

GREG LUFT

Professor and Chair
Journalism and Media Communication
College of Liberal Arts
Colorado State University

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EDUCATION

Academic Leadership Academy, Scripps Howard/Louisiana State University, 2011

Master of Arts in Journalism and Public Affairs, American University, Washington, D.C., 1984

- Jack Jurey Memorial Award - Outstanding Graduate Student
- Ranked number one in cohort. Graduated with distinction
- John Merriman Memorial Broadcast Writing Award, Writers' Guild of America, East
- Principal Project: Vote Vendors, documentary series about political consultants

Bachelor of Arts in Technical Journalism, Colorado State University, 1979

- News-editorial and broadcast journalism

ACADEMIC POSITIONS AND RESPONSIBILITIES

Senior Fellow, Institute for Education in International Media (ieiMedia), 2012-present

- Teach summer multimedia journalism courses in Urbino, Italy

Journalism and Media Communication Department, Colorado State University, 1988-present

- Chair, 2007-present; Interim chair, 2000-2001; Associate chair, 1998-2007
- Professor, 2003-present; Associate Professor, 1995-2003; Assistant Professor, 1989-1995
- Lecturer, 1988-1989

Administration

- Direct programs, personnel and budgets for B.A., M.S., and Ph.D. granting department employing approximately 80 professional and student staff members
- Manage resident and online course offerings and programs, including a major in Journalism and Media Communication, interdisciplinary academic minors in Information Science and Technology, Media Studies, Music, Stage and Sports Production, Technical and Scientific Communication, and advanced writing courses serving 3,000 students annually
- Direct department efforts to meet standards of the Accrediting Council on Education in Journalism and Mass Communication, as well as assessment standards for the University
- Oversee course and program development, course schedules and teaching assignments, technology updates, computer labs, and studio enhancements
- Seek funding from university and non-university sources, develop and maintain donor relationships
- Oversee promotional efforts and social media, coordinate alumni programs, direct alumni activities and university media festival

Teaching

- Teach undergraduate and graduate courses in mass media, video editing, broadcast news reporting and producing, field production, documentary production, corporate video, and media ethics
- Advise and mentor undergraduate and graduate students
- Teach multimedia journalism abroad

Service and Outreach

- Participate in ACEJMC accreditation program evaluations and review external promotion cases
- Serve on boards of directors for the Broadcast Education Association, the Colorado Press Association Foundation, and the Rocky Mountain Student Media Corporation
- Coordinate university activities with the Colorado Student Media Association
- Speak about journalism and academic administration at meetings of the Association of Schools of Journalism and Mass Communication, the Association for Education in Journalism and Mass Communication, the Broadcast Education Association, and other public venues

Scholarship and Creative Activity

- Creative scholarship focus including production and dissemination of analytical and pedagogical programs used in classrooms in hundreds of colleges and universities
- Produce independent documentaries and educational programs about journalistic behavior, new media technologies, television production techniques, and news practices
- Deliver papers and invited panel sessions to academic and professional audiences about technology, journalistic behavior, media production, and reporting practices
- Freelance video journalist and audio technician for NBC News, CBS 60 Minutes, ABC News One, Fox News, Discovery Canada, and the RFD network, among others

RECENT ADMINISTRATIVE AND TEACHING HONORS AND AWARDS

- Outstanding Achievement, National Academy of Television Arts and Sciences Heartland Chapter for three student nominations and winning entry in long-form documentary television, 2014
- Best Teacher Award, Colorado State University Alumni Association, 2013
- College of Liberal Arts Advancement Award, Colorado State University, 2012
- Best Teacher Nominee, Colorado State University Alumni Association, 2012
- Friend of Scholastic Journalism, Colorado Student Media Association's highest honor for external service, 2010
- College of Liberal Arts Advancement Award, Colorado State University, 2009

PROFESSIONAL EXPERIENCE

Freelance video journalist and audio technician: NBC News, CBS 60 Minutes, Discovery Networks, ABC News One, and Fox News Channel, among others, 1997-2013

- Limited work based on availability: photography, field producing, and interviews

Reporter, KWGN-TV Denver, Colorado, 1988-1991

- Staff reporter, weekends and summers while teaching
- Covered daily news and produced in-depth news series

Investigative and General Assignment Reporter, KTUL-TV, Tulsa Oklahoma, 1986-1988

- Produced daily reports, investigative news series and features
- Traveled nationally and internationally for special reports on white supremacy, health fraud, Panamanian politics, and Honduran ties to Oklahoma

Special Assignment Reporter/Anchor, WINK-TV, Fort Myers, Florida, 1984-1986

- Produced daily reports
- Anchored morning and weekend newscasts
- Produced and hosted weekly public affairs program and produced local travel specials
- Developed news source directory for southwest Florida issues and events

Instructor, Edison Community College, Fort Myers, Florida, 1984-1986

- Courses: Introduction to Broadcasting, Radio and Television Announcing

Part-time jobs during graduate school at American University in Washington, D.C., 1983-1984

- McHugh/Hoffman Broadcast Consultants: edited videotapes from U.S. television markets to create news talent library
- Writer, reporter, and news anchor, WAMU-FM
- Graduate teaching assistant

Reporter, Producer, Anchor, and Photographer, WINK-TV, Fort Myers, Florida, 1980-1983

- Filed daily news reports covering general news and assigned beats including City Hall, the environment, business, and the courts
- Produced and anchored weekend newscasts
- Covered the first and second launches of the Space Shuttle Columbia, The World Series, national, state, and local elections, and high-profile murder trials
- Produced featured series on the Everglades, aging, hurricane impacts, pesticides, and racial strife

Television Production Specialist and Writer, U.S. Bureau of Reclamation, Denver, Colorado, 1979-1980

- Produced in-house video projects, PSAs, video news releases, and magazine articles, including projects relating to Grand Coulee Dam, and low-head hydropower

SABBATICALS

One-semester sabbatical, fall 2014

- Began production of an environmental documentary on Everglades restoration efforts
- Continued development and planning for a new departmental M.S. Program in Communications and Media Management
- Co-wrote and edited Intellectual Property Guidelines for CSU Graduate School
- Co-developer of grant request to fund development of an on-campus community to ignite creative innovation in the Fort Collins community
- Continued limited administrative duties including development of new workshops, course scheduling, student recruiting, updating and remodel of television studio, and donor contacts

Full year sabbatical, 2004-2005

Produced five educational video programs and one documentary, all distributed nationally and internationally to colleges and universities.

- *Creating an Effective Television Story*
- *Composing Images for Video, Film, and Photography*
- *Understanding Lighting for Video, Film, and Photography*
- *Creative Editing Techniques for Nonlinear Video Editing*
- *Shooting the Talking Head*
- *How Do You Feel* (documentary)

Full year sabbatical, funding from The Freedom Forum, 1997-1998

- Produced *Media On Trial*, a one-hour documentary following media coverage of the Oklahoma City bombing trials for KWGN-TV, Denver, and PBS affiliates
- Worked for ABC News One and the Fox News Network on daily coverage of the trial
- Co-produced a 20-minute educational program, *The Amazing Journey of the Migrating Shorebirds*, funded by the U.S. Fish and Wildlife Service and several other agencies

PRODUCTIONS

Juried Productions: Broadcast Television and Video

Luft, G., 2006. "Stand Out, Step Up, Get Down." One-hour historical documentary about a Colorado high school band's long-term success. For PBS, cable and online distribution. <http://vimeo.com/34621113>.

Luft, G., 2005. "How Do You Feel?" Documentary analyzing journalists' reactions to covering tragedy. DVD and Videotape. First Light Video Publishing, Los Angeles, CA; Insight Media, New York. <https://vimeo.com/34631216>

Luft, G., 2005. "Creative Editing Techniques for Nonlinear Editing." DVD and Videotape. First Light Video Publishing, Los Angeles, CA; Insight Media, New York, NY. <https://vimeo.com/34634966>

Luft, G., 2004. "Creating an Effective Television Story." DVD and Videotape. First Light Video Publishing, Los Angeles, CA; Insight Media, New York, NY. <http://vimeo.com/17137073>

Luft, G., Hook, M., Murray, M., Seymour, A., 2004. "Substance Abuse and Victimization." Video produced for the U.S. Department of Justice, Office for Victims of Crime and Victims' Assistance Legal Organization. (Major revision to 2000 edition). <http://www.youtube.com/watch?v=Ba2vzEDatCo>

Luft, G., Jackson, P., El-Hakim, O., 2002. "The Colorado Alliance for Minority Participation." Video program and interactive CD highlighting a CSU-based initiative designed to attract diverse students to careers in STEM fields. Funded by National Science Foundation.

Luft, G., Borrayo, E., 2002. "Where's Maria?" Video programs to educate Latina women about the dangers of breast cancer. Produced in English and Spanish. Funded by the Susan G. Komen Breast Cancer Foundation.

Luft, G., Swanson, D., 2001. "The Binocular Indirect Ophthalmoscope in Veterinary Medicine." Instructional video for veterinarians. Funded by the Heine corporation.

Luft, G., 2001. "The Public Golf Experience." Video program for the City of Westminster to help solve problems related to golf etiquette on city courses.

Luft, G., 2001. "X-Y, Inc." Program profiling efforts of bioscience firm X-Y Inc. to promote cell-sorting and sex-selection technology among livestock breeders.

Luft, G., Seymour, A., Murray, M., 2001. "Communicating with Victims of Crime." National Victim Assistance Academy, Video Training Series volume 5. Sponsored by the U.S. Justice Department's Office for Victims of Crime.

Luft, G., Seymour, A., Murray, M., 2001. "Meeting the Needs of Underserved Victims of Crime." National Victim Assistance Academy, Video Training Series volume 4. Sponsored by the U.S. Justice Department's Office for Victims of Crime.

Luft, G., Kilpatrick, D., Seymour, A., 2001. "Fostering Collaborative Research: Viewpoints from Violence Against Women Practitioners and Researchers." Video program and instructional guide produced with the National Violence Against Women Prevention Institute at the University of South Carolina Medical School. Sponsored by the Centers for Disease Control.

Luft, G., 2000. "Substance Abuse and Victimization." National Victim Assistance Academy Video Training Series volume 3. Sponsored by U.S. Justice Department's Office for Victims of Crime.
http://www.ojp.usdoj.gov/ovc/pdf/txt/substance_abuse_victimization_vdguide.pdf

Luft, G., 2000. "The Digital Disc Production Process." Film Ideas, Inc. Wheeling, IL; First Light Video Publishing, Los Angeles, CA; Insight Media, New York, NY.

Luft, G., 2000. "Digital Image Acquisition and Applications." Film Ideas, Inc. Wheeling, IL; First Light Video Publishing, Los Angeles, CA; Insight Media, New York, NY.

Luft, G., 2000. "Educating With Multimedia." Film Ideas, Inc. Wheeling, IL; First Light Video Publishing, Los Angeles, CA, Insight Media, New York, NY.

Luft, G.; 1999. "The News Media's Coverage of Crime and Victimization." Educational program produced in conjunction with the U.S. Justice Department's Office for Victims of Crime and the Victims' Assistance Legal Academy. <http://www.youtube.com/watch?v=2sZGN4-tmzU>

Tate, C.M., Dennehy, K.F., Luft, G., 1996-99. "The South Platte River: Lifeline of a Region." Documentary outlining the current condition of Northern Colorado's primary water source. Funded with \$60,000 in grants from the U.S. Geologic Survey. <http://co.water.usgs.gov/nawqa/splt/reports/TATE2.html>

Luft, G.; 1998. "Media on Trial: Story of the Storytellers." One-hour documentary examining media coverage and journalistic behavior during the Oklahoma City Bombing Trials. Featured on PBS, KWGN-TV, and the PBS Adult Learning Service. Distributed to colleges and universities by First Light Video Publishing, Venice, CA.
<https://vimeo.com/34910349>

Luft, G.; O'Malia, G.; Swann, E., 1998. "The Amazing Journey of the Migrating Shorebirds." Educational program for middle school students. Sponsored by: U.S. Fish and Wildlife Service Branch of Extension and Publications; Prairie Pothole Joint Venture; Jack H. Berryman Institute; Department of Fisheries and Wildlife, Utah State

University; Extension Service, Utah State University; S.J. Quinney Foundation; Midcontinent Ecological Science Center, Biological Resources Division, USGS, Fort Collins, CO

Luft, G., 1997. "Municipal Government, Where Your Voice Is Heard." A civic services program produced for the Colorado Municipal League and its 230 municipal members in Colorado.

Luft, G., 1996. "Covering The Big Story: Day of the O.J. Simpson Verdict." Documentary focused on media coverage of the O.J. Simpson criminal verdict. First Light Video Publishing, Los Angeles, CA and Insight Media, New York, NY. <https://vimeo.com/34802446>

Luft, G., 1995-96. "Bovine Spongiform Encephalopathy." Educational program for the United States Department of Agriculture. \$15,000 in grants from USDA.

Luft, G., Swanson, D., 1995. "Excellence in Undergraduate Teaching at Colorado State University."

Luft, G., (1994). "How To Produce A CD ROM." First Light Video Publishing, Los Angeles, CA.

Luft, G., (1994). "The New Digital Imaging." First Light Video Publishing, Los Angeles, CA.

Luft, G., (1994). "Personal Performance Techniques." First Light Video Publishing, Los Angeles, CA.

Luft, G., (1993). "What Is Multimedia?" First Light Video Publishing, Los Angeles, CA.

Luft, G., (1993). "Multimedia In Education." First Light Video Publishing, Los Angeles, CA.

Luft, G., Power, C., (1993). "Get Real, Get Paid. Work For A Newspaper!" Sponsored by the Colorado Press Association and the Society of Professional Journalists as an educational and recruiting device for the newspaper industry. <https://vimeo.com/35606902>

Select Broadcast Television and Corporate Video

Luft, G., JTC 435 Class members, spring, 2009. "Freshman Trump, Liberal Arts Visionary," Production for College of Liberal Arts freshman orientation. <http://vimeo.com/11242308>

Sanders, K., Luft, G., Shepard, D., 2008. "Algae as Biofuel Source," NBC Nightly News, Dec. 2, 2008.

Tessitore, M., Luft, G., 2008-2013. "Cattlemen to Cattlemen," Various stories, National Cattlemen's Beef Association, RFD Network.

Luft, G., 2008. "W.O.L.F. Sanctuary Expansion Plans," A video produced to outline the case for expanding a non-profit wolf sanctuary near Fort Collins.

Luft, G., 2007. "What Parents Need to Know about Inhalant Abuse," A video for the CSU Tri-Ethnic Center. Sponsored by the National Institute on Drug Abuse.

Luft, G., Swanson, D., 2004. "The Colorado Diversity Initiative," An interactive CD Rom Project. Produced in conjunction with CSU and the University of Colorado as a vehicle to attract diverse graduate school candidates.

Luft, G., 2004. "Composing Images for Video, Film and Photography." First Light Video Publishing, Los Angeles, CA, Insight Media, New York, NY.

Luft, G., 2004. "Shooting the Talking Head." First Light Video Publishing, Los Angeles, CA, Insight Media, New York, NY.

Luft, G., 2004. "Understanding Lighting for Video, Film and Photography." First Light Video Publishing, Los Angeles, CA, Insight Media, New York, NY.

Luft, G., Edwards, R., Plested, B., Thurman, P., 2004. "The Community Readiness Model." Program for Tri-Ethnic Center at CSU, funded by the National Institute on Drug Abuse.

Luft, G., Cole, R., Atchison, A., 2003. "Broadcast Education Association: The Video." A 14-minute promotional video produced to advance the mission of the Broadcast Education Association.

Luft, G., 2003. "The Fire and Fuels Extension to the Forest Vegetation Simulator." A 10-minute video produced for the USDA Forest Service to predict the likelihood of forest fires in various growth patterns.

Luft, G., (1996). "Gabe Lane, The First Game." An in-depth story covering a special-needs high school student's successful campaign to play high school football (ESPN).

Luft, G., Wilson, B., (1994). "Engines Lab Components and Functions." Program used in fundraising campaign for CSU Mechanical Engineering program's engines laboratory.

Wolfelt, A., Oceanak, K., Holloway, S., Wiland, L., Luft, G., 1994. "A Teen's View Of Grief." Educational videotape for bereavement caregiver education.

Luft, G., Clark, D., Sandell, L., O'Malia, G., Vasos, J., 1993. "Colorado State University, The Last 20 Years." Program showcasing the success of CSU's strategic plan.

Luft, G., Milligan, T., Clark, D., Sandell, L., 1993. "Colorado State University Liberal Arts." Promotional video.

Luft, G., (1993). "The Smart Valve." Promotional video for a mechanical engineering senior design class project, Colorado State University.

O'Malia, G., Luft, G., (1993). "Celebration And Change At Colorado State University." Program documenting CSU accomplishments during the 1992-93 school year.

Luft, G., (1993). "The Houston to Austin Adventure." A 45-minute program documenting the annual Multiple Sclerosis Society bicycle tour.

Luft, G., Clark, D., (1992). "Colorado State University Liberal Arts On Tour." Program showcasing the College of Liberal Arts.

Luft, G., (1988-1992). 200+ Daily news stories and in-depth series. KWGN-TV.

Luft, G., O'Malia, G., (1992). "Ride The Rockies." A 60-minute program documenting The Denver Post's annual cross-state bicycle tour.

Luft, G., (1992). "The MS 150." A 45-minute program documenting an annual Multiple Sclerosis Society bicycle tour from Houston to Austin, Texas.

Luft, G., (1992). "The Ride Across Minnesota." A 45-minute fundraising program documenting a week-long bicycle tour sponsored by the Multiple Sclerosis Society.

Luft, G., Newell, C., Alles, B., 1992. "Gear Up For Better Bicycling." A 60-minute "how-to" program for beginning and intermediate bicycling enthusiasts to improve performance and technique.

Vasos, J., Luft, G., 1991. "Fulfilling a Promise, Colorado LDZ Week 1991." Program documenting success of a week-long leadership conference for Hispanic students.

Luft, G., 1991. "Ride The Rockies." A 50-minute program documenting The Denver Post's annual cross-state bicycle ride.

Luft, G., Mullin, T., 1991. "Extraterrestrial Believers." A five-part series and a 30-minute prime time documentary, about the 45-year history of UFO sightings, studies and investigations. KWGN-TV, Denver, CO. <https://vimeo.com/35520178>

Weiss, S., Pupa, W., Luft, G., Westin, D., Anthony, S., 1991. "The Baja 1000." Documentary following a 1,000 kilometer off-road race along the Baja Peninsula in Mexico. The Nashville Network.

Luft, G., (1990). "RAGBRAI." A one-hour program documenting The Des Moines Register's Annual Great Bicycle Ride Across Iowa.

Luft, G., (1990). "Ride The Rockies." A one-hour program documenting The Denver Post's annual cross-state bicycle ride.

Luft, G., (1990). "Fort Collins Family Medicine Center." A program designed to recruit medical students into a residency program filling the health care needs of rural Colorado. Producer, writer, photographer, editor.

Grund, L., Luft, G., 1990. "Keeping Families Together: A Team Approach." A program to help families of children with developmental disabilities for the Rocky Mountain Adoption Exchange.

Luft, G., Steffes, D., 1989. "The Business Of Water." Five-part news series examining the intricacies of water delivery, sales, and ownership in Colorado. KWGN-TV.

Luft, G., 1989. "Ride The Rockies." A 30-minute program documenting The Denver Post's annual cross-state bicycle ride.

PAPERS PRESENTED/SYMPOSIA/INVITED LECTURES/PROFESSIONAL MEETINGS

Luft, G., "Don't Fear Fundraising," Invited Panel Presentation, Association of School of Journalism and Mass Communication winter workshop, February 2015

Luft, G., "Mary Jane Goes to College: College Media Policies You'll Need When MJ Comes to your State," Invited presentation, Broadcast Education Association annual conference, Las Vegas, NV, April 2015

Luft, G., "Student Media and Academic Partnerships," Invited presentation, Association for Education in Journalism and Mass Communication, Washington, D.C., August 2013

Luft, G., "Maintaining Personal Evolutionary Development in the Midst of a Media Revolution," Invited presentation, Western Association of University Publication Managers Annual Conference, Denver, CO, May 2013

Luft, G., "Successful Models for Faculty Involvement in International Education," Invited presentation, Broadcast Education Association annual conference, Las Vegas, NV, April 2013

Luft, G., "Creating a University Media Festival," Invited presentation, Broadcast Education Association annual conference, Las Vegas, NV, April 2013

Luft, G., "Making Faculty Better Through Professional Development," Invited presentation, Association of School of Journalism and Mass Communication winter workshop, February 2013

Luft, G., "How to Know what You Don't Know about Equipment Trends," Invited presentation, Broadcast Education Association annual conference, Las Vegas, NV, April 2012

Luft, G., "Covering Tragedy as a Student Journalist," Invited presentation, Colorado High School Press Association Journalism Day, Fort Collins, CO, October 2012

Luft, G. "Forging On-Campus Partnerships," Invited presentation, Association for Schools in Journalism and Mass Communication winter workshop, Las Vegas, NV, February 2012

Luft, G. "Alumni Development in Journalism Programs," Invited presentation, Association for Schools in Journalism and Mass Communication winter workshop, Dallas, TX, February 2011

Luft, G. "Student Media Partnerships with the Community," Invited presentation, Broadcast Education Association Convention, Las Vegas, NV, April 2010

Luft, G. "Student Media Driven Convergence Model," Invited presentation, Broadcast Education Association Convention, Las Vegas, NV, April 2009

Luft, G. "Ethical and Legal Issues in Student Media," Invited presentation, Pennsylvania High School Journalism Day, Edinboro University, PA, October 2009

Luft, G. "Technological Trends in Student Media," Invited presentation, Pennsylvania High School Journalism Day, Edinboro University, PA, October 2009

Luft, G. "Dealing with Tragedy While Reporting," Invited lecture, High School Journalism Day, Fort Collins, CO, October 2009

Luft, G. "Where Will We Get Our News?" Moderator/Organizer/Speaker, Chautauqua Lecture Series, Boulder, CO, July 2009

Luft, G., Seymour, A. "Working with the Media," U.S. Justice Department Office for Victims of Crime (OVC), Guest Host of OVC Web Forum designed to inform victim service providers, online, January 2008

Luft, G. Respondent to the documentary, *Flock of Dodos*, presented as part of a traveling film series, Student Center Theater. The film examines the debate over evolution and intelligent design. Fort Collins, CO, February 2008

Luft, G. "Educational Perspective on State of the Newspapers and Future of the Industry." Invited presentation, Colorado Press Association annual convention, Denver, CO, February 2008

Luft, G. Documentary Production presentation and panel, "Sustainability through Wind Energy." Invited presentation, Broadcast Education Association national convention, Las Vegas, NV. Presented student production by Deborah Lienhart and Mark Callahan as part of a focus on "green" assignments completed by students, April 2008

Luft, G. "Student Publications and Academic Journalism: Working Together." Featured speaker, Western Association of University Publications Managers, Anchorage, AK, May 2008

Luft, G. "How Do You Feel?" Invited screening and presentation, Colorado High School Press Association, Fort Collins, CO, October 2007

Luft, G. "Effective Television Stories," Invited presentation, Colorado High School Press Association Fort Collins, CO, October 2007

Luft, G. "How Do You Feel?" Documentary screening and presentation, Edinboro University, Distinguished Lecture Series, Edinboro, PA, October 2005

Luft, G. "Let the Story be Your Guide: How to use News Event Coverage to Build a Bigger Story." Invited presentation, Broadcast Education Association national convention, Las Vegas, NV, April 2005

Luft, G. "Digital Changes Style because it can." Invited presentation, Broadcast Education Association national convention, Las Vegas, NV, April 2002

Luft, G. "Today's Reporter: Mainstream Journalist or Tabloid Hack?" Invited presentation at the College Media Advisors Spring convention, New York, NY, February 2001

Luft, G. "Student Broadcasters can Know About Problems Before They Occur" Invited presentation, College Media Advisors/Associated Collegiate Press conference, New York, NY, February 2001

Luft, G. "Secondary and Post-Secondary Partners in Education." Invited presentation, Broadcast Education Association national convention, Las Vegas, NV, April 2001

Luft, G. "Trial, Error, Revision and Function: Searching for the Perfect Student Television Staff Manual," Student Media Advisors' Division, Broadcast Education Association national convention, Las Vegas, NV, peer reviewed and presented at the BEA convention, Las Vegas, NV, April 2000

Luft, G. "Best Video Production Exercise" peer reviewed and selected from a field of entries for presentation at the Broadcast Education Association national convention, Las Vegas, NV, April 2000

Luft, G. "Media and the Criminal Justice System--Roles and Responsibilities for Transforming Community Participation," Invited presentation at the Colorado Forum on Restorative and Community Justice, Keystone, CO, November 1998

Luft, G. "Noah's Ark, Insurance Settlements and DVC Pro: A Flood-Based Paradigm for Building the Ideal Student Television Facility." First place paper, open category, Student Media Advisors Division, Broadcast Education Association paper competition, April 1999

Luft, G. "Media Coordination, A Win/Win Strategy." Invited presentation at the Colorado Organization for Victim Assistance Conference, Keystone, CO, November 1998

Luft, G. "Analyzing the Campus Community in Perpetual Motion: A guide for Generating Stories on Campus," First place paper, debut category, Student Media Advisors' Division, Broadcast Education Association national convention, Las Vegas, NV, April 1998

Luft, G. "Non-Linear TV News: Integrating Digital Technology in Student Newscast Production," Invited presentation, Broadcast Education Association national convention, Las Vegas, NV, April 1998

Luft, G. "Effective Television News Standups," Invited presentation, College Media Advisors/Associated Collegiate Press conference, Orlando, FL, November 1996

Luft, G. "How Television News Crews Cover the Big Story," Invited presentation, College Media Advisors/Associated Collegiate Press conference, Orlando, FL, November 1996

Luft, G. "How to Get a Job in Television News," Invited presentation, College Media Advisors/Associated Collegiate Press conference, Orlando, FL, November 1996

Luft, G. "Award-Winning College Television Newscasts," Panel member, Broadcast Education Association, Las Vegas, NV, April 1995

Luft, G., Greenberg, W. "How to Design a Television News Story." Invited presentation, College Media Advisors/Associated Collegiate Press conference, Washington, D.C., October 1995

Luft, G. "Multimedia in Education." Formal screening at the annual University Film and Video Association annual conference, Bozeman, MT, August 1994

Luft, G. "Extraterrestrial Believers." Formal screening at the annual University Film and Video Association conference, Bozeman, MT, August 1994

Luft, G. "What is Multimedia?" Luft, Greg. Formal screening at the annual University Film and Video Association conference, Bozeman, MT, August 1994

Luft, G. "Multimedia and Potential Impact on Student Media." Invited presentation, College Media Advisors/Associated Collegiate Press conference, Dallas, TX, October 1993

Luft, G. "Personal Performance Techniques for Television News." Invited presentation, College Media Advisors/Associated Collegiate Press conference, Dallas, TX, October 1993

Luft, G. "How to Structure a Television News Package." Invited presentation, College Media Advisors/ Associated Collegiate Press conference, Dallas, TX, October 1993

Luft, G. "Zapping Traditional Television." Invited presentation, College Media Advisors/ Associated Collegiate Press conference, Providence, RI, November 1992

Luft, G. "The Television Technology Stampede: Making it work for you." Invited presentation, College Media Advisors/ Associated Collegiate Press conference, Providence, RI, November 1992

Luft, G. "Student Television: Studio, Staff and Structure." Invited presentation, College Media Advisors/ Associated Collegiate Press conference, Providence, RI, November 1992

Luft, G. "Professional In-field Performance for Television Reporters." Presented at the annual College Media Advisors/ Associated Collegiate Press convention, Providence, RI, November 1992

Luft, G. "The Videotape Format Dilemma: Choosing New Technology for the Future." Invited presentation, College Media Advisors/Associated Collegiate Press conference, Denver, CO, October 1991

Luft, G. "Media Advocacy." Invited presentation to community organizers of The American Drug and Alcohol Survey's Media Project Conference, 1993

Luft, G., "How to Gear Up For Multimedia." Invited presentation to the Western Association of University Publications Managers, 1993

Luft, G. "Conversational Writing." Invited workshops for the Poudre R-1 school district, 1989

Luft, G. "How To Communicate With Reporters." Invited presentation for City of Fort Collins administrators, staff and emergency services personnel, 1991

PUBLISHED WORKS

Non-Refereed Chapters in books

Luft, G., 1994. "Video Recording Technology 1994, New Horizons." National Association of College Broadcasters' 1994 Station Handbook.

Luft, G., 1994. "Television Station Equipment Recipe." National Association of College Broadcasters' 1994 Station Handbook.

Luft, G., 1994. "Building A Studio From The Ground Up." National Association of College Broadcasters' 1994 Station Handbook.

Luft, G., 1994. "Television News Story Formatting: Structure vs. Words." National Association of College Broadcasters' 1994 Station Handbook.

Luft, G., 1994. "Visual Demonstration Techniques for Television Reporters." National Association of College Broadcasters' 1994 Station Handbook.

Luft, G., 1993. "Video Recording Technology." National Association of College Broadcasters 1993 Station Handbook.

Non-Refereed Professional Articles

Luft, G., 1997. "News Media Consortium," Columbia Journalism Review, March-April.

Long, M., Kumler, M., Gabel, S., Wescoat, J., Luft, G., 1996. "People and Water: An Information Challenge." The final report of a Public Water Information Task Force created by the Colorado Water Resources Research Institute (CWRI).

Luft, G., 1992. "Testing New Hires." RTNDA Communicator, April, 30-31.

Luft, G., 1992. "Studio From Scratch." College Broadcaster, April/May, 22.

Luft, G., 1991. "Video Primer Follows Legal Trail." Investigative Reporters and Editors Journal. Volume 14, Number 5, 4-5.

Luft, G., 1991. "Reporter Standup Techniques." RTNDA Communicator, November, 35-36.

Luft, G., 1991. "Camcorders: When Amateurs Go After The News." Columbia Journalism Review, September/October, 35-37.

Luft, G., 1991. "Camcorders: When Amateurs Go After The News." White House News Photographers' Association's Photo Op Magazine, fall, 10-11, 17-18. (Reprint from CJR).

Luft, G., 1991. "Strong Video Images." RTNDA Communicator magazine, August, 18-19.

CONTRACTS AND GRANTS

Funded Projects as PI

- Initiated a successful \$6,300 grant proposal through the Knight Foundation to fund a Broadcasters-in-Residence program, with journalists coming from KMGH-TV in Denver for extended residential appointments in the department, 1999-2000
- Initiated and coordinated \$60,000 technology grant from Panasonic Broadcast Corporation for Student Media, Journalism and Technical Communication, and Speech Communication Departments, 1998
- Two Freedom Forum Professor Publishing grants for "Media on Trial: Story of the Storytellers," a documentary on the Oklahoma City Bombing Trial; \$2,500 in 1997; \$5,000 in 1998
- Initiated and coordinated a two-year loan of \$500,000 worth of broadcast television equipment to the Student Media Department from KCNC-TV in Denver following a flood that destroyed CTV's facilities and equipment, 1997
- Author of funding proposal, "The South Platte River: Pulse of a Lifeline," a documentary funded by the United States Geologic Service @ \$60,000, 1995
- Principal Investigator, "Mad Cow Disease (Bovine Spongiform Encephalopathy) Risk Management," a training-video project funded by the United States Department of Agriculture for \$14,950, 1995-1996

Funded Projects as CoPI

- One of five co-principal investigators: "People and Water: An Information Challenge," a task force funded by the Colorado Water Resources Research Institute, \$10,000, 1994

Other Grants, Funding, Fellowships

- Institute for Telecommunication Science. Grant of \$25,000 to support production of a documentary on restoration of the Everglades, to be used to study video codecs, 2015
- Reynolds Foundation grant of \$50,000 plus three years of funding at \$10,000 per year for a Visiting Professor in Business Journalism, 2012-2016
- Lilla B. Morgan grant of \$1,000 to continue CSU Alumni Media Festival, 2011
- Lilla B. Morgan grant of \$5,000 to continue CSU Alumni Media Festival, 2010
- Lilla B. Morgan grant of \$3,000 to establish CSU Alumni Media Festival, 2009
- NATPE Faculty Fellowship to attend the National Association of Television Program Executives National Convention, Las Vegas, NV, February 2009
- U.S. Justice Department grant to attend the Office for Victims of Crimes Mass Casualty and Violence at Home and Abroad conference in Washington, D.C., October 2009
- CSU Center for Research on Writing and Communication Technologies \$2,500 grant to develop a proposal for a Soros Justice Senior Fellowship, 2002
- Poynter Teaching Fellow, Poynter Institute for Media Studies, 1993
- Co-developer of successful 1991 "Campus Television Funding Proposal to Acquire, Operate and Maintain a Student-Run and Operated Television Studio at Colorado State University," providing roughly \$5 million in student fees, 1991-present
- Professional Development Program grants averaging \$1,000, College of Liberal Arts, Colorado State University, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2006, 2008, 2009, 2010, 2011, 2012, 2013
- Instructional Development Program grants, College of Liberal Arts, 1993, 1994
- Faculty-Industry Seminar Fellow, International Radio and Television Society, New York City, 1991
- Co-Director, Minorities in Television News project funded by Media and Marketing of Dallas, TX, \$50,000, 1989

PROFESSIONAL AFFILIATIONS AND ACTIVITIES

- Secretary/Treasurer, Broadcast Education Association, term begins April 2016
- Board of Directors, District 6, Broadcast Education Association, 2012-2016
- Board of Directors, Colorado Press Association Philanthropic Advisory Committee, 2012-2014
- Vice Chair, Documentary Division, Broadcast Education Association 2010-2012
- Producer, annual awards programs, Colorado Press Association, 1995-2006, 2012, 2013
- Coordinating Judge, San Francisco Bay Area Press Photographers Association, television photojournalism awards, March 2010
- City of Westminster election programs, producer of 15 candidate and issue programs, 1997-2011
- Welcoming speaker, High School Journalism Day, Fort Collins, CO, 2008, 2009, 2010, 2011, 2012
- Judge, ISTE High School Day Competition, Fort Collins, CO, 2007, 2008, 2009, 2010, 2011
- Boy Scouts: Communication Merit Badge Instructor for troop 96, 2007
- Beef Improvement Association: Narrator and script editor for BIA History Video, 2006
- Board of Directors, Interest Division Representative, Broadcast Education Association, 2002-2006
- Board of Directors, Society of Professional Journalists, Colorado Chapter, 2001-2006
- Coordinator and producer of SPJ award videos, 2002, 2003, 2004, 2005, 2006, 2007
- Chair, Production, Aesthetics and Criticism Division (PAC), Broadcast Education Association, 2000-2002
- Vice Chair/Paper Competition Co-Chair, Broadcast Education Association, Production, Aesthetics and Criticism Division, 1998-1999
- Production Showcase Co-Chair, Broadcast Education Association, Production, Aesthetics and Criticism Division, 1997-1998
- Producer of 1998 volunteer awards video for the American Red Cross, Centennial Chapter
- Producer of annual year-end awards programs and educational workshop videos for the Colorado Press Association, 1994-2003
- National Chair, Broadcast News Committee, College Media Advisors: Organized and scheduled all broadcast sessions for fall and spring conventions, 1993-1996
- Committee member, City of Fort Collins committee to continue television news in the city after elimination of local cable television news broadcast
- Contributed a collection of on-camera television news standup performances to the television news consulting firm, Frank Magid and Associates, for use in training television news reporters, 1993
- Internship Committee member, Colorado Broadcasters Association, 1994-1995
- Video consultant for Sports Fitness, Inc., production of a golfing exercise video featuring PGA professional Raymond Floyd, 1994
- Resume tape critique panelist, College Media Advisors conventions, 1991-93
- "Video Recording: How We Got Where We Are," National Academy of Television Arts and Sciences' regional Heartland Newsletter, March 1992
- "The Future of Video Recording," National Academy of Television Arts and Science's regional Heartland Newsletter, April 1992
- Hosted a CSU-sponsored reception for educators from across the country at the Radio and Television News Directors Association national convention in Denver, 1991
- "Interns: The Right Way To Get The Best Results," National Academy of Television Arts and Sciences' regional Heartland Newsletter, June 1991
- Judge for the National Press Photographers Association's regional television news photography competition, 1990
- Conducted workshops on how to get messages placed in the media for the Colorado Community College and Occupational Education System, 1990

- Judge, Midwest Regional Emmy Awards competition, 1990
- On-air host for Denver television station KRMA-Channel 6 fundraising drives, 1990, 1991
- Organizer, "Television News Reporting and Techniques," a one-day television news workshop sponsored by the Radio and Television News Directors Association, 1990
- Judge, Radio and Television News Directors Association Southeastern Region radio news competition, 1989

Select Awards for Reporting, Productions, Papers and Exercises

Luft, G. Telly Award (Educational TV) for "Creating an Effective TV Story," 2008

Luft, G. Telly Award (Educational TV) for "Creative Editing Techniques for Nonlinear Editing," 2008

Luft, G. Award of Distinction, Communicator Awards (Documentary) for "How Do You Feel?" 2008

Luft, G., Jackson, P. Award of Distinction, Communicator Awards (Educational TV) "LS Co-Amp," 2008

Luft, G., Swanson, D. Telly Award (Educational TV) for "The Binocular Indirect Ophthalmoscope in Veterinary Medicine," 2002

Luft, G., Kirkpatrick, D., Seymour, A., Cornelison, V. Telly Award (Educational TV) for Fostering Collaborative Research: "Viewpoints from Violence Against Women Practitioners and Researchers," 2002

Luft, G., Cole, R., Broadcast Education Association International Festival of Film, Video and Media Arts, Third place, Commercial/PSA, for "Resolve It, Solve It and Too Smart to Smoke," public service announcements, 2002

Luft, G., Jenkins, N. Telly Award (Educational TV) for "The Public Golf Experience," 2001

Luft, G. Telly Award, (Educational TV) for "XY Inc.," 2001

Luft, G., Seymour, A., Murray, M. First Place, Mixed (Educational/Documentary) Broadcast Education Association Faculty Production Competition, Las Vegas, Nevada for "The News Media's Coverage of Crime and Victimization," 2000

Luft, G. Broadcast Education Association, Best Video Production Exercise, for "Television News Package Structure," 2000

Luft, G. Broadcast Education Association, Faculty Production Competition, First Place, Documentary, for "Media on Trial, Story of the Storytellers," 1999

Luft, G. Broadcast Education Association, Student Media Advisor's Division, First Place Paper, for "Noah's Ark, Insurance Settlements and DVC Pro: A Flood-Based Paradigm for Building the Ideal Student Television Facility," 1999

Luft, G. Broadcast Education Association, Best Video Production Exercise, for "Talking Head Framing and Composition," 1999

Luft, G. First Place Paper, Broadcast Education Association, Student Media Advisor's Division, Las Vegas, Nevada, for "Analyzing the Campus Community in Perpetual Motion: A guide for Generating Stories on Campus," 1998

Luft, G., Swanson, D. Broadcast Education Association Faculty Production Competition, First Place, Promotional Video, for "Municipal Government, Where Your Voice is Heard," 1997

Luft, G., Powers, C. Telly Award, (Career TV) for "Get Real, Get Paid, Work for a Newspaper," 1995

Luft, G. Telly Award, (Educational TV) for "The New Digital Imaging," 1995

Luft, G. Telly Award, (Educational TV) for "Personal Performance Techniques," 1995

Luft, G., Swanson, D. Telly Award (Internal Communications) for "Excellence in Undergraduate Teaching at CSU," 1995

Luft, G. Second Place, Broadcast Education Association Faculty Production Competition for "Personal Performance Techniques," 1995

Luft, G. Telly Award (Educational TV) for "What is Multimedia?" 1994

Luft, G. Telly Award (Educational TV) for "Multimedia in Education," 1994

O'Malia, G, Luft, G. Special Media Award, Rural Housing Now Conference, for "Migrant Farmworker Housing," 1992

Peterson, M., Luft, G. National Press Photographers Association, regional feature story award for "High Country Rescue Training," 1990

Brownlow, G., Luft, G. National Press Photographers Association, Spot News story award for "Greenwood Village Fire," 1990

Luft, G., Whaley, M. Oklahoma Associated Press, Investigative Reporting Award, for "Body Toddy Mineral Water Investigation," 1987

Luft, G., Whaley, M. Oklahoma United Press International, Consumer Reporting Award, for "Body Toddy Mineral Water Investigation," 1987

Luft, G., Roder, L. The National Council on Christians and Jews, first place, in-depth reporting for the news series "Aryan Hate Groups," 1988

Luft, G., Anderson, K. Florida Bar Association, Grand Prize, Legal Reporting for "Reverse Sting Investigation," 1986

Luft, G., Shapiro, M., Florida Bar Association, First Place, News Series for "Scientific Justice," 1985

Luft, G., Hatcher, D. United Press International, First Place, sports feature for "Bronc Busting Bookworm", 1985

Luft, G., Woodberry, T. United Press International, First Place, Agricultural Reporting, for "The Chosen Poisons," 1984

Luft, G., Hatcher, D. United Press International, First Place, Agricultural reporting, for "Alligator Farming," 1983

Luft, G., Hausmann, E. Columbia-DuPont finalist commendation for "The Everglades at Risk," 1983

Student Awards

Television students in the Journalism and Media Communication Department, along with those working for Student Media, earned more than 600 regional and national television news and production awards, including more than a dozen regional Emmys and scores of national awards from the Society of Professional Journalists, College Media Advisors, the Broadcast Education Association, the National Association of College Broadcasters and others, 1989-2015.

COMMITTEES AND BOARDS

- Selection Committee member, Monfort Distinguished Professor, CSU, 2013, 2014, 2015
- Search Committee member, Rocky Mountain Student Media President/CEO search, 2015
- Search Committee member, College of Liberal Arts Assistant Development Directors, 2014
- Member, Board of Directors, Rocky Mountain Student Media Corporation, 2009-present
- Search committee member, Vice Provost for Faculty Affairs, CSU, 2012

- Search committee member, Executive Director of Media Relations, CSU, 2011-2012
- Chair, search committee, College of Liberal Arts Advising Center, 2011
- College of Liberal Arts website video planning committee, 2009-present
- Committee to Review Status of Student Media, 2008
- Chair, Communication Studies Department Chair Search, 2008
- Chair, Merit Review Committee, 2007
- Chair, Professional Liaison Committee, 2007
- Member, Tenure and Promotion Committee, 1996-present
- Member, Board of Student Communications, 1991-2007
- College of Liberal Arts Honor Alumnus Selection Committee, 2007
- Chair, Search Committee, CTV News and Public Affairs Coordinator, Student Media, 2005
- Chair, Search Committee, Director of Student Media, 2004
- Chair, Scholarship Committee, 2003-04
- Chair, Professional Liaison Committee, 2003-2004
- Member, Technology and Information Technology Committee, 2003-2004
- Chair, Merit Review Committee, 2002-2003
- Chair, IT Position Search Committee, 2002-2003
- Member, Newsletter/Professional Liaison Committee, 2002-2003
- Chair, TV/IT Search Committee, 2001-2002
- Chair, News-Ed Instructor Search Committee, 2001-2002
- Search Committee Member, Public Information Specialist position, 2001
- Technology Committee Member, 1999-present
- Scholarship/Banquet Committee Co-Chair, 2001-2002
- Member, Merit Evaluation Committee, 1999-2000
- Chair, Radio Adviser Search Committee, Student Media Department, 1999, 2000
- Chair, Television/New Media sequence search committee, Department of Journalism and Technical Communication, 1998
- Chair/Scholarship/Banquet Committee, 1992-1999
- Advisory Board Member, Alumni Magazine, 1997-1999
- Chair, Broadcast Advisor Search Committee, Student Media Department, 1996
- Chair, Television News sequence search committee, Department of Journalism and Technical Communication, 1995-1996
- Member, College of Liberal Arts Professional Development Award Committee, 1994-1995
- Member, Board of Student Communications, 1990-1994
- Faculty Advisor, Multimedia Floor, Residence Life Special Interest Living Program, 1992-1997
- Member, College of Liberal Arts Image Advisory Committee, 1992-1993
- Chair, Search Committee for Student Media Journalism Coach, 1993
- Member, College of Liberal Arts Scholarship Committee, 1992-1997
- Member, Panel to Assess Need for a Student-Owned and Operated Radio Station at CSU, 1994
- Member, Westfall Scholarship Committee, 1992-1997
- Member, Technical Journalism Department Human Research Subjects Committee, 1992-1994
- Member, Technical Journalism Department Internship Committee, 1993-1994
- Member, Rocky Mountain Collegian Restructuring Committee, 1992
- Chair, Technical Journalism Department Library Committee, 1989-1990
- Co-Advisor, Radio and Television News Directors Association Student Group, 1989-1991
- Member, Technical Journalism Merit Evaluation Committee, 1992-1993

STUDENT ADVISING/GRADUATE SUPERVISION

- Undergraduate Students: 25-30 students per year
- Graduate Committee Memberships Past Five Years: Twelve (12)

OTHER ACTIVITIES/ACCOMPLISHMENTS

- Faculty Advisor, Campus Television, 1989-2005 and KCSU Radio News, 1995-1997
- Recruited as advisor prior to CTV startup, 1989
- Advised and coached students in production of one show per week, 1989-1990
- Co-author of successful student-fee funding proposal to install and maintain new studio
- Coordinated purchase of video and computer equipment for control room, studio, editing, field production units, remote production unit, and newsroom
- Coordinated remodeling of existing space and installation of equipment
- Advised and trained staff on use of new equipment
- Arranged for statewide broadcast of Campus Television news programming on KBDI-TV and cooperating cable systems
- Worked with student staff to develop long-term programming plans
- Advised and coached students through programming expansion from one show per week in 1990 to five shows per week by Fall 1994, continued as advisor through 2005
- Assisted in development of new studio facility after a flood destroyed the original facility, 1998
- Consulting on re-development of University's key studio in partnership with the University and Rocky Mountain Student Media, ongoing since 2008

PROFESSIONAL MEMBERSHIPS

- Association for Educators in Journalism and Mass Communication
- Association of Schools in Journalism and Mass Communication
- Society of Professional Journalists
- Broadcast Education Association
- Colorado Student Media Association
- Kappa Tau Alpha Journalism Honor Society (inducted 1984)
- National Academy of Television Arts and Sciences
- Colorado Broadcasters Association
- College Media Advisors
- Investigative Reporters and Editors
- Radio and Television News Directors