

CURRICULUM VITAE

Maurice Odine
Lecturer
Department of Mass Communication
College of Humanities and Social Sciences

Degrees Earned **Ph.D. in Mass Communications**, Southern Illinois University, Carbondale, Illinois, August 1984.
M.A. in Radio and Television, Ball State University, Muncie, Indiana, August 1975.
B.A. in Communications, State University of New York, December 1974.

Peer-Review Presentations

"The Use of Radio in Agricultural Development in Senegal Since Independence," Broadcast Education Association, 1983.

"Radio: Intercultural Communication Model," Popular Culture Association, 1985.

"Imperatives of Intercultural Education," Grambling State University, 1988.

"The Influence of French Culture in Africa on the Eve of Independence: The Example of Senegal," Texas Southern University, 1989.

"Professional Opportunities for Minorities in Journalism," City of Winston-Salem Youth Motivation Task Force, 1989.

"Ideas and Innovations in Mass Communications Curriculum Development," Gannett Foundation, 1990.

Work or Professional Experiences

Professor, Department of Mass Communication, Sam Houston State University, Huntsville, Texas.

Aug. 2006
To
Present

Teach courses in marketing/promotions; visual communication; information analysis; broadcast and cable programming; television news producing/reporting; audio production; media management; media sales; directed study in mass communication. Participate in committee activities as assigned; meet with prospective students and market department's programs. Lead student group's efforts in producing such media products as newsletter and brochures. Advise students on academic and professional matters. Work with students in organizing activities of campus chapter of National Broadcasting Society (NBS). Pursue faculty development initiatives to enhance research, teaching, and service. Grant writing: Acquired \$750 to publish newsletter for Campus Chapter of National Broadcasting Society.

Aug. 2004
To
June 2006

Professor & Associate Dean, Division of Language and Communication (College of Humanities & Social Sciences), United Arab Emirates University, Al Ain, UAE.

Direct modern curriculum with over 600 students in the following programmes: Applied Linguistics/TESOL; French; General Linguistics; Mass Communication; Translation. Supervise and evaluate faculty and staff; develop Division's goals and objectives; monitor Interdisciplinary imperatives of curriculum; establish student organizations in support of instruction and students' experiential learning; design instructional facilities for educational purposes; establish contacts with local media for internships and placement; establish international affiliations to support faculty and exchanges; Engage in grant writing activities for programmatic development. Grant writing: Acquired \$850,000 to launch English language lab newspaper to support instruction in the language and to enhance teaching and learning.

Feb. 2001
To
July 2004

Professor & Head, Department of Communications, Tennessee State University, Nashville, Tennessee.

Developed curriculum, taught and directed program offering concentrations in radio-TV, Advertising/public relations, film, journalism, graphic and photographic communication; designed instructional labs, assumed responsibility for departmental budget, evaluated faculty, and directed media training activities. Served as advocate for minority journalism students; bridged media divide between minorities and mainstream audiences. Was chair of publications board, coordinated activities for campus newspaper and related publications to assure quality in content and design. Acquired emerging technology for instruction and community projects; developed relations with local media. Grant writing: Acquired \$500,000 to enhance capabilities in communications in television production and theatre arts; \$180,000 over three years to implement a high school communication arts project; \$62,000 to direct an international curriculum development seminar; \$24,000 to study radio and agriculture in Cameroon; \$82,500 to enable visiting exchange scholar to spend one year in department.

Jan. 2000
To
Jan. 2001

United Nations Chief Information Officer, Freetown, Sierra Leone.

Supervised staff of 62 and developed information strategy using newsletter, brochures, flyers, video, posters, traditional media to promote awareness of peace process and UN activities; designed and implemented media strategies to foster social, religious, and political participation in peace and development projects. Organized regular press briefings to provide information on Mission activities and UN agencies; encouraged national radio, television, and newspapers to disseminate themes on peace and development in order to empower people so as to create an informed community to participate in development. Directed production of audio documentaries and radio-TV public service announcements (PSAs) to bring about changes in attitude and behavior toward peace; mounted media campaign to instill in population spirit of love, forgiveness, and reconciliation in war-torn country; designed advocacy flyers and produced radio programmes in support of women and child ex-combatants. Started child participation in quality information by enabling radio production of programmes for children, and by children.

Aug. 1992
To
June 2000

Professor & Head, Department of Communications, Tennessee State University, Nashville, Tennessee.

Developed curriculum, taught and directed program offering concentrations in radio-TV, advertising/public relations, film, journalism, graphic and photographic communication; designed instructional labs, assumed responsibility for departmental budget, evaluated faculty, and directed media training activities. Served as advocate for minority journalism students; bridged media divide between minorities and mainstream audiences. Duties included grantsmanship and community media programming; supervision of campus radio station. Was chair of publications board, coordinated activities for campus newspaper and related publications to assure quality in content and design. Acquired emerging technology for instruction and community projects; developed relations with local media. Directed study on use of radio in agricultural development in Cameroon; directed Fulbright international program with Kenyatta University; was director of international curriculum development project in Cameroon (1998). Established children's theatre to showcase boys' and girls' talents. Grant writing: Acquired \$500,000 to enhance capabilities in communications in television production and theatre arts; \$180,000 over three years to implement a high school communication arts project; \$62,000 to direct an international curriculum development seminar; \$24,000 to study radio and agriculture in Cameroon; \$82,500 to enable visiting exchange scholar to spend one year in department.

Aug. 8/88
To
July 1992

Associate Professor & Head, Department of Mass Communications, Winston-Salem State University, Winston- Salem, North Carolina.

Taught and directed rapidly growing communications department; designed departmental goals and devised strategies to accomplish them; developed curriculum to suit academic and accreditation standards; redesigned campus newspaper to suit professional standards; started annual departmental banquet. Formed relations with local media outlets; arranged for media practitioners to volunteer teaching services. Developed WSNC-FM operation manual; acquired radio network affiliation (ABC and Sheridan); started community radio forum to advocate development needs and non-formal education imperatives. Upgraded television studio control room and studio facilities for instructional and locally produced programs. Grant writing: Obtained \$250,000 over five years to implement media internship program at Oak Ridge National Laboratory, Oak Ridge, Tennessee; \$210,000 to increase radio station's wattage from 125 to 10,000 watts; \$450,000 for instructional laboratories in print and broadcast sequences. Introduced educational broadcasting concept into programming; trained unskilled staff; Duties included directing funded Title III programme; supervisory responsibility over WSNC-FM; evaluating faculty and staff; budget development, allocation, and accountability. Was columnist for *Winston-Salem Journal* and *Winston-Salem Chronicle*.

Aug. 1985
To
July 1988

Assistant Professor & Director of Broadcasting, Grambling State University, Grambling, Louisiana.

As director of program with over 170 majors, designed curricula for instruction, taught, trained students in script writing, message conceptualization, multi-format production and programming, studio and remote operations, plus media management. Increased radio station's power from 100 watts to 50,000 watts; designed curriculum in radio-television; served as adviser for Master's theses and creative projects. Grant writing: Acquired \$185,000 for improvement of radio station and community programming; selected as sole exchange scholar to Ghandigram University (India).

July 1984
To
July 1985

Assistant Professor & Director of Radio-Television-Film, Northeast Louisiana University, Monroe, Louisiana.

Responsible for curriculum development, conceiving, implementing, and evaluating goals of program with 300 majors; spearheaded researching, scripting, and producing educational content for local media dissemination. Grant writing: Acquired \$350,000 to improve instructional facilities in radio-television-film. Acted as supervisor for campus radio station; directed graduate research. Spearheaded weekly radio series on early child education, child abuse, and parental care.

Honors and Awards

Outstanding Leadership Award, Tennessee State University, 2001.

President's Distinguished Lecturer, Tennessee State University, 1997.

Minority Journalism Educator Award, American Press Institute, 1991.

Outstanding Scholastic & Professional Achievement, KUPEXSA-USA, 1990.

Other Competencies

Fluent in English; French; Krio; Pidgin English; Douala; Bakundu.

