

CURRICULUM VITAE

NAME	Maurice Odine	
ADDRESS	School of Communication Texas Southern University 3100 Cleburne Street Houston, Texas 70004 713-313-7741 maurice.odine@tsu.edu	<u>Permanent Address</u> 8029 Claytie Circle Nashville, TN 37221 mo2160@gmail.com
PERSONAL	Marital Status: Married Health: Excellent Nationality: United States	
EDUCATION	Ph.D. in Mass Communications , Southern Illinois University, Carbondale, Illinois, August 1984. M.A. in Radio-Television , Ball State University, Muncie, Indiana, August 1975. B.A. in Communications , State University of New York, December 1974.	
EXPERIENCE	Professor of Radio, Television & Film , Texas Southern University, Houston, Texas.	
Jan. 2019 To Present	Teach courses in the discipline and conduct scholarly research; make research and academic presentations at national and international meetings/conferences; serve as peer reviewer for journals. Serve as Fulbright Scholar Liaison. Wrote proposal that acquired \$344,821 to enhance teaching/learning; plus Fulbright Scholar-in-Residence grant for university to host scholar in 2019-2020 from Africa.	
Oct. 2017 To Dec. 2018	Professor & Dean , School of Communication, Texas Southern University, Houston, Texas. implementing educational policy. Lead accreditation and assessment initiatives. Foster mission of Serve as chief administrative officer of the school. Provide leadership in formulating and the university. Maintain associations with other schools/colleges; ensure faculty enjoy academic freedom and exercise academic responsivity; ensure faculty evaluation is conducted fairly in academic departments. Establish partnerships with local and international entities. Review departmental recommendations for appointment, promotion, tenure and dismissal and forward recommendations to provost. Advise faculty on reappointment or non-reappointment. Direct recruit activities. Operate as advocate for faculty/staff and students. Engage in grantsmanship; maintain scholarly activity.	
Feb. 2015 To June 2017	Professor & Associate Dean , School of Journalism & Graphic Communication, Florida A&M University, Tallahassee, Florida. Develop educational goals with input from faculty. Assign tasks to faculty/staff and monitor progress. Act on behalf and represent Dean as necessary; have supervisory responsibility over recruitment. Empower <i>Famuan</i> (newspaper), <i>Journey</i> (magazine), WNAM-FM, and TV 20 staff to practice responsible journalism. Acquire resources to improve instruction. Champion shared governance in curricular, research, and instructional matters with journalism director and graphic communication director and faculty. Establish partnerships with media organizations for student internships and job placement. Lead Dean's initiatives in pursuing and completing ACEJMC accreditation requirements. Oversee freshman community learning activities to broaden horizons in discipline. Acquire external funding to support instruction and faculty enrichment. Maintain active research agenda that includes publishing in refereed peer-reviewed journals. Serve on University International Education Committee.	

Feb. 2011
To
Jan. 2015

Professor, Department of Mass Communications, Gulf University for Science & Technology, Mishref, Kuwait.

Teach principles of public relations; introduction to mass media; introduction to radio-television; public speaking; writing for public relations/advertising; communication theory; communication layout and design. Serve on following committees: promotion (college); accreditation; Global Studies Advisory Board. Edited *Excelsior* literary magazine. Elected to Faculty Senate in 2012. Conducted scholarly research culminating in publications in scholarly peer reviewed journals. Participate in departmental advising. Chaired campus 2013 United Nations Model.

Aug. 2009
To
Jan. 2011

Professor & Head, Department of Mass Communications, Gulf University for Science & Technology, Mishref, Kuwait.

Led new department in incorporating information technology into instruction. Supervised and evaluated faculty; spearheaded programmatic development in advertising/public relations, radio-television, journalism, and visual communication. Additional proposals include high school communications skills projects; student (laboratory) newspaper; curricular changes in consonance with AEJMC accreditation criteria; spearheaded SHOWREEL featuring student video productions; instituted internship program. Also taught introduction to mass media and public speaking; writing for public relations/advertising; communication theory. Served on following committees: promotion; accreditation; college council. Edited *Excelsior* literary magazine. Instituted formal internship program Taught following courses: introduction to mass media; public speaking; writing for PR/advertising; communication theory; internship; senior project. Elected to Faculty Senate in 2012.

Aug. 2006
To
July 2009

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

Teach courses in news; PR marketing/promotions; visual communication; information analysis; broadcast and cable programming; television news producing/reporting; audio production; media management; writing/reporting; editing; publication design; media sales; directed study in mass communication. Participate in committee activities; meet with prospective students and market department's programs. Led student group's efforts in producing such media products as newsletter and brochures. Advised students on academic and professional matters. Advised and worked with students in organizing activities of campus chapter of Public Relations Students Society of America (PRSSA) and of National Broadcasting Society (NBS). Grant writing: Acquired external funding to publish NBS newsletter.

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 programs: 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.

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. Coordinated media relations with national radio, television, and newspapers to disseminate themes to peace building and participation. 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 programs in support of women and child ex-combatants. Used media to advocate rights for women and children; established partnerships with youth groups, civil society organizations, UN agencies, religious organizations, non-governmental organizations (NGOs), press association, policy makers. Launched monthly UNAMSIL Review. Directed multimedia training for local staff and local journalists.

Aug. 1992
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. Duties included grantsmanship and community media programming; supervision of campus radio station. Was chair of publications board, coordinated activities for campus newspaper to assure quality in content and design; Board Member, Nashville Public Television (NPT). Acquired emerging technology for instruction and community projects; developed relations with local media. Acquired funding for the following: study on use of radio in agricultural development in Cameroon (1996); \$72,000 for Fulbright Scholar-in-Residence with Kenyatta University (1995); \$62,000 international curriculum development project in Cameroon (1998); Summer Stock theatre to showcase TSU and local talent (1995);

Aug. 8/88
To
July 1992

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

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 program; 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.

July 1983
To
Aug. 1983

USAID Information Officer, Population Services, Johns Hopkins University, Baltimore, Maryland.

Developed media profiles on Sierra Leone, Ivory Coast, and Burkina Faso detailing information, education, and communication resources and their utilization in national development. Translated population communication services (PCS) main brochure from English to French, and assumed French language administrative procedures. Also designed PCS/URTNA cooperative media program in national development for African countries. Developed partnerships with other US-based NGOs in order to work toward common goals in Africa's development.

July 1982
To
May 1984

Assistant Professor & Director of Mass Communications, Xavier University, New Orleans, Louisiana.

Managed faculty and staff in growing program with 158 majors; planned and monitored components of program development; wrote grant proposal that provided \$1.5 million to improve radio-television facilities and enable production of locally produced programs. Allied with local broadcast stations to air packaged video content. Developed internship opportunities for students and faculty. Revised curriculum to meet academic standards and professional growth. Worked with local and religious leaders to harness media to participatory community development.

Jan. 1982
To
July 1982

USAID Information Training Director, Southern Illinois University, Carbondale, Illinois.

Designed curricula materials and implemented training program for Nepali participants in use of radio for national development and non-traditional adult education. Trained participants on needs assessment, audience analysis, production techniques, and multi-channel media dissemination. Directed scripting and production of radio documentaries to highlight plight of women and children in educational levels. Instilled concept of incorporating social mobilization and social marketing into development at rural level. Gained experience in use of traditional media for development at intercultural settings.

Jan. 1981
To
Dec. 1981

Editor-in-Chief, *The Black Observer*, Southern Illinois University, Carbondale, Illinois.

Served as chief editor for weekly newspaper with circulation of 6,000; assigned personnel for various beats; supervised newspaper design and layout; organized workshops to enhance professionalism. Coordinated activities of various departments, including news, production, advertising, and marketing.

June 1980
To
Aug. 1980

United Nations Information Officer, Ministry of Public Health, Port-au-Prince, Haiti.

Planned and implemented multi-media project to advertise national development efforts in populous Haiti; trained local staff on techniques of production, programming, and audience analysis. Directed seminar on communication for development; spearheaded production of monthly newsletter, radio

program, and film in national language to promote development themes and to involve local participation. Began advocacy initiatives to bring to public agenda the suffering of people without proper sanitation. Arranged radio-TV and newspaper interviews for UN official, UN agencies, and decision makers to articulate development projects to the people; scripted and produced battery of PSAs, flyers, and cartoons in support of development projects.

Jan. 1980
To
May 1980

USAID Information Officer, Ministry of Local Government and Lands, Gaborone, Botswana.

Developed communications office to publicize AID-funded project in low cost housing and population-related activities; ascertained community needs and designed media strategies to address them; designed training program for local staff on use of interpersonal communication, video, film, print, photography, and radio to support sustainable development. Acquired extensive skills in intercultural management and cross-cultural communication.

Jan. 1980
To
April 1980

UNFPA Information Officer, UNDP Population & Census Office, Gaborone, Botswana.

Designed information strategy for use by country during 1980 national census; planned multi-media campaign to involve public participation in enumerating process; wrote and shot 20-minute film for showings across the country. Identified population themes for use in posters, photography, print, radio, folk tales, and other forms of traditional media. Worked closely with census office and population activities arm of Ministry of Health.

Jan. 1980
To
May 1980

Lecturer, Pan African Institute for Development/Botswana Training Centre, Gaborone, Botswana.

Designed and taught course in development communications; initiated newsletter depicting training participants' career skills learned. Established B/W photographic facilities and oriented participants on its use. Developed partnerships with local media organizations, as well as local and international NGOs to develop information packages to enhance development. Trained participants on utilization of modern and traditional information strategies for national development.

March 1976
To
Aug. 1979

Senior Journalist, Radio Cameroon, Buea, Cameroon.

Assigned reporters for beats, and announcers for on-air shifts. Supervised news collection activities, delivery, and program content development. Other duties included producing weekly network program on population activities, agriculture, health, and international perspectives. Formed working relations with representatives of government services, including women's affairs; trained staff of ministries/services on their role as technical experts in information gathering and dissemination.

AWARDS

Distinguished Serve Award, United Arab Emirates University, 2006.

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.

Distinguished Judge, Unity Awards in Media, Lincoln University, 1986.

International Communications Award, Broadcast Education Association, 1983.

PUBLICATIONS

- Odine, Maurice (2019). "African Media Respond to Imperative in Preserving the Environment," *Athens Journal of Mass media and Communications*, Vol. 5 (2), 73-92.
- Odine, Maurice (2018). "Cross-Cultural Communication for Business in Era of Globalization," *Studies n Media and Communication*, Vol. 6, No. 1, June 2018.
- Odine, Maurice (2015). "Western media coverage of 2014 Gaza-Israeli war," *Global Media Journal – Arabian Edition*, Vol. 4 (1-2), 73-87.
- Odine, Maurice (2015). "Middle East Youth Partnership with Mobile Phones," *Journal of Business and Economics*, Vol. 6 (12), 2016-2036.
- Odine, Maurice (2015). "Communication Problems in Management," *Journal of Emerging Issues in Economics, Finance and Banking*, Vol. 4 (2), 1615-1630.
- Odine, Maurice (2015). "Arab Women Use Media to Address Inequality," in Gender Issues in Communication, Routledge/Taylor and Francis.
- Odine, Maurice (2015). "South Africa's Mobiles Deliver Healthcare Services," *Journal of Emerging Trends in Educational Research and Policy Studies*, Vol. 6 (2), 182-188.
- Odine, Maurice (2015). "Effective Communication for HIV/AIDS in Africa," *International Journal of Communication and Health*, No. 5, 1-8.
- Odine, Maurice (2015). "Arab Countries Adopt eLearning to Improve Instruction," *Global Journal of Human-Social Science*, Vol. 15 (3), Version 1.0, 1-11.
- Odine, Maurice (2013-2014). "Essay: Arab media perceptions of the West," *Arabian Edition – Global Media Journal*, Vol. 3, (1,2), 78-89.
- Odine, Maurice (2014). Most read and most referenced author, *Journal of Radio and Audio Media*, Routledge.
- Odine, Maurice (2014). "An Assessment of the Effective Adoption of Electronic Learning Technology in Selected African Countries," *African Journal of Education and Technology*, Vol. 4 (2), 1-12.
- Odine, Maurice (2014). "Most Read and Most Referenced Author" in *Journal of Radio and Audio Media*.
- Odine, Maurice (2013). "Media Coverage of Conflict in Africa," *Global Media Journal – African Edition*, Vol. 7 (2), 201-225.
- Odine, Maurice (2013). "Culture as Backdrop in Reporting International News," *International Communication Gazette*, DOI: 10.1177/1748048513516905.
- Odine, Maurice (2013). "The Lab Paper," *Middle East Media Educator*, Vol. 3, 67-96.
- Odine, Maurice (2013). "Role of Social Media in the Empowerment of Arab Women," *Global Media Journal - American Edition*, Vol. 12 (22), 1-30.
- Odine, Maurice (2013). "Use of Radio to Promote Culture in South Africa," *Journal of Radio & Audio Media*, Vol. 12 (22), 181-196.
- Odine, Maurice (2013). "Arab Women Use Media to Address Inequality," *Journal of International Communication*, Vol. 19 (2), 167-181.

Odine, Maurice (2013). "Media Contributions to Arab Women's Rights," *e-International Relations*, July 5.

Odine, Maurice (2013). "Effective Practices in Business Communication," *International Journal of Advanced Research in Business*," Vol. 1(2), 28-33.

Odine, Maurice (2011). "Incorporating Cross-cultural Communication into Higher Education," *Journal of Advanced Social Research*, Vol.1 (2), 197-213.

Odine, Maurice (2011). "Middle East Media: Press Freedom in Kuwait," *Journal of Advanced Social Research*, Vol. 1(2), 177-190.

Journal Reviews

"Ethical perspectives in Latin America's journalism community: a comparative analysis of acceptance of controversial practice for investigative reporting," *International Communication Gazette*.

"National FM: The answer to small communities' quest for mass media communication?" *Journal of Radio & Audio Media*.

"National FM: The answer to small communities' quest for mass media communication?" *Journal of Radio and Audio Media*.

"An Empirical Study of the Trend and Pattern of Video-Film Piracy in Nigeria," *Global Media Journal - African Edition*

"Questioning the dominant paradigm: Violence and patronage the mainstay the of Zanu PF's stranglehold on power?" *Global Media Journal - African Edition*.

"Media Coverage of 2011 Gubernatorial Electioneering Campaigns in Plateau State – Nigeria," *Global Media Journal - African Edition*.

Editor, Conference Proceedings

Vancouver International Conference on Advanced Research in Business, 2013

RECENT PRESENTATIONS

"African Media Respond to Imperative in Preserving the Environment," International Conference on Communication and Media, Athens, Greece, May 2018.

"Communication Problems in Management," 3rd Asia Pacific Conference on Global Business, Economics and Banking, Singapore, July 2015.

"Middle East Youth Partnership with Mobile Phones," Communication and Mass media Conference, Athens Institute for Education & Research, Athens, Greece, May 2015.

"International Cooperation in Era of Globalization," Vancouver International Conference for Advanced Research in Business," Keynote Speech, November 2013.

"Effective Practices in Business Communication," Vancouver International Conference for Advanced Research in Business, November 2013.

"Arab Media Perceptions of the West," 4th Latin America Communication Conference (International Communication Association), Rio de Janeiro, Brazil, 2012.

“Influence of Social Media in the Arab World,” European Communication Association Conference, 2012.

“World Affairs Reporting,” International Academic Disciplines Conference, Las Vegas, 2011.

“College Media Management Problems: A Cross-cultural Perspective,” Broadcast Education Association Conference, 2010.

LANGUAGES Fluent in English, French, Krio, Douala, Bakundu

INTERESTS Global media and international development