

MICHAEL J. SAFFRAN

▶ [REDACTED]
[REDACTED] N.Y. [REDACTED]
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OBJECTIVE

- ▶ Director of Student Media for Florida Atlantic University responsible for directing student newspaper and radio/television stations; advising, instructing and mentoring students; leading student-media planning boards; and fostering valuable student-centered campus-media educational and career-preparation experiences.

SUMMARY OF QUALIFICATIONS AND EXPERIENCE

- ▶ Broad **public relations** and **media relations** background in **higher education** including experience in **management, project leadership, crisis communication** and **news story development and pitching**
- ▶ Extensive **multimedia, new media** and **social media** production and management expertise
- ▶ **Keen news judgment** developed through news-media work experience and extensive interaction with news media
- ▶ **Successful college-media advising** and **teaching experience**

EXPERIENCE

Associate Director/Manager of New Media, University News Services, Rochester Institute of Technology, Rochester, N.Y. 2003–present (promotion from Senior News Specialist, 1999–2003)

- ▶ Manage and produce content for RIT University News Services website (www.rit.edu/news); manage and create original content for new-media channels, including blog, podcasts, electronic newsletters and social-media tools (Facebook, Twitter, YouTube). Collaborate on institute-wide Web and social-media policies and practices as key member of university's Web Advisory and Social Media Advisory committees.
- ▶ Media relations specialist: Develop stories, write news releases and pitch story ideas to local, national, international and trade media (stories placed in *The New York Times*, *Los Angeles Times*, *Chicago Tribune*, *Washington Post*, *The Chronicle of Higher Education* and numerous other publications and broadcast outlets).
- ▶ Writer and editor for internal and external publications including *Athenaeum* and *News & Events* (print and online), *News & Events Daily* and *Dateline: RIT* (electronic newsletters), and *The Tiger Beat* news blog; contributing writer to *RIT: The University Magazine*, RIT's alumni magazine. Provide op-ed writing and placement assistance to faculty.
- ▶ Recipient of *2010 PRism Award* from the Rochester chapter of the Public Relations Society of America for best online publication (*News & Events Daily*) and *Award of Excellence* for social-media initiatives, *2007 PRism Award* for best website and most improved website, *2006 PRism Award* for best newsletter and *2003 PRism Award* for news release in the not-for-profit category.
- ▶ Adjunct professor of communication—advertising and public relations, RIT College of Liberal Arts
- ▶ Faculty/staff adviser to WITR-FM, RIT's student-run radio station

Columnist, Business Strategies Magazine, Rochester, N.Y. 2003–2007

- ▶ Writer of "On the Radio" column covering Rochester radio news
- ▶ Expert source on radio broadcasting. Comments quoted by The Associated Press, *Chicago Tribune*, *Forbes*, *Newsday*, *PRWeek*, *USA Today* and other publications. Op-eds published in *The Chronicle of Higher Education*, *City Newspaper* (Rochester, N.Y.), *Democrat and Chronicle*, *Radio & Records* and *U.S. News & World Report*.

Public Relations Specialist, Monroe Community Hospital, Rochester, N.Y. 1998–1999

- ▶ Media relations specialist: Write news releases, organize and coordinate news conferences
 - ▶ Write, edit, design and produce internal and external communication pieces
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BROADCAST AND PRINT MEDIA EXPERIENCE

Announcer/Reporter, Entercom Rochester (WBBF-FM/WBEE-FM/WKLX-FM/WQRV-FM) & Metro Networks, Rochester, N.Y. 1993–2000

Public Service Director/Announcer, The Lincoln Group (WVOR-FM), Rochester, N.Y. 1990–1993

Assistant News Director/Newsletter Editor, Arrow Communications (WFRG-FM/AM), Rome, N.Y. 1989–1990

Announcer, Atlantic Ventures (WRMM-FM) & Pyramid Broadcasting (WPXY-FM/AM), Rochester, N.Y.; & Howard Communications (WYSL-AM), Buffalo, N.Y. 1986–1989

News Reporter, The Buffalo News, Buffalo, N.Y. 1986–1988

▶ Regional correspondent covering City of Batavia and Genesee County courts, government and law-enforcement agencies for metropolitan daily with a circulation of greater than 300,000

Assistant News Director, Radio Batavia (WBTF-FM/WBTA-AM), Batavia, N.Y., & Genesee County Bureau Chief, WCJW-AM, Warsaw, N.Y. 1984–1987

EDUCATION

Rochester Institute of Technology, Rochester, N.Y.

- ▶ M.S. Communication and Media Technologies (2008)
- ▶ Coursework emphasizing media history, regulation and policy; marketing and public relations; new media; communication law and public policy
- ▶ Additional coursework in publication design and production

The State University of New York College at Geneseo, N.Y.

- ▶ B.A. Speech Communication (1985)
- ▶ Coursework emphasizing broadcasting, radio programming and production, journalism, media writing, English, management and public relations
- ▶ Supervisor of WGSU-FM (managed staff of more than 50); internship at WRTK-AM (Rochester, N.Y.)
- ▶ Contributor to *The Lamron*, student-published newspaper
- ▶ Member of Geneseo Summer Festival Planning Committee

REFERENCES

- ▶ See curriculum vita
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CURRICULUM VITA

N.Y.

EDUCATION

M.S., Communication and Media Technologies, Rochester Institute of Technology, 2008

Thesis: Effects of Local-Market Radio Ownership Concentration on Radio Localism, the Public Interest, and Listener Opinions and Use of Local Radio

Advisors: Dr. Bruce Austin, Dr. Rudy Pugliese, Dr. Ron Hira, Dr. C.J. Wallington

B.A., Speech Communication, State University of New York at Geneseo, 1985

Minor: Public Relations

TEACHING EXPERIENCE AND INTERESTS

Adjunct Professor of Communication, 2005–present

Rochester Institute of Technology

Course: Public Relations Writing

Areas of teaching interest include mass communication, mass media studies (audiences, policy and regulation), media convergence, writing for traditional and electronic media, social media, advertising and public relations, public relations writing, copywriting, journalism, newswriting, broadcast newswriting, newspaper and online editorial writing, radio broadcasting and podcasting.

RESEARCH INTERESTS

- Public relations practices and trends
- New media and social media development and trends
- Mass media audiences, policy and regulation
- Media ownership consolidation
- Radio broadcasting trends
- Communication law
- Student media

PRESENTATIONS

Saffran, M. (2009, April). *Effects of local-market radio ownership concentration on radio localism, the public interest, and listener opinions and use of local radio*. Paper presented at the meeting of the Eastern Communication Association, Philadelphia.

Interviewed and presented research findings as guest on *1370 Connection*, hosted by Bob Smith, on WXXI-AM, Rochester, N.Y. (March 16, 2009).

Featured as subject-matter expert in Information and Communication Policy class, instructed by Ron Hira, Rochester Institute of Technology (February 2, 2009)

Led breakout session on podcasting, sponsored by Digital Rochester (May 6, 2008)

PUBLICATIONS

- Saffran, M. J. (2009, October 25). Missed assignments deserve a 'zero' [Letter to the editor]. *The Chronicle of Higher Education*. Retrieved October 26, 2009, from <http://chronicle.com/article/Missed-Assignments-Deserve-a/48928>
- Saffran, M. (2009, June 19). Five questions with Mike Saffran. *Higher Education News & Trends*. Retrieved June 22, 2009, from <http://www.higherednewsblog.com/2009/06/five-questions-with-mike-saffran.html>
- Saffran, M. (2009, February). Michael Saffran on future of newspapers. *Our Blook*. Retrieved February 23, 2009, from http://www.ourblook.com/index2.php?option=com_content&task=view&id=257
- Saffran, M. J. (2008). Effects of local-market radio ownership concentration on radio localism, the public interest, and listener opinions and use of local radio. *Masters Abstracts International*, 47(01). (Publication No. AAT 1456795)
- Saffran, M. (2007, September 26). More to PR than meets the eye [Guest essay]. *Brighton-Pittsford Post*, p. 16A.
- Saffran, M. J. (2006). Impact on national radio ownership from the 1997 court ruling on ownership consolidation in Rochester. *Journal of Social and Legal Research at the Rochester Institute of Technology*, 6.
- Saffran, M. (2006, November). On the radio: Commercial radio—increasing consolidation, decreasing relevance? *Business Strategies Magazine*, pp. 14–15.
- Saffran, M. (2006, September 20–26). Dead air [Letter to the editor]. *City*, p. 2.
- Saffran, M. (2006, September 8). Radio deal bad for local consumers [Letter to the editor]. *Democrat and Chronicle*, p. 11A.
- Saffran, M. (2006, July 27). Few if any stations will suffer as FCC raises indecency fines [Guest essay]. *Democrat and Chronicle*, p. 9A.
- Saffran, M. (2006, March 27). Yes, even bloggers must mind their grammar and spelling [Guest essay]. *Democrat and Chronicle*, p. 11A.
- Saffran, M. (2005, July). On the radio: Radio shows help listeners with finances. *Business Strategies Magazine*, pp. 10–11.
- Saffran, M. (2004, December). On the radio: High-tech talk shows—a perfect fit for the 'low-tech' medium of radio. *Business Strategies Magazine*, pp. 24–25.
- Saffran, M. (2004, December 22). Remembering Coffey in the morning [Guest essay]. *Brighton-Pittsford Post*, p. 16A.
- Saffran, M. (2004, October). On the radio: It sees you when you're listening, it knows when you tune out—the people meter. *Business Strategies Magazine*, pp. 24–25.
- Saffran, M. (2004, July). On the radio: Eclectic variety and free-spirited announcers—it must be college radio. *Business Strategies Magazine*, pp. 24–25.
- Saffran, M. (2004, April 23). Broadcasters are obliged to use airwaves to serve public good [Guest essay]. *Democrat and Chronicle*, p. 11A.
- Saffran, M. J. (2004, March 8). Super Bowl upset [Letter to the editor]. *U.S. News & World Report*, 136, p. 8.

Michael J. Saffran curriculum vitae

PUBLICATIONS (CONTINUED)

Saffran, M. (2003, November). On the radio: Satellite radio: ' . . . Like radio only better'? *Business Strategies Magazine*, p. 26.

Saffran, M. (2003, September). On the radio: How America and Rochester listen to radio. *Business Strategies Magazine*, p. 33.

Saffran, M. (2003, July). On the radio: Family owned and operated: Passing on the pride of the craft. *Business Strategies Magazine*, p. 16.

Saffran, M. (2003, May). On the radio: WHAM sacked by the Bills two years ago but still going long. *Business Strategies Magazine*, p. 16.

Saffran, M. (2003, May 30). Handing media reins to a few grabs power from the public [Guest essay]. *Democrat and Chronicle*, p. 15A.

Saffran, M. J. (2002, October 4). Fewer webcasts may mean fewer music sales [Letter to the editor]. *The Chronicle of Higher Education*, p. B18.

Saffran, M. (2002, March 15). Amid consolidation, radio's public interest role should not be forgotten [Letter to the editor]. *Radio & Records*, pp. 3, 15.

Saffran, M. J. (1989, January). Avoiding tuneout [Letter to the editor]. *Radio Only*, p. 6.

Saffran, M. J. (1986, July 17). Radio reports news, doesn't analyze it [Letter to the editor]. *The Daily News* (Batavia, NY).

AWARDS

Public Relations Society of America (PRSA), Rochester Chapter, PRism Award, Online Publication/E-zine, *News & Events Daily*, 2010

PRSA, Rochester Chapter, Award of Excellence, Social Media, 2010

PRSA, Rochester Chapter, PRism Award, RIT University News Web site, 2007

PRSA, Rochester Chapter, PRism Award, Most Improved Element, RIT University News Web site, 2007

PRSA, Rochester Chapter, PRism Award, Newsletter, *News & Events*, 2006

PRSA, Rochester Chapter, PRism Award, News Release, RIT Game Programming, 2003

SERVICE

Adviser to the editor, *Journal of Radio and Audio Media* (for Fall 2011 issue)

Judge, 2010 College Broadcasters Inc. (CBI) National Student Production Awards

Member, Social Media Advisory Committee, Rochester Institute of Technology, 2009–present

Member, Board of Directors, Rochester Free Radio, 2009–present

Member, Web Advisory Committee, Rochester Institute of Technology, 2006–present

Faculty/staff adviser, WITR-FM, Rochester Institute of Technology, 2003–present


Expert source for news-media inquiries concerning radio and new media, 2000–present

Panel moderator, Conference for Undergraduate Research in Communication, Rochester Institute of Technology, 2005, 2006


Michael J. Safran curriculum vitae

REFERENCES

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