

# **GORDON C. WEBB**

## Permanent Address:

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## **EDUCATIONAL BACKGROUND**

- 1983 Master of Science in Communications, Ithaca College, Ithaca, New York
- 1969 Bachelor of Science in Speech & Dramatic Art, Syracuse University, Syracuse, New York

## **WORK EXPERIENCE**

### Full-Time

- 1990 - 2007 Assistant Professor, Roy H. Park School of Communications, Ithaca College, Ithaca, New York; taught undergraduate students in a variety of course areas; served as academic advisor to approx. 40 students per semester (see *Special Competencies: University Courses Taught*)
- 1985 - 1990 Producer/Director, Educational Television Center, Media Services, Cornell University, Ithaca, New York; wrote, produced and directed video programs for broadcast television, instructional use and promotional purposes; consulted with clients (Cornell faculty, Cooperative Extension staff, students and members of the community) on media selection, production style and budget development
- 1975 - 1985 Supervisor, Radio Center, Media Services, Cornell University, Ithaca, New York; managed modern audio production/post-production/duplication facility, including administration of \$200,000 annual budget; wrote and produced radio programs, video soundtracks and multi-image presentations
- 1970 - 1975 Radio Editor, Department of Communication Arts, Cornell University, Ithaca, New York; produced radio interviews and wrote radio scripts on a wide variety of topics for distribution throughout New York State; reshaped Cornell's radio programming -- resulting in expanded coverage... including creation of a 24-hour CONSUMER INFORMATION NETWORK -- used by more than 450 radio stations nationwide

Part-Time

- Dec., 1992 - Aug., 1993      Staff Announcer, WHCU AM/Lite-97 FM; announcer/board operator at all-news, C.B.S. network affiliate, Ithaca, N. Y.
- Fall, 1990      Lecturer, Department of Communication, Cornell University, Ithaca, New York; taught "Television Writing and Production"
- Sept. 1987      Co-leader, Radio Workshops in Nigeria, West Africa sponsored by United States Information Agency (U.S.I.A.) and the Nigerian Union of Journalists; taught a series of radio training seminars throughout Nigeria
- 1981; 1983-1985      Lecturer, School of Communications at Ithaca College; taught "Media Writing" as an adjunct faculty member
- 1968 - 1969      Staff Announcer, WKRT AM-FM, Cortland, New York; had daily air shift, including music, news, sports and commercial production
- Summer 1967      Staff announcer, WIQT, Horseheads, New York; had daily air shift

**CREATIVE PROJECTS****Scripts**

- "Steal Away: A Slave's Journey on the Underground Railroad" – original "surround-sound" audio docu-drama (see also *Audio Productions*)
- "Never Too Late" -- original feature-length screenplay
- "Happytime Manor" -- original feature-length screenplay
- "Vendetta" -- original feature-length screenplay
- "Love Potion" -- short film script
- "Fort Hughes" -- teleplay for *Walker, Texas Ranger* (spec)

**Publications**

- "Thirty Years Later: Rod Serling's Planet of the Apes," *Creative Screenwriting Journal*, July-August, 1998

*Same article also published in:*

- Woods, Paul A. The Planet of the Apes Chronicles, Plexus Publishing Company, London (2000)

"The Write Way," an interactive computer resource for screenwriters, including formatting, marketing tips, lists of agents, producers, etc. (collaborator)

"Pronunciation Guide for Tompkins County," published by School of Communications, Ithaca College

"Course in Broadcast Journalism," produced by Finger Lakes Productions as part of Eastman Kodak's "environMinute" radio series; a package of training materials for high school students including five units, leader's guides and audiocassette

"Tuning In - Saves Energy, Saves Dollars," Extension Service Review, November/December 1977, Washington, D. C.

"Preparing Copy for Radio;" "Your Approach to Radio;" and "Appearing on a Talk Show," published by the Department of Communication Arts, Cornell

### **Papers Presented at Professional Meetings**

"*The Twilight Zone* on Videotape: Is the Medium the Message?" Rod Serling Conference, Ithaca College, Ithaca, NY - 2009

"Rod Serling's *Planet of the Apes*," Rod Serling Conference, Ithaca College, Ithaca, NY - 2006

Panelist: "Copyright or Copywrong," Broadcast Education Association (B.E.A.) Annual Convention, Las Vegas, Nevada - 2004

Moderator, Technical Panel: "Surround Sound Audio for Radio, TV and New Media," B.E.A. Annual Convention, Las Vegas, Nevada - 2003

Chairman, Radio-TV Workshop, National Conference, Agricultural Communicators in Education (ACE), University of California at Berkeley -- 1980

"Producing an Effective Radio Jingle," National Conference, ACE, Univ of Delaware -1979

"Radio News Actualities," National Conference, ACE, Utah State University - 1977

Moderator, "Radio-TV Technical Session," National Conference, ACE - 1977

"A Multi-Media Energy Conservation Campaign," National Conference, ACE - 1977

### **Video Productions**

"London Center Promo" -- short video produced for use on the Ithaca College London Center website: <http://www.ithaca.edu/london/> (2007)

"Football Promos" (three 60-second TV commercials) -- written and produced to promote Ithaca College during a game aired on the Northeast Regional Cable Network (1994)

"Be Somebody" (27-minutes) -- video program with workbook for teenagers, promoting responsible use of alcohol; scripting, casting, directing and editing (1990)

"Electrical Fundamentals" (22-minutes) -- three-part training video for adult 4-H leaders, providing basic knowledge about electricity; scripting, shooting and editing (1990)

"Anaerobic Digestion - Is it Right for Your Farm?" (22-minutes) -- educational program produced for the agricultural community; scripting, shooting and editing (1989)

"Cornell Football 1989" (14-minutes) -- season highlight tape used by coaches to recruit potential Cornell football players; as producer, supervised shooting of all home and away games (three cameras), as well as post-production/editing

"Scouting for Common Alfalfa Diseases in New York State" (14-minutes) -- instructional video designed to help identify common diseases (1989)

"Nutrition for Life, Grades 9-12" (10-minutes) -- promotional video for educational series; responsible for scripting, shooting and post-production (1988)

"Nutrition for Life, Grades 7-8" (9-minutes) -- same as above (1987)

"Meeting the Challenge" (11-minutes) -- promotional video used to initiate new program planning system for Cornell Cooperative Extension; scripting, shooting and post-production (1987)

"Keys to Soil Taxonomy" (32-minutes) -- instructional program for soil scientists, produced in English, French and Spanish; handled post-production, based on filming and script prepared by subject-matter expert (1986)

### **Multi-Media Productions**

"Ithaca College Centennial Gala" -- wrote and produced New Year's Eve presentation, featuring multi-media show (6 projectors) with laser effects and live actors (1992)

"Fantasy Aisle-land" (12 slide projectors w/surround-sound) -- produced for the Cornell University exhibit at the New York State Fair; responsible for original script as well as supervision of photography/graphics, production of stereo surround-sound audio track, and programming of multi-image equipment (1989)

"Agents of Change" (9 slide projectors) -- shows the contributions of Cornell Cooperative Extension agents over the years; responsible for production of stereo soundtrack and programming of multi-image equipment (1986)

"Creative Reflections" (9 slide projectors & 16mm film) -- produced for showing at the annual Ithaca Arts Festival; responsible for all aspects of production; including interviews with 10 artists, photography, stereo soundtrack production and directing of multi-image presentation (1984)

"Foundation for the Future" (9 slide projectors) -- produced for the 75th Anniversary of the New York State Agricultural Society; responsible for soundtrack production and multi-image programming (1982)

"Service to the People" (6 slide projectors and 16mm film) -- produced for 75th anniversary of the N.Y.S. College of Agriculture and Life Sciences at Cornell University; responsible for soundtrack production and multi-image programming (1979)

### **Radio Productions**

"Pledge-Break Alternatives" -- series of humorous promos for public radio stations; responsible for writing and produced -- including professional actors (2004)

"Save Energy, Save Dollars" -- 20 public service announcements in situation-comedy style - - distributed throughout New York by Cornell Cooperative Extension and seven other states; responsible for writing, casting, directing and sound production (1977)

"Environment in the Seventies" -- 13-part discussion series selected for syndication by National Public Radio; responsible for production and editing (1974)

"Flood Damage Prevention" -- 10-part documentary series produced following Hurricane Agnes; responsible for interviewing experts, writing and production (1972)

Radio/TV interviews: Buck Houghton, Producer, *The Twilight Zone*; bandleader Count Basie; Jazz Musician Milt Jackson (Modern Jazz Quartet); blues singer Henry Gray; cartoonists Johnny Hart (*B. C.* and *The Wizard of Id*) and Brant Parker (*The Wizard of Id*); U. S. Senator Jacob Javits, plus more than 750 other interviews with Cornell University faculty, staff and Cooperative Extension personnel

### **Audio Productions**

"Steal Away" -- *writer/producer/director* -- docu-drama of a young slave's journey on the Underground Railroad; mixed in Dolby 5.1 surround-sound format (2001)

- "Breaking the News" -- *sound designer* for short dramatic film produced by Park Productions (1999)
- "Dream Street" -- *producer/mixer* -- *original music* for 30-minute video documentary
- "Hopper for Hire" -- *sound designer* for original, 90-minute live, staged radio play (1992)
- "Ten Little Indians" -- *sound designer* for the Hangar Theater, Ithaca, N.Y.; responsible for recording original music score, as well as production of all sound elements for theatrical production (1991)
- "Geographical Fugue," *audio producer/mixer* for one-hour video documentary of the Cornell University Glee Club's tour in Asia; responsible for field and concert recordings in Singapore, Beijing, Shanghai and Hong Kong, as well as digital post-production mixing of soundtrack (1989)
- "Nutrition for Life, Part I & II" -- audiocassette component of training kit produced for primary (I) and secondary (II) school students; responsible for writing, recording and post-production (1988)

### **AWARDS AND HONORS**

- 2004 – *Award of Excellence* (Promo, PSA or Commercial), Faculty Audio Competition - Broadcast Education Association (B.E.A.)
- 2003 - *Quarterfinalist*, Expo 2 Screenwriting Competition, sponsored by *Creative Screenwriting* magazine
- 2003 - *Best in its Category* (Long Form Audio Production), Faculty Production Competition (B.E.A.)
- 2002 - *Quarter Finalist*, "Fade In" Magazine's 7th Annual Scriptwriting Awards
- 2002 - *Outstanding Single Public Affairs Program*, New York State Broadcasters Association (N.Y.S.B.A.)
- 1998 - *Honorable Mention* -- Television/Movie Script, Writers Digest Writing Competition
- 1997 - *Semi-finalist*, America's Best Competition -- Screenplay category
- 1990 - *Finalist*, Golden Reel Awards, International Television Association (I.T.V.A.)
- 1987 - *Certificate for Highest Achievement in Advancing the Work of Cooperative Extension*, Epsilon Sigma Phi – National Extension Service Fraternity
- 1987 - *Gabriel Award*, National Catholic Broadcasters Association
- 1987 - *Gold Medal Award*, Council for the Advancement and Support of Education (C.A.S.E)
- 1987 - *Finalist*, International Radio Festival
- 1986 - *Award of Achievement*, 9<sup>th</sup> Annual Audio-Visual Competition, Society for Technical Communication
- 1986 - *Outstanding Public Service Campaign*, N.Y.S.B.A.
- 1985 - *Gold Medal Award*, C.A.S.E.
- 1982 - *Finalist*, Clio Awards
- 1982 - *Best Public Service Campaign*, N.Y.S.B.A.
- 1982 - *Best Public Service Announcement*, Agricultural Communicators in Education (A.C.E.)
- 1980 - *Award for Best Small Market Radio Commercial*, N.Y.S.B.A.
- 1979 - *Second Place*, Golden Mirror Awards for Credit Union radio commercials

1979 - *Pioneer Award* (Northeast Region), A.C.E.

## **OTHER WORK-RELATED ACTIVITIES**

### **Freelance Production/Narration**

“Cornell Laboratory of Ornithology” -- narrator, in-house videos produced for showing in the theater at Sapsucker Woods Road (Ithaca) and for PBS/DVD programs (2003)

"The environMinute" -- narrated daily one-minute environmental tip, sponsored by Eastman Kodak, and syndicated to radio stations in the U. S. and Canada

"Roxanne Reports" -- narrated monthly audiocassette newsletter on cancer research distributed to 2,000 Oncologists each month

"Food Safety" -- narrated interactive CD-ROM for Dept. of Food Science, Cornell University

Radio Commercials: *U. S. Army, Timespell, Cornell Federal Credit Union, Tompkins Trust Company, Hangar Theater, Audrey Edelman & Assoc. Real Estate, and many others*

## **SPECIAL COMPETENCIES**

### **University Courses Taught**

Introduction to Broadcast Production

Dramatic Scriptwriting

Television Producing and Directing

Television Writing and Production

Radio Writing and Production

The Rod Serling Era

Selected Topics: Voice Techniques for Television, Radio & Narration

Radio Journalism Workshop

Audio Production Techniques

Advanced Audio Production

Daytime Serial Drama Production

Dimension of Imagination: Rod

Serling (London – 2006)

Screenwriting

Media Writing

Video Workshop

Radio Journalism

Audio Workshop

### **Certifications**

F.C.C. Radiotelephone Operator Permit

## **MEMBERSHIPS**

Board of Directors – Rod Serling Memorial Foundation (Binghamton, N.Y.)

Broadcast Education Association (B.E.A.)

International Television Association (I.T.V.A.)

New York State Broadcasters Association, Inc. (N.Y.S.B.A.)

Alpha Epsilon Rho, National Radio-TV Honorary

Sigma Tau Rho, National Speech and Drama Honorary

## **LEISURE ACTIVITIES**

Photography, Collecting Antique Radios, Beer/Wine-making

*References available upon request*