

WILLIAM M. KUNZ

Interdisciplinary Arts & Sciences • University of Washington, Tacoma
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DEGREES AWARDED:

Doctor of Philosophy in Communication & Society, December 1998
University of Oregon

Doctoral Dissertation: “A Political Economic Analysis of Ownership
and Regulation in the Television and Motion Picture Industries.”

Master of Science in Journalism & Communication, June 1994
University of Oregon

Master’s Thesis: “Ideology and the Construction of Cuba in *The New
York Times* and *The Washington Post*.”

Bachelor of Arts in Political Science, May 1984
University of California, Berkeley

FACULTY APPOINTMENTS:

Associate Professor, Interdisciplinary Arts & Sciences, University of
Washington, Tacoma (2007-Present)

Fulbright Professor, Faculty of Law & Letters, University of the Ryukyus,
Okinawa, Japan (October 2009-February 2010)

Assistant Professor, Interdisciplinary Arts & Sciences, University of
Washington, Tacoma (2003-2007)

Graduate Teaching Fellow, School of Journalism & Communication,
University of Oregon (1993-1997)

ADMINISTRATIVE APPOINTMENTS:

Interdisciplinary Arts & Sciences, University of Washington Tacoma

2009-2013 Assistant Director

Coordinate four majors (American Studies, Arts, Media and
Culture, Communication and Writing Studies) and one minor
(Museum Studies) within a non-departmentalized program. Serve
as the liaison between full-time and part-time faculty in these
majors and minor and the administrative leadership group.

WILLIAM M. KUNZ

- Responsible for the development of yearly schedules for major and minor groups as well as humanities and composition courses in first-year core program.
- Spearhead the identification, recruitment and hiring of full-time and part-time lecturers to support majors and minors.
- Collaborate with faculty in the creation of new course proposals and the articulation of curriculum changes and additions. Help shepherd these proposals through the approval process at the program and campus levels.

SCHOLARSHIP & CREATIVE WORK:

PUBLICATIONS:

BOOKS

Kunz, William M. *Culture Conglomerates: Consolidation in the Motion Picture and Television Industries*. Boulder, CO: Rowman & Littlefield Publishers, Inc., June 2006. 272 pp.

JOURNAL ARTICLES (PEER REVIEWED)

Kunz, William M. "FCC Studies of the Television Marketplace under George W. Bush: Flawed Measurements and Invalid Conclusions." *Democratic Communique* (2012), pp 1-21.

Kunz, William M. "Prime Time Island: Television Program and Format Importation into the United States." *Television and New Media* 11:4 (2010), pp 308-324.

Kunz, William M. "Prime Time Television Program Ownership in a Post-Fin/Syn World." *Journal of Broadcasting and Electronic Media* 54:4 (2009), pp 636-651.

Wanta, Wayne and William M. Kunz. "The Impact of the Baseball Strike on Newspapers." *Journalism and Mass Communication Quarterly* (1997), pp 184-194.

Kunz, William M. "Network News and the Myths of the Vietnam War." *Visual Communication Quarterly* 1:1 (1994), pp 10-12.

BOOK CHAPTERS & ENTRIES

WILLIAM M. KUNZ

Kunz, William M. "Diversification in Media Markets." In *The International Encyclopedia of Communication*. Oxford: Blackwell Publishing, 2008. Revised and updated, 2010.

Kunz, William M. "Forms of Media Corporations." In *The International Encyclopedia of Communication*. Oxford: Blackwell Publishing, 2008. Revised and updated, 2010.

Kunz, William M. "Conglomeration and Media Monopolies." In *Battleground The Media*. Edited by Robin Anderson and Jonathan Gray. Westport, CT: Greenwood Press, 2008, pp 97-103.

McMillan, Sally, Macy Guppy, William M. Kunz and Raul Reis. "Public Journalism: What Difference Does It Make to Editorial Content?" In *Assessing Public Journalism*. Edited by Edmund Lambeth, Philip Meyer and Esther Thorson. Columbia, MO: University of Missouri Press, 1998, pp 178-190.

CONFERENCE PAPERS:

William M. Kunz. "The Price is Wrong: Sports Networks in the 21st Century," What Is Television? Conference, March 2012.

William M. Kunz. "FCC Analysis of Prime Time Programming and Cable Services: Flawed Measurements and Unsupported Conclusions," Academic Symposium for Scholars, National Conference on Media Reform, June 2008.

William M. Kunz, "A One-Way Flow: Prime Time Television Program Ownership in the United States," International Association of Media and Communication Research (IAMCR) Conference, July 2007.

William M. Kunz, "International Television Flow: The Visible Hand of the State," Broadcast Education Association (BEA) Conference, April 2007.

William M. Kunz, "Diversity or Multiplicity: The Control of Cable Television in an Era of Deregulation," Union for Democratic Communication (UDC) Conference, May 2006.

William M. Kunz, "Narrative Theory and a Deeper Understanding of How Television Stories Are Told and Shot," International Communication Association (ICA) Conference, May 2005, Visual Communication Interest Group.

William M. Kunz, "Media Literacy in the Belly of the Beast: Developing Critical Thinkers for the Television Profession," University and

WILLIAM M. KUNZ

Community International Conference, Cienfuegos, Cuba, January 2005.

William M. Kunz, "A Historical Analysis of the Ownership of Prime Time Programming: 1976-77 thru 2003-04," Union for Democratic Communications (UDC) Conference, April 2004.

William M. Kunz and Alan G. Stavitsky, "The Construction of Cuba in *The New York Times* and *The Washington Post*," Association for Education in Journalism and Mass Communication (AEJMC) Convention, August 1996, International Communication Division.

Sally McMillan, Macy Guppy, William M. Kunz and Raul Reis, "A Defining Moment: Who Says What about Public Journalism," Association for Education in Journalism and Mass Communication (AEJMC) Convention, August 1996, Civic Journalism Interest Group.

William M. Kunz, "Cultural Survival and Renewal in the Age of Satellites: The Inuit of Canada and AsiaSat," Broadcast Education Association (BEA) Convention, April 1996, International Division.

William M. Kunz, "Radio Marti: The Defacto Voice of the Cuban Exile Community," Association for Education in Journalism and Mass Communication (AEJMC) Convention, August 1994, International Communication Division.

William M. Kunz, "Network News and the Vietnam War, A New Look at Old Myths," Association for Education in Journalism and Mass Communication (AEJMC) Convention, August 1993, Radio-Television Journalism Division.

INVITED PRESENTATIONS

Guest Lecture, "Storytelling & Visual Structure," Contemporary Environmental Issues and the Media (TCOM 310), April 2012

Guest Lecture, "Storytelling" and "Visual Structure", Contemporary Environmental Issues and the Media (TCOM 310), April and May 2011

Keynote, "Sports Television in Media Giants," Symposium on Sports Television at the Global Media Research Center, Southern Illinois University, April 2010

Guest Lecture, "What is News," Intro to Science & Intro to Social Science, (TCORE 112/113), January 2009

Guest Lecture, "Working with the Media," Writing for Social Change (TWRT 465), February 2009

WILLIAM M. KUNZ

Guest Lecture, "Maps of the World and of the Mind: Sports Television and Sports Stories," Themes in Global Honors (T GH 203), April 2008

Guest Lecture, Visual Media in a Computerized World," Computational Problem Solving, (TINST 310), UW Tacoma, November 2007

Presentation, "From *All in the Family* to *The Office*: The Flow of Television Programs into the United States," Celebration of Scholarship, Peninsula College, June 2007

Guest Lectures, Intro to Mass Media (JOURN 101), Intro to Newswriting (JOURN 102) and Digital Movie Making (THTR 165), Pierce College, January 2006

Guest Lecture, "Sports and the Media," Economics of Sports (TSMUS 422), UW Tacoma, April 2005.

Guest Lecture, "Sports on the World Stage," Global Networks, Local Identities (TCOM 430), UW Tacoma, November 2004.

Guest Lecture, "The Olympic Games of Athens: The Grand Experiment & A Remarkable Classroom," UW Tacoma Lecture Series, November 2004.

Guest Lecture, "The Olympic Games of Athens: The Grand Experiment & A Remarkable Classroom," Clover Park High School, October 2004.

Guest Lecture, "Treatment of Mood and Visual Structure," Communication and National Development (TCXIN 460), UW Tacoma, April 2004.

Keynote Address, "From Turner Broadcasting to UW Tacoma: Teaching and Learning Storytelling in a Non-Linear World." 2004 Northwest College and University Council for Management of Educational Technology Annual Conference, April 2004.

TELEVISION EXPERIENCE:

FREELANCE PRODUCER

2004- Contracted with NBC Sports as a day-part producer for the 2004 Olympic Games in Athens, 2006 Olympic Winter Games in Torino, 2008 Olympic Games in Beijing, 2010 Olympic Winter Games in Vancouver and 2012 Olympic Games in London.

- Senior production person for live and tape shows on Bravo, CNBC, MSNBC and USA Network.

WILLIAM M. KUNZ

- Roles include the determination of pre-event elements, development of show formats, coordination of venues timings and feeds, integration of studio and remote talent, and line-producing live shows.
- Responsible for the implementation of an experimental production plan for the 2006 Olympic Winter Games. Produced taped curling shows on CNBC and live gold medal matches on USA Network from New Jersey.
- Recipient of National Sports Emmy Awards for the 2004, 2008 and 2012 Olympic Games and nomination for the 2006 and 2010 Olympic Winter Games.

TURNER SPORTS, INC., Time Warner, Atlanta, GA

2000-2003 VICE PRESIDENT & SENIOR PRODUCER

Lead production person in various special projects, including endeavors with the National Basketball Association and United States Olympic Committee and the coverage of Yao Ming for the 2002 NBA Draft. Responsible for all aspects of the broadcast operation for the 2000 Goodwill Games in Lake Placid, NY and 2001 Goodwill Games in Brisbane, Australia.

- Developed and implemented the production plan for both TNT Sports and the host broadcast operation for the 2001 Goodwill Games. The host feed supplied coverage from 10 venues for TNT in the United States and Nine Network in Australia, as well as an International Summary Show and unilateral broadcasters in China and New Zealand and across Europe and South America.
- Responsible for a \$14.5 million budget for the host broadcast and TNT unilateral operation that came in \$100,000 under budget.
- Created an innovative program schedule for TNT that featured live morning shows and live late night shows in addition to the more traditional tape-delayed prime time shows to address the 14-hour time difference between Brisbane and Atlanta. As a result of this, two-thirds of the program hours included live competition.
- Acted as the primary liaison with Nine Network Australia on all aspects of the Goodwill Games broadcast. Worked with Nine to create live simulcasts of the swimming dual meets between the United States and Australia that were telecast to both nations and featured an integrated announce team.

WILLIAM M. KUNZ

- Served as the primary point of contact with Goodwill Games Brisbane, the local organizing committee, international federations and national governing bodies in Australia as well as Goodwill Games, Inc. in all television related issues, and was an active participant in numerous non-television discussions.
- Recipient of a National Sports Emmy Award nomination for the Goodwill Games.

1998-2000 SENIOR PRODUCER

Responsible for the day-to-day operation of the production unit of Turner Sports, Inc. and programming on TNT, TBS, Turner South and local broadcast outlets.

- Involved in the production of all Turner Sports properties, including the national cable package for the NBA, Goodwill Games, selected golf, figure skating, college and professional football and boxing events and shows, and the local packages for the Atlanta Braves, Hawks and Thrashers.
- Created combined production schedules and day-by-day schedule for production staff and coordinated the hiring of freelance production personnel and talent. Spearheaded staff recruitment, hiring and development.
- Involved in budget development and approval.
- Served as the line producer for the 2000 Winter Goodwill Games in Lake Placid, New York.

1992-1998 FREELANCE PRODUCER

Contracted with Turner Sports, ABC Sports, NBC Sports and ESPN as a senior producer, producer, segment producer, associate producer and writer.

- Contributed to all aspects of pre-production, production and post-production. Responsibilities included the determination of pre-event storylines, development of show formats, coordination of event timings, writing voice-over and on-camera scripts, and line-production and tape-production.
- Shows included the 1998 Goodwill Games, 1998 Olympic Winter Games, World Figure Skating Championships, World Gymnastics Championships, World Track & Field Championships, World Speedskating Championships, Tour de France, 1994 Goodwill Games, 1996 Olympic Games, and Wide World of Sports 35th Anniversary Special.

WILLIAM M. KUNZ

- Recipient of one National Sports Emmy Award from 10 nominations, including an individual nomination for writing.

ABC SPORTS, ABC Television Network, New York, NY

1990-1992 ASSOCIATE PRODUCER

Producer assigned to ABC's Wide World of Sports and a wide breadth of ABC Sports programs, including both live and tape, studio and remote. Involved in all aspects of the show, from the development of stories and event schedules through pre-production, production and post-production.

- Produced theme oriented segments for Emmy Award winning Wide World of Sports 30th Anniversary Special. Wrote both voice-over and on-camera scripts for announcers.
- Pre-produced feature pieces. Directed cameramen in the field, formatted and edited pieces and wrote scripts for announcers. Features ranged from personal profiles to an in-depth look at the decline of the East German swimming program.
- Produced race segments during the Tour de France. Utilized footage from eight sources in editing race packages. Worked under severe deadlines, editing as much as an hour-long show within six hours.
- Two-time National Sports Emmy Award recipient and four-time nominee.

1989-1992 DIRECTOR OF RESEARCH

Responsible for the research on all ABC Sports shows, with particular emphasis on Wide World of Sports, the Tour de France, New York City Marathon and the 1991 Pan American Games.

- Wrote comprehensive research manuals, encompassing athlete profiles, information on particular events, and cultural and historical background on event sites in over 25 countries.
- Involved in the programming of Wide World of Sports, including the selection of events and scheduling.

FREELANCE RESEARCHER

1984-1989 Contracted with ABC Sports and NBC Sports as a researcher. Events included the 1984 and 1988 Olympic Games, 1988 U.S.

WILLIAM M. KUNZ

Olympic Trials for swimming, gymnastics and track and field, and the 1989 World Alpine Ski Championships.

TEACHING EXPERIENCE

COURSES CREATED & TAUGHT:

Interdisciplinary Arts & Sciences, University of Washington, Tacoma

TCOM 201, Media & Society
TCOM 347, Television Criticism & Application
TCOM 348, Non-Fiction Writing for Television
TCOM 351, Video Production
TCOM 470, Documentary Production
TCOM 480, Political Economy of the Media
TCOM 481, Communication Regulation & Policy

COURSES TAUGHT:

Interdisciplinary Arts & Sciences, University of Washington, Tacoma

TCOM 353, Critical Approaches to Mass Communication

School of Journalism & Communication, University of Oregon

JOUR 386, Communication Economics
JOUR 330, Intro to Electronic Media Production
JOUR 434, Advanced Television News

SERVICE

2012-13 COMMITTEES & ADMINISTRATIVE DUTIES

Assistant Director, Interdisciplinary Arts & Sciences
Chair, Media Studies Lecturer Search Committee
Member, Global Media Studies Search Committee

2011-12 COMMITTEES & ADMINISTRATIVE DUTIES

Assistant Director, Interdisciplinary Arts & Sciences
Member, Technical/Professional Writing Interviewing
Member, International Programs Task Force

2010-11 COMMITTEES

Coordinator, Communication Concentration
Chair, New Media Studies & Media Writing Search Committee
Chair, Creative Writing & Professional/Technical Writing Search Comm.
Member, Structure Task Force

WILLIAM M. KUNZ

Member, International Programs Task Force

2009-10 COMMITTEES

Coordinator, Communication Concentration (Spring 2010)
Chair, David Coon Third-Year Review Committee

2008-09 COMMITTEES

Coordinator, Communication Concentration
Chair, Chris Demaske Tenure & Promotion Committee
Member, Riki Thompson Third-Year Review Committee
Chair, New Media Studies & Media Writing Search Committee
Member, IAS Director Search Committee
Member, UW Tacoma Writing Council
Member, International Programs Task Force
Member, IAS Structure Task Force

2007-08 COMMITTEES

Coordinator, Communication Concentration
Member, Kima Cargill Tenure & Promotion Committee
Chair, Video Production & Film/Television Studies Search Committee
Member, Faculty Assembly Executive Council
Member, UW Tacoma Writing Council
Member, International Studies Task Force
Member, IAS Structure Task Force
Member, Student Publications Advisory Board (Autumn & Spring)

2006-07 COMMITTEES

Member, Student Publications Advisory Board
Member, Composition/Rhetoric Interview Committee
Member, Faculty Assembly Executive Council (Spring)
Member, International Studies Task Force (Spring)
Member, IAS Structure Task Force (Spring)

2005-06 COMMITTEES

Member, Faculty Assembly Curriculum Committee
Member, Student Publications Advisory Board
Member, Founders Endowment Fund Committee

2004-05 COMMITTEES

Coordinator, Communication Concentration (Spring 2005)
Member, Faculty Assembly Curriculum Committee
Member, International Relations Search Committee
Member, Student Publications Advisory Board
Member, Founders Endowment Fund Committee
Member, Student Publication Manager Search Committee

2003-04 COMMITTEES

Member, Writing and Small Press Publishing Interview Committee
Member, Writing Task Force

WILLIAM M. KUNZ

MEMBERSHIPS:

Union for Democratic Communication
Broadcast Education Association
International Association of Media and Communication Research

FELLOWSHIPS AND GRANTS:

Faculty Fellow, National Association of Television Program Executives,
2011Market and Conference, Miami Beach, FL, January 2011

Fulbright Scholar Grant, University of the Ryukyus, Okinawa, JPN,
September 2009 through January 2010

Founder's Endowment Grant, Television Education Fund (\$10,000)
University of Washington, Tacoma, April 2004

The Glen Starlin Endowed Graduate Fellowship in Telecommunications
University of Oregon, June 1996

PROFESSIONAL AWARDS:

Six-time National Sports Emmy Award winner.

20-Time National Sports Emmy Award nominee, including a craft
nomination for writing.

TEACHING AWARDS:

Nominee, Graduate Teaching Fellow Award for Outstanding Teaching
University of Oregon, 1994-95, 1995-96 and 1996-97