

STEVEN D. GORDON
Ithaca, New York
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AREAS OF INSTRUCTIONAL EXPERTISE

Television/media writing; production; television program development; screenwriting; computer mediated learning and collaboration.

EMPLOYMENT HISTORY

ITHACA COLLEGE Ithaca, NY

8/08-present: Assistant Professor, Department of Television-Radio.

Courses taught include: Development and Production Process for Film and Television; Fiction Field Production; Introduction to Screenwriting; Television Field Production.

Produce the Golden Doorknob Awards, a short film competition.

HOLLYWOOD CREATIVE CONNECTION

10/04-Present: Founding Partner

Responsible for development, growth and management of a web-based consultation company (www.hollywoodcreativeconnection.com) providing analysis and career consultation for writers, directors and actors. Hollywood College Advisory, a division of HCC, provides consultation for film and television professors at the college level.

STATE UNIVERSITY OF NEW YORK AT CORTLAND

8/07-6/08: Visiting Assistant Professor, Department of Communication Studies,

Taught courses in the area of media writing and production. Mentored students interested in radio and television production. Assisted students in applying for grants and internships. Enhanced traditional instruction through the integration of e-learning tools.

Courses Taught: Introduction to Media Writing; Intermediate Writing for Radio and Television; Mass Media and Society; Intermediate Television Field Production.

ITHACA COLLEGE Ithaca, NY

9/06-5/07: Graduate Assistant, Roy H. Park School of Communication

Guest lecturer for select undergraduate courses. Consultant to the Dean, "Imagination Awards"-national competition in digital arts.

STATE UNIVERSITY OF NEW YORK AT CORTLAND Cortland, NY

3/06-5/07: Instructor-Department of Communication Studies

Taught course in Intermediate Writing for Radio and Television.

VIACOM PRODUCTIONS Los Angeles, CA

7/99-9/04: Executive Vice President, Creative Affairs

Responsible for development and production of all dramatic and comedy series, as well as movies made for television. Reported to president and supervised seven producers and a staff of nine. Series included "Ed" NBC, "Jake 2.0" (UPN), "The Division" (Lifetime) and "The 4400" (USA).

VIACOM PRODUCTIONS Los Angeles, CA

7/91-7/99: Senior Vice President, Creative Affairs

Projects produced included seven weekly series. Projects developed include: "Sabrina, the Teenage Witch" (ABC, WB), the Company's most successful episodic series.

UNIVERSITY OF CALIFORNIA, Los Angeles, CA

9/91-12/94: Extension Program Instructor, School of Film and Television

Taught "Television Program Development" which included elements of writing, script analysis and production for series and movies.

VIACOM PRODUCTIONS Los Angeles, CA

7/89 -7/91: Vice President, Drama

Reported to the President and supervised six producers with a staff of eight. Projects in production and/or development included: six network series: 11 movies for network television and three features for Viacom Pictures.

VIACOM PRODUCTIONS New York, NY

10/86 -7/89: Director of Program Development

Responsible for development of network and cable programming from New York based writers and producers. Established East Coast Story Department and developed properties including CITIZEN COHN for HBO.

VIACOM ENTERPRISES Los Angeles, CA

8/84-10/86: Director of Program Development and Production

Responsible for development and production of all first-run syndication programming.

Reported to Executive Vice President of Development. Programs developed and produced included: COMEDY BREAK (late night, 130 episodes); STAR GAMES (prime-time,); HONEYMOONERS, two-hour special for NBC and 57 episodes of HONEYMOONERS, THE LOST EPISODES (restoration and editing supervision) for Showtime and national syndication.

KMDY 850 AM Thousand Oaks, CA

5/83-8/84: General Manager

Responsibilities included supervision of programming, sales, and marketing of the nation's third all-comedy radio station. Involved with concept from the development stage.

Responsible for national publicity and marketing effort. Successfully established concept in the Los Angeles marketplace.

SUNN CLASSIC PICTURES, INC. (A Division of TAFT Entertainment) Los Angeles, CA

3/82-3/83: Director of Program Development

Reported to Executive Vice President of Development. Responsible for development of properties for theatrical and broadcast production. Theatrical CUJO and syndicated series LAUGH TRAX (Howie Mandel's first series) were produced.

COMPANY II PRODUCTIONS, LTD. Los Angeles, CA

2/81-2/82: Associate Producer

Provided production coordination for several nationally syndicated television specials.

Additional responsibilities included development research; script analysis; proposal and synopsis writing.

R&R ADVERTISING Las Vegas, NV

5/79-1/81: Account Executive

Duties included: sales; marketing; creation and supervision of all advertising production.

Clients included national hotel/casino and entertainment accounts.

DEL WEBB'S SAHARA HOTEL/CASINO Reno, NV

1/78-5/79: Director of Advertising, Publicity and Promotion

Responsible for implementation of all marketing, advertising, publicity and promotional efforts. Youngest department head in history of corporation. Responsible for multi-million dollar marketing budget. Promoted from Director of Publicity.

EDUCATION

M.S. Communication Studies Ithaca College [May 2008]

B.S. Hotel Administration University of Nevada, Las Vegas [Dec. 1978]

RESEARCH INTERESTS

Blended learning environments

Diversity and multiculturalism

SCHOLARLY AND CREATIVE WORKS

“Creating Concepts for Television Using CML”;
Ithaca College (in progress).

Panelist, “Is it Ethical to Graduate More Film and Television Students Than the Industry Can Employ?” 2009 Convention of the Broadcast Education Association

Co-executive Producer, co-director, “Good Grief” seven episode series for Rocky Mountain PBS, 2008

Media Presentation, Ithaca Motion Picture Project; writer, producer, director. Presentation for non-profit establishing regional film center in Ithaca, 2008.

Producer and panelist, "Navigating You Tube and Other Digital "Star- makers", 2008
Convention of the Broadcast Education Association, Las Vegas, Nevada.

Executive Producer, "Porch Light" non-profit film produced for PBS South Dakota, Center for Disease Control and South Department of AIDS Education.

Creative Executive-in-charge of over 2,000 hours of television programming, 1984-2004.

GRANTS AND OTHER WORKS:

Participant, Award Recipient, Provost's Summer Diversity Institute, Cortland State University

SERVICE

ACADEMY OF TELEVISION ARTS AND SCIENCES, Los Angeles, CA

3/86-present: Educational Programs and Services Committee.

Producer, National College Film and Television Festival Screenings.

Mentor, (2008) College Television Award's winners from various schools including: N.Y.U.; U.C.L.A.; Columbia and Cornell University.

Host: Faculty Seminars. Produced annual "Viacom Production Meeting", annually ranked by professors as "best seminar" in series.

Mentor: Student internship program. Provided internship opportunities to 11 students.

Eventual job placement included: working writer, director, agent and vice president of current programming at a major network.

FINGER LAKES ENVIRONMENTAL FILM FESTIVAL, Ithaca, New York.

2/07-present: Consultant

Author: "Strategic Marketing Plan"

Special guest, presenter: "How to Festival"

Producer, moderator workshop, "Getting your Break" (2007, '08, '09).

CORNELL UNIVERSITY NEIGHBORHOOD COUNCIL

5/08 to 5/09: Representative, Cayuga Heights Village.

HISTORIC ITHACA

1/07-present: Consultant

ITHACA MOTION PICTURE PROJECT

1/08-present: Advisory Board

Academy of Television Arts and Sciences

4/06-12/06 Editorial Board, Princeton Review Guide to Film and Television Schools, 2007.

Academy of Television Arts and Sciences

12/05-8/06 Marketing Committee, new Promotional Video for Academy and Academy Foundation.

CURESEARCH, NATIONAL CHILDHOOD CANCER FOUNDATION

8/05 to 9/06: Senior Advisor

Scope of work included: consultation on fund-raising, event production, sponsorship, major gifts and governmental relations.

ITHACA COLLEGE Ithaca, NY

Spring, 2007: Search Committee Graduate Representative

search committee for new faculty member in instructional media.

National Childhood Cancer Foundation

4/03-present: Founder and Chair, 4 Paws For A Cure,
national dog walk for childhood cancer research

7/02 -7/05: Board Member: Development Committee; Government Affairs and Public
Policy Committee

4/03-4/04: L.A. Organizer, St Baldrick's Day - head shaving charity event.

PROFESSIONAL AFFILIATIONS

Member, Academy of Television Arts and Sciences, Program Executives peer Group.

Member, National Academy of Television Arts and Sciences

Member, Broadcast Education Association

Member, International Association of Business Communicators

Member, Sigma Iota Epsilon, National Management Honorary Fraternity

Member, American Marketing Association