radio — Raising the Standards of Popular Culture. *Journalism and Mass Communication Quarterly*, winter 2001.

Electronic Publications:

“Saving Nat ‘King’ Cole: A media historian suggests an intriguing reason NBC never gave up on Cole’s doomed 1957 TV variety show.” *Television Quarterly*, spring 2005. <<http://www.tvquarterly.com>>

“‘Getting’ Jiggy?’ CNN’s ‘Hip Hop’ Headline News Idea and How One College Journalism Class Dealt with It.” *Feedback*, February 2003, Vol. 44, No. 1, pp. 19-22. <<http://www.beaweb.org>>

Stephen L. Vaughn, editor, Robert Pondillo et al., contributing editors, *New Communication Technologies, Their History and Social Influence: An Annotated Bibliography* (Madison, Wis.: The University of Wisconsin Libraries, 2000). <<http://newcomm.library.wisc.edu/project.htm>>

CREATIVE / PERFORMANCE HIGHLIGHTS:

1987-1989: WNBC, writer/producer/talent, New York, NY

1986-1987: Producer/writer, ABC Radio Networks, New York, NY

1982: WCPX-TV, movie reviewer, Orlando, FL

1981: Writer/talent, *MAG*, TV pilot, Columbia Pictures TV, Los Angeles, CA

1981: Writer/producer/talent, *Entertainment Tonight*, Paramount TV, Los Angeles, CA

1977-1980: WEWS-TV, producer/talent, writer/feature reporter, Cleveland, O.

1974-1975: USIA - Voice of America, Washington, DC, English Broadcast Division, talent/writer.

HONORS/FELLOWSHIPS:

2005: Faculty Leadership Academy certification, Middle Tennessee State University, Murfreesboro, TN

2002: Inducted into the Radio and Television Broadcasters Hall of Fame, Akron, Ohio

1998-2000: Louise Elizabeth George Fellowship in Journalism and Mass Communication.
University of Wisconsin-Madison

1999-2000: H.V. Kaltenbourn Fellowship in Journalism and Mass Communication.
University of Wisconsin-Madison

1979-1981: Four local Emmy awards, TV writing/production, WEWS-TV, Cleveland, Ohio

BROADCASTING CAREER (1966-1999)

WNIO-AM, Niles, OH	WBBW-AM, Youngstown, OH
WKBN-AM-FM-TV, Youngstown, OH	WATH-AM, Athens, OH
WOUB-AM-FM-TV, Athens, OH	WLGN-AM, Logan, OH
WHLO-AM, Akron, OH	Voice of America, Washington DC
WWDC-AM, Washington DC	WRFD-AM, Columbus, OH
WGAR-AM, Cleveland, OH	WEWS-TV, Cleveland, OH
Columbia Pictures Television, Los Angeles, CA	Paramount Pictures Television, Los Angeles, CA
WKIS-AM, Orlando, FL	WCPX-TV, Orlando, FL
American Comedy Network, Bridgeport, CT*	WRKI-FM, Danbury, CT
ABC Radio Networks, New York, NY	WNBC-AM, New York, NY
WZMX-FM, Hartford, CT	WMIL/WOKYAM-FM, Milwaukee, WI
WOLX-FM, Madison,	WIBA-AM, Madison, WI

*Co-founder, Vice President/Creative Director (1983-1990).