

## MICHAEL FLASTER

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### PROFESSIONAL EXPERIENCE:

- 5/00-  
Present: **President and Founder of Traveling Mind Productions, La Jolla , California 92037.**
- Production and programming consultation for Radio, Television, Film and New Media.
  - Long-range planning, management, development budgeting and audience research.
  - Program design, development and evaluation; corporate and academic lecturing.
- 1/95-  
9/01: **Associate General Manager for Programming, Public Broadcasting Service affiliate KPBS-TV, National Public Radio affiliate KPBS-FM, San Diego, California 92182.**
- Managed production, programming, air-promotion, research and traffic staffs.
  - Long-range planning, new technologies, budgeting and station management.
  - Developed, designed and evaluated stations' local and national production and programming.
- 2/93-  
1/95: **Program Manager for Public Broadcasting Service affiliate KPBS-TV, San Diego, California 92182.**
- Managed production, programming, air-promotion, research and traffic staffs.
  - Developed, designed and evaluated station's local and national production.
  - Oversaw station's programming schedule and budget.
- 5/89-  
2/93: **Director of Programming and Operations for National Public Radio affiliate KPBS-FM, San Diego, California 92182.**
- Directed and scheduled air talent, operations, production and news staffs.
  - Researched, designed and evaluated station programming.
  - Developed station's operating and programming budgets.
- 3/86 -  
5/89: **Director of Programming and Operations for National Public Radio affiliate WKSU-FM, Kent, Ohio 44242.**
- Evaluated and scheduled air-talent, operations, production and news staff.
  - Researched, designed and evaluated station's programming.
  - Developed station's operating and programming budgets.
- 8/80 -  
3/86: **Production Coordinator and Producer for National Public Radio affiliate WKSU-FM, Kent, Ohio 44242.**
- News, feature and performance program development and production for local and national distribution.
  - Staff training and supervision, equipment purchase and scheduling, program evaluation, event design and budgetary oversight.
- 5/81 -  
6/83: **Station Manager for WKHR-FM, Kenston Board of Education, Bainbridge, Ohio 44022.**
- Overall programmatic, legal, technical and budgetary responsibilities.
  - Coordination of station's fundraising and development activities.
  - Responsible for training and scheduling of station personnel.
- 9/78 -  
7/80: **Assistant Director of Corey College Student Center, Director of Student Media Services: State University of New York College at Cortland, Cortland, New York 13045.**
- Legal, programming and technical advisor to licensee, WSUC-FM.
  - Director of College Union's audio/visual/film department.

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### ACADEMIC DISTINCTIONS:

- 2014:** • **Executive in Residence, State University of New York College at Cortland.** One week of lecturing and consulting for the Communications Studies Department and Public Radio Station, WSUC-FM.
- 1997:** • **Visiting Scholar, Columbia University.** Research, writing and lecturing responsibilities at the Center for New Media in the Graduate School of Journalism, Fall Semester 1997.
- 1988:** • **Graduate of Kent State University.** Master of Arts Degree from the School of Journalism and Mass Communication, Concentration in Telecommunications.
- 1978:** • **Graduate of the State University of New York College at Cortland.** Bachelor of Arts in Philosophy, Minor in Biology.

### SELECTED AWARDS & HONORS:

- 2000:** • **Radio & Television News Association of Southern California First Place Awards** for Journalistic Excellence for Television Economic Reporting. Executive Producer for Full Focus Documentary, *"The New Gold Rush"* and Best Television Documentary, Executive Producer for Full Focus program *"Fizzling Fitness."*
- 1995:** • **Public Television Programmer's Association Programmer of the Year Award** for Excellence in Programming and Audience Growth as Associate General Manager for KPBS Television.
- 1995:** • **CINE Golden Eagle Award** for Television Documentary Excellence as Executive Producer for Public Broadcasting Service nationally distributed *"Liquid Stage."*
- 1994:** • **Corporation for Public Broadcasting Silver Award** for Excellence in Television Performance Programming. Executive Producer for *"First Frames,"* an American Program Service nationally syndicated Short Film Series.
- 1994:** • **Public Television Programmer's Association Golden Grid Award** for innovation and achievement as Program Manager for KPBS Television.
- 1992:** • **Southern California Radio/Television News Directors Association First Place Award** for Journalistic Excellence for Radio Light Feature. Executive Producer for satirical vignette on San Diego Mayoral race.
- 1992:** • **San Diego Press Club First Place Awards** for Journalistic Excellence for Radio Feature and Business and Economic News Reporting & Executive Producer for series of programs on California and San Diego economic conversion.
- 1986 & 1988:** • **Ohio State Award, First Place** for Public Affairs Programming. Producer for *"The Benchbook,"* a Nationally Syndicated Legal Affairs Program.
- 1987:** • **Ohio Associated Press Award** for Best Large Market Continuing News Coverage. Producer for National Satellite Broadcast of Memorial Service for Challenger Astronaut, Judy Resnik.
- 1986:** • **Northern Ohio Live Magazine First Place Award for Media Excellence** for the Production of National Public Radio's 1986 *"National Folk Festival Liberty Weekend Centennial"* Broadcast.
- 1985:** • **American Bar Association Silver Gavel First Place Award** for Network Radio Programming. Producer for *"The Benchbook."*

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### SELECTED PRODUCTIONS:

- 2001: Project Executive for KPBS Television Investigative Documentary & American Public Television Service (APTS) Nationally distributed "The Culture of Hate," Winner of San Diego Press Club 2002 Best of Show & duPont/Columbia Award Silver Baton.
- 2001: Executive Producer for Public Broadcasting Service (PBS) Nationally Distributed Television Documentary, "Skin Stories." aired nationally in May, 2003.
- 1998-01: Creator and Executive Producer for KPBS local weekly, hour-long radio program on language, "A Way With Words."
- 1999-01: Creator and Executive Producer for "Full Focus," a local series of field produced, half-hour Television Investigative Documentaries with merged radio, internet and outreach activities. Winner 2000 Pacific Southwest Emmy Award.
- 1995: Associate Producer for Independent Feature Motion Picture, "Love Always."
- 1995: Executive Producer for PBS Nationally Distributed Television Documentary, "Liquid Stage."
- 1993-5: Executive Producer for "First Frames," an (APTS) Nationally Syndicated Short Film Series.
- 1994: Executive Producer for "Under the Knife," Television Documentary on San Diego Health Care. Winner of 1995 CEN Jerry Schumacher Award.
- 1988: Producer for American Public Radio's "A Kleveland Klezmer Hanukkah" Broadcast.
- 1987-8: Producer and Recording Engineer for American Program Service "National Folk Festival" (NPR) Broadcasts from Lowell, Massachusetts.
- 1986-7: Producer and Recording Engineer for "Chamizal Border Folk Festival" National Radio Broadcasts from El Paso, Texas.
- 1986: Producer and Recording Engineer for NPR's "National Folk Festival Liberty Weekend Centennial" Broadcasts from New York City.
- 1985: Producer and Recording Engineer for NPR's "King's Singers on the North Coast" Broadcast.
- 1985: Producer and Recording Engineer for NPR's "Hanukah Lights" Broadcast.
- 1984-8: Producer for "The Benchbook," a Nationally Syndicated Legal Affairs Radio Program.
- 1983-5: Producer for Cleveland Opera Broadcast Seasons.

### SELECTED PAPERS AND CITATIONS:

"Why We Should Save NPR...And Kill PBS," Slate Magazine, Mark Oppenheimer, 4/6/2011. Quoted

"A History of Public Broadcasting," John Witherspoon and Rosselle Kovitz, 2000. Quoted.

"TV on the Internet: Dawn of a New Era?" Pavlik, John, Television Quarterly, Winter, 2000, Volume 30, Number 3, 31-48. Quoted.

"50 People to Watch in San Diego for 1997," San Diego Magazine, January, 1997. Subject.

"Cloudy Days at Public TV," U.S. News and World Report, February 6, 1995. Quoted.

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### SELECTED SPEECHES AND PRESENTATIONS:

- 2015: *"Preparing Global Leaders in Journalism and Mass Communications,"* Association for Education in Journalism and Mass Communication National Conference in San Francisco. Panelist
- 2014: *"Media in Transition,"* Public Lecture, State University College at Cortland. Author and Presenter
- 2009: *"Community Leaders in Public Radio,"* Public Radio Development Exchange Annual Conference San Diego, CA. Panelist
- 2002: *"Corporation for Public Broadcasting, New Radio Programming Initiatives,"* National Public Radio Annual Conference in Washington, D.C. Panelist
- 2000: *"Public Radio in the Era of Media Convergence,"* Public Radio Programmer's Association Annual Conference in San Diego, California. Lead Panelist and Presenter
- 1999: *"Strengthening Local Service,"* Public Radio Program Director's Annual Conference in Memphis, TN. Panelist and Presenter
- 1999: *"Pioneering Programming Change in the Digital Television Future,"* Public Television National Conference in San Francisco, CA. Lead Speaker
- 1997: *"Creating Content for Convergence"* Stern Graduate School of Business at New York University Conference on Convergence: The Changing Landscape in Entertainment, Media and Communication Technology. Panelist and Presenter
- 1996: *"Research vs. the Art of Radio,"* National Public Radio Annual Conference in Washington, D.C. Respondent.
- 1996: *"The New Role of the Public Television Program Manager,"* TRAC Television Annual Meeting in Santa Fe, New Mexico. Lead Speaker
- 1995: *"Directions in New Media and Communications,"* Graduate School of Communications at San Diego State University. Colloquium Lecturer
- 1995: *"Television Scheduling Power,"* National Public Broadcasting Service Annual Meeting in Washington, D.C. Author and Presenter
- 1994: *"Psychographics, Demographics and Micro Formatting,"* TRAC Television Annual Meeting in Tucson, Arizona. Author and Presenter
- 1993: *"Managing Proactive Programming Change,"* National Public Radio Annual Conference in Seattle, Washington. Moderator and Lead Speaker
- 1992: *"Managing Change in Public Radio,"* Public Radio Program Director's Association Annual Meeting in New Orleans, Louisiana. Author and Presenter
- 1990: *"Implementing Proactive Programming Change,"* National Public Radio Conference Washington, D.C. Author and Presenter
- 1989: *"Psychographic Research and Music Programming,"* National Association of Music Personnel in Public Radio Conference in Atlanta, Georgia. Author and Presenter

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### SELECTED CLASSES, CONSULTANACIES & JURIES:

- 2014- University of California San Diego Strategic Advisor to UCSD/Calit2 ArtPower's  
2016: "Filmatic Festival."
- 2010- University of California San Diego Extension, Digital Arts Center advisor and lecturer .  
2013: Manage and recruit faculty, long-range planning, industry alignment and curriculum development.
- 1999- National Endowment for the Humanities, Television, Film and Radio Peer Review Panelist  
2002, 2005, 2008, 2012 and 2015.
- 2006: Three week consultancy updating management, technology and programming to meet EU standards for Senior Management of Teleradio Moldova for the US Department of State.
- 2002: California Council for the Humanities, California Documentary Project Review Panelist.
- 2002: Project Director for Marketplace Productions/Minnesota Public Radio for *Public Radio Weekend Project*.  
nine-month consultancy to manage and direct project's budgetary, scheduling, station and network relations and creative processes.
- 1997- Taught graduate and undergraduate classes in Telecommunications Management & Programming  
2001: in the Communication Department at San Diego State University.
- 1999: Consultancy on managing programming change in the digital broadcast environment for Senior Management of National Public Radio, Washington, D.C.
- 1996: Consultancy on managing change, talent development, program design, program production and aesthetics for South Dakota Public Television Broadcasting Network.
- 1996: New York Festival. Television, Documentary and Entertainment Jury Chair.
- 1993: Consultancy on managing change, talent development, program design and programming for KWGS-FM in Tulsa, Oklahoma.
- 1992: Radio Program Development Fund. Corporation for Public Broadcasting in St. Petersburg, Florida. Juror.
- 1989: Designed Telecommunications Department audio production labs for Kent State University.
- 1985: Two-week consultancy in audio production, sound design and program aesthetics for REVCO D.S. Corporate Communications Department in Twinsburg, Ohio.
- 1982- Instructor for the School of Journalism and Mass Communication of Kent State University.  
1988: Taught undergraduate courses in audio recording & design, production and on-air performance.
- 1980: Graduate Teaching Assistant in the Telecommunications Department of Kent State University. Taught various undergraduate telecommunications classes, supervised radio and television production labs and advisor to campus radio station, WKSR.

### PROFESSIONAL ORGANIZATIONS:

- 2015- Present:     • Board of Trustees Member, La Jolla Playhouse
- 2008- 2010:       • Board Chair, San Diego Center for Jewish Culture
- 2007 & 2008:     • Board Chair, The San Diego Visual Arts Foundation