

GREG LUFT

Professor, Journalism and Media Communication
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Colorado State University, Fort Collins, CO 80523
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Professional Summary

Academic and media professional with extensive experience in academic administration, teaching, news reporting and documentary filmmaking. Recognized for quality leadership, expanding academic degree options, mentoring students, creating alumni networks and leading international programs. Committed to advancing diversity, equity, inclusion and justice in education and media, recognizing that mutual respect, media literacy, ethical journalism, and hands-on learning are critical for success.

Academic Positions & Responsibilities

Full Professor, Journalism and Media Communication
Colorado State University, Fort Collins, CO 2005-Present

Instruction and Advising

- Teach undergraduate and graduate courses in media and society, video editing, broadcast news reporting and producing, field production, documentary production, advanced photography, corporate video, and media ethics.
- Graduate student advising in Journalism and Media Communication (JMC), Communication and Media Management (MCMM) and Student Affairs in Higher Education Program (SAHE).

Scholarship and Creative Activity

- Produce documentaries, educational programs and articles about news ethics, journalist behavior, environment, new media technologies, social sciences and the arts.
- Create educational programs tied to science, agriculture, journalism and production techniques.
- Deliver academic papers, invited panel sessions and professional lectures on media production, technology, and news coverage.

Service, Outreach and Program Leadership

- Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). Evaluate programs, participate in accreditation site visits and write external promotion reviews.
- Association of Schools of Journalism and Mass Communication (ASJMC). Executive Committee Member, 2019-2023.
- Broadcast Education Association Past President (2018-2019). More than 20 years of service on the Board of Directors and leadership of media production and documentary divisions.

- Long-term involvement in the Colorado Student Media Association (CSMA), the Colorado Press Association (CPA), Society for Professional Journalists (SPJ) and College Media Advisors (CMA).
- International program leadership and teaching with the Institute for Education in International Media (ieiMedia), Semester at Sea (SAS), and the Communication University of China (CUC).

**Interim Vice President, Division of Marketing and Communications
Colorado State University, 2022 – 2023**

- Appointed during presidential transition to oversee operations, personnel and budget for the Division of Marketing and Communications, including Crisis Communications, Brand Management, Strategic Communications, Internal Communications, and Social & Digital Media.
- Member of President's Cabinet

**Chair, Department of Journalism and Media Communication
Colorado State University, 2007 – 2022**

- Managed department of 500 students and 80+ faculty, staff and student employees, overseeing residential and online undergraduate and graduate programs, budgets, curriculum, recruiting, promotional media and course scheduling.
- Directed ACEJMC accreditation efforts and managed departmental funding initiatives, technology, and outreach programs.
- Led efforts to create online undergraduate and graduate degree programs, as well as academic minors in Music, Stage & Sports Production and Science Communication.
- Served as Academic Representative on the board of directors for the independent Rocky Mountain Student Media Corporation at Colorado State University.

Education

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

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

- Ranked #1 in broadcast cohort, graduated with distinction.
- Jack Jurey Memorial Award for Outstanding Graduate Degree Work.
- John Merriman Memorial Broadcast Writing Award, Writers' Guild of America, East.
- Principal Project: *Vote Vendors*, a television news series on political consulting trends during presidential campaigns.

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

- Focus on News-editorial and broadcast journalism
- Writer for Rocky Mountain Collegian student newspaper
- Resident Assistant, Corbett Hall

Professional Experience

Independent Video Journalist and Documentary Filmmaker

1992 – Present

- Produce documentaries and educational video programs on topics related to journalism, media ethics, science and environmental issues, and production techniques.
- Freelance video journalist and field producer for NBC News, CBS 60 Minutes, Discovery Networks, ABC News One, Fox News Channel, 1995 – 2007.

Television Journalist

KWGN-TV, Denver, CO, 1988 – 1992

- Covered daily news and produced in-depth series.

Investigative and General Assignment Reporter

KTUL-TV, Tulsa, OK, 1986 – 1988

- Produced investigative reports on statewide, national and international issues, including white supremacy, health fraud, Panamanian politics and Oklahoma State Prisons.

Special Assignment Reporter/Anchor/Public Affairs Program Producer

WINK-TV, Fort Myers, FL, 1980 - 1986

- Produced daily reports and investigative series, anchored morning and weekend newscasts, hosted weekly public affairs program and developed a news source directory for local issues.

Instructor, Edison Community College

Fort Myers, FL, 1984 – 1986

- Taught courses in broadcasting and television announcing.

Sabbaticals

Fall 2024

- Ongoing production of documentary films including [Harvest Colorado](#), focused on statewide agricultural production, *Covid-19 Retrospective*, a five-year review about the impact of Covid-19 on students and faculty, and a historical documentary about student media at Colorado State University.

Fall 2014

- Produced 100 high-definition video segments in the Florida Everglades for video streaming study by the U.S. Institute for Telecommunication Sciences.

- Developed professional M.S. program in Communications and Media Management.
- Wrote and edited intellectual property guidelines for CSU Graduate School

Fall 2004 - Spring 2005

- Produced documentary and educational films, including *How do you Feel*, a documentary about the emotional toll for journalists reporting on tragedy; and five educational videos including *Creating an Effective Television Story*; *Creative Editing Techniques for Non-linear Video Editing*; *Understanding Lighting for Video, Film and Photography*, *Shooting the Talking Head*, and *Composing Images for Video, Film and Photography*.

Fall 1997 - Spring 1998

- Produced *Media on Trial*, a one-hour documentary about media coverage of the Oklahoma City Bombing Trials, broadcast on PBS, Denver's KWGN-TV and featured at the Newseum. Funded by The Freedom Forum.
- Co-produced a 20-minute educational program for junior high school students, *The Amazing Journey of the Migrating Shorebirds* with Greg O'Malia. Funded by U.S. Fish and Wildlife Service.

Select Juried Productions and Creative Projects as Lead Producer

Broadcast Television, Video, Film and Photography

- **2021:** *Motorcycle Culture in Vietnam* – Photo story for advanced photography instruction.
- **2020:** *COVID-19 Health Protocols* – Video outlining health and safety expectations for students, faculty, and staff returning to campus in August 2020. [Watch Here](#)
- **2019:** *Semester at Sea: Advanced Photography Portfolios* – Video featuring students' semester-long photography projects across 13 ports and 10 countries. [Watch Here](#)
- **2006:** *Stand Out, Step Up, Get Down* – Historical documentary chronicling the long-term success of a Colorado high school band. PBS, cable, and online distribution. [Watch here.](#)
- **2005:** *How Do You Feel?* – Documentary exploring journalists' reactions to covering tragedy. First Light Video Publishing, Los Angeles, CA; Insight Media, New York, NY. [Watch here.](#)
- **2005:** *Creative Editing Techniques for Nonlinear Editing* – Educational video for nonlinear editing techniques. First Light Video Publishing, Los Angeles, CA; Insight Media, New York, NY. [Watch here.](#)
- **2004:** *Creating an Effective Television Story* – Instructional video on crafting effective TV stories. First Light Video Publishing, Los Angeles, CA; Insight Media, New York, NY. [Watch here.](#)
- **2004:** *Substance Abuse and Victimization* – Video produced for the U.S. Department of Justice's Office for Victims of Crime. [Watch here.](#)
- **2002:** *The Colorado Alliance for Minority Participation* – Video program and interactive CD promoting STEM careers to diverse students, funded by the National Science Foundation.
- **2002:** *Where's Maria?* – Educational video about breast cancer awareness for Latina women. Funded by the Susan G. Komen Breast Cancer Foundation.
- **2001:** *The Binocular Indirect Ophthalmoscope in Veterinary Medicine* – Instructional video for veterinary students.

- **2001:** *The Public Golf Experience* – Video for the City of Westminster promoting proper golf etiquette.
- **2001:** *X-Y, Inc.* – Video profiling bioscience company X-Y Inc. and its cell-sorting and sex-selection technology for livestock breeders.
- **2001:** *Communicating with Victims of Crime* – Training video for the National Victim Assistance Academy. Sponsored by the U.S. Justice Department.
- **2000:** *Substance Abuse and Victimization* – National Victim Assistance Academy, Video Training Series, Volume 3. Sponsored by the U.S. Justice Department's Office for Victims of Crime.
- **2000:** *The Digital Disc Production Process* – Educational video on digital disc production. Film Ideas, Inc.; First Light Video Publishing; Insight Media.
- **2000:** *Digital Image Acquisition and Applications* – Educational program on digital imaging technologies. Film Ideas, Inc.; First Light Video Publishing; Insight Media.
- **2000:** *Educating with Multimedia* – Video on multimedia's role in education. Film Ideas, Inc.; First Light Video Publishing; Insight Media.
- **1999:** *The News Media's Coverage of Crime and Victimization* – Educational program produced in collaboration with the U.S. Justice Department's Office for Victims of Crime. [Watch here.](#)
- **1998:** *Media on Trial* – One-hour documentary detailing media efforts to work together professionally in coverage of the Oklahoma City Bombing Trials in Denver. [Watch here.](#)
- **1996:** *Covering the Big Story: The O.J. Simpson Verdict*. Educational documentary capturing media coverage of the O.J. Simpson criminal trial verdict in Los Angeles. [Watch here.](#)

Select Broadcast Television, Client Video and Documentary Films

- **2009:** *Freshman Trump, Liberal Arts Visionary* – Production in partnership with students for College of Liberal Arts freshmen orientation. [Watch here.](#)
- **2008-2013:** *Cattlemen to Cattlemen* – Various stories for the National Cattlemen's Beef Association, RFD Network.
- **2007:** *W.O.L.F. Sanctuary Expansion Plans* – Video promoting the expansion of a non-profit wolf sanctuary in Fort Collins.
- **2004:** *The Colorado Diversity Initiative* – Interactive CD-ROM produced to attract diverse graduate candidates.
- **2004:** *Composing Images for Video, Film, and Photography* – Educational video for First Light Video Publishing; Insight Media.
- **2004:** *Shooting the Talking Head* – Instructional video on interview techniques for video production.
- **2004:** *Understanding Lighting for Video, Film, and Photography* – Educational program on lighting techniques.
- **2004:** *The Community Readiness Model* – Program for Tri-Ethnic Center for Prevention Research, funded by the National Institute on Drug Abuse.
- **2003:** *Broadcast Education Association: The Video* – Promotional video for the Broadcast Education Association.
- **2003:** *The Fire and Fuels Extension to the Forest Vegetation Simulator* – Educational video for the USDA Forest Service.
- **1996:** *Gabe Lane, The First Game* – Feature on a special-needs student's successful football campaign. ESPN.
- **1994:** *Engines Lab Components and Functions* – Fundraising video for CSU's Mechanical Engineering Program.
- **1994:** *A Teen's View of Grief* – Educational program for bereavement caregivers.

- **1993:** *Colorado State University, The Last 20 Years* – Program showcasing CSU’s strategic achievements.
- **1993:** *The Smart Valve* – Promotional video for CSU’s Mechanical Engineering senior design project.
- **1992:** *The Houston to Austin Adventure* – Documentary on the MS Society’s bicycle tour.
- **1991:** *Extraterrestrial Believers* – Five-part series and 30-minute documentary on UFO sightings. KWGN-TV, Denver, CO. [Watch it here.](#)
- **1990:** *The Business of Water* - Five-part news series examining the intricacies of water delivery, sales and ownership in Colorado. KWGN-TV, Denver, CO [Watch it here.](#)

Additional Reporting and Productions

- More than 200 daily news stories and in-depth series for KWGN-TV (1988–1992).
- Documentary-style video chronicles of statewide bicycle tours including the Des Moines Register’s Great Bicycle Ride Across Iowa (*RAGBRAI*), the Denver Post’s *Ride the Rockies*, the M.S. Society’s *Ride Across Minnesota*, and the M.S. Society’s *Houston to Austin Adventure, 1988-1993*
- “*Fulfilling a Promise, Colorado LDZ Week 1991.*” Documentary following student progress during a leadership conference for Hispanic high school students.

Papers Presented, Symposia, Invited Lectures and Professional Meeting Presentations

- Luft, G. (2022). “*Detectives Streaming on the World Stage: How International Crime Fiction Can Unintentionally Improve Our Grasp of Character Development, Production Techniques, Culture, and Geography.*” Invited presentations at the Broadcast Education Association, Annual Conference, Las Vegas, NV, April 2022, and On-Location Conference, October 2021.
- Luft, G. (2021). “*Grand Plans and Great Expectations.*” Panel presentation and panel moderator at the Association for Education in Journalism and Mass Communications Southeast Colloquium, March 2021.
- Luft, G. (2020). “*Recruiting and Retaining Students with Curriculum and Program-Related Media Products.*” Presentation at the Association of Schools of Journalism and Mass Communication Winter Workshop, February 2020.
- Luft, G. (2019). “*Design Thinking in Documentary Production.*” Day-long seminar for 150 employees of China Central Television, Beijing, China, November 8, 2019.
- Luft, G. (2019). “*Advanced Television Production Structure and Techniques.*” Two workshops for upper-division students at the Communication University of China, Beijing, China, November 2019.
- Luft, G. (2019). “*Structure in Documentary Production.*” Guest lecture for approximately 80 graduate students at the Communication University of China, Beijing, China, November 2019.
- Luft, G. (2019). “*Ethical Challenges in Teaching and Practicing New Forms of Journalism.*” Session leader at the World Journalism Education Congress, Paris, France, July 2019.
- Luft, G. (2018). “*The Speed of Change in Media Technology.*” Keynote presentation at the Annual Conference of the Broadcast and New Media Association of China, Hangzhou, China, October 2018.
- Luft, G. (2018). “*Creating International Academic Relationships.*” Welcome presentation at the Annual Conference of the Broadcast and New Media Association of China, Hangzhou, China, October 2018.

- Luft, G. (2016). *"From Newsroom to Control Room: The Effects of Automation on Content and Production Workflows."* Broadcast Education Association Super-Regional Conference, Columbia, SC, October 2016.
- Luft, G. (2015). *"Don't Fear Fundraising."* Invited panel presentation at the Association of Schools of Journalism and Mass Communication Winter Workshop, February 2015.
- Luft, G. (2013). *"Mary Jane Goes to College: College Media Policies You'll Need When MJ Comes to Your Campus."* Invited presentation at the Broadcast Education Association Annual Conference, Las Vegas, NV, April 2013.
- Luft, G. (2013). *"Student Media and Academic Partnerships."* Invited presentation at the Association for Education in Journalism and Mass Communication, Washington, D.C., August 2013.
- Luft, G. (2013). *"Maintaining Personal Evolutionary Development in the Midst of a Media Revolution."* Invited presentation at the Western Association of University Publication Managers Conference, Denver, CO, May 2013.
- Luft, G. (2013). *"Successful Models for Faculty Involvement in International Education."* Invited presentation at the Broadcast Education Association Annual Conference, Las Vegas, NV, April 2013.
- Luft, G. (2013). *"Creating a University Media Festival."* Invited presentation at the Broadcast Education Association Annual Conference, Las Vegas, NV, April 2013.
- Luft, G. (2013). *"Making Faculty Better through Professional Development."* Invited presentation at the Association of Schools of Journalism and Mass Communication Winter Workshop, February 2013.
- Luft, G. (2012). *"How to Know What You Don't Know about Equipment Trends."* Invited presentation at the Broadcast Education Association Annual Conference, Las Vegas, NV, April 2012.
- Luft, G. (2012). *"Covering Tragedy as a Student Journalist."* Invited presentation at the Colorado High School Press Association Journalism Day, Fort Collins, CO, October 2012.
- Luft, G. (2012). *"Forging On-Campus Partnerships."* Invited presentation at the Association for Schools in Journalism and Mass Communication Winter Workshop, Las Vegas, NV, February 2012.
- Luft, G. (2011). *"Alumni Development in Journalism Programs."* Invited presentation at the Association for Schools in Journalism and Mass Communication Winter Workshop, Dallas, TX, February 2011.
- Luft, G. (2010). *"Student Media Partnerships with the Community."* Invited presentation at the Broadcast Education Association Convention, Las Vegas, NV, April 2010.
- Luft, G. (2009). *"Student Media-Driven Convergence Model."* Invited presentation at the Broadcast Education Association Convention, Las Vegas, NV, April 2009.
- Luft, G. (2009). *"Ethical and Legal Issues in Student Media."* Invited presentation at Pennsylvania High School Journalism Day, Edinboro University, PA, October 2009.
- Luft, G. (2009). *"Technology Trends in Student Media."* Invited presentation at Pennsylvania High School Journalism Day, Edinboro University, PA, October 2009.
- Luft, G. (2009). *"Dealing with Tragedy While Reporting."* Invited lecture at High School Journalism Day, Fort Collins, CO, October 2009.
- Luft, G. (2009). *"Where Will We Get Our News?"* Moderator/Organizer/Speaker at the Chautauqua Lecture Series, Boulder, CO, July 2009.
- Luft, G., & Seymour, A. (2008). *"Working with the Media."* Guest host of the U.S. Justice Department Office for Victims of Crime (OVC) Web Forum designed to inform victim service providers, online, January 2008.

- Luft, G. (2008). *"Respondent to the Documentary Flock of Dodos."* Traveling film series at Student Center Theater, Fort Collins, CO, February 2008.
- Luft, G. (2008). *"Educational Perspective on the State of Newspapers and the Future of the Industry."* Invited presentation at the Colorado Press Association Annual Convention, Denver, CO, February 2008.
- Luft, G. (2008). *"Sustainability through Wind Energy."* Invited presentation at the Broadcast Education Association National Convention, Las Vegas, NV, April 2008.
- Luft, G. (2008). *"Student Publications and Academic Journalism: Working Together."* Featured speaker at the Western Association of University Publications Managers, Anchorage, AK, May 2008.
- Luft, G. (2007). *"How Do You Feel?"* Invited screening and presentation at the Colorado High School Press Association, Fort Collins, CO, October 2007.
- Luft, G. (2007). *"Effective Television Stories."* Invited presentation at the Colorado High School Press Association, Fort Collins, CO, October 2007.
- Luft, G. (2005). *"How Do You Feel?"* Documentary screening and presentation at the Edinboro University Distinguished Lecture Series, Edinboro, PA, October 2005.
- Luft, G. (2005). *"Let the Story Be Your Guide: How to Use News Event Coverage to Build a Bigger Story."* Invited presentation at the Broadcast Education Association National Convention, Las Vegas, NV, April 2005.
- Luft, G. (2002). *"Digital Changes Style Because It Can."* Invited presentation at the Broadcast Education Association National Convention, Las Vegas, NV, April 2002.
- Luft, G. (2001). *"Today's Reporter: Mainstream Journalist or Tabloid Hack?"* Invited presentation at the College Media Advisors Spring Convention, New York, NY, February 2001.
- Luft, G. (2001). *"Student Broadcasters Can Predict Problems Before They Occur."* Invited presentation at the College Media Advisors/Associated Collegiate Press Conference, New York, NY, February 2001.
- Luft, G. (2001). *"Secondary and Post-Secondary Partners in Education."* Invited presentation at the Broadcast Education Association National Convention, Las Vegas, NV, April 2001.
- Luft, G. (2000). *"Trial, Error, Revision, and Function: Searching for the Perfect Student Television Staff Manual."* Peer-reviewed presentation at the Broadcast Education Association National Convention, Las Vegas, NV, April 2000.
- Luft, G. (2000). *"Best Video Production Exercise."* Broadcast Education Association National Convention, Las Vegas, NV, April 2000.
- Luft, G. (1998). *"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. (1999). *"Noah's Ark, Insurance Settlements, and DVC Pro: A Flood-Based Paradigm for Building the Ideal Student Television Facility."* First-place paper in the open category, Student Media Advisors Division, Broadcast Education Association Paper Competition, April 1999.
- Luft, G. (1998). **"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. (1998). *"Non-Linear TV News: Integrating Digital Technology in Student Newscast Production."* Invited presentation at the Broadcast Education Association National Convention, Las Vegas, NV, April 1998.
- Luft, G. (1996). *"Effective Television News Standups."* Invited presentation at the College Media Advisors/Associated Collegiate Press Conference, Orlando, FL, November 1996.

- Luft, G. (1996). *"How Television News Crews Cover the Big Story."* Invited presentation at the College Media Advisors/Associated Collegiate Press Conference, Orlando, FL, November 1996.
- Luft, G. (1996). *"How to Get a Job in Television News."* Invited presentation at the College Media Advisors/Associated Collegiate Press Conference, Orlando, FL, November 1996.
- Luft, G. (1995). *"Award-Winning College Television Newscasts."* Panel member at the Broadcast Education Association, Las Vegas, NV, April 1995.
- Luft, G. & Greenberg, W. (1995). *"How to Design a Television News Story"* Invited presentation at the College Media Advisors/Associated Collegiate Press Conference, Washington, D.C., October 1995.
- Luft, G. (1994). *"Multimedia in Education."* Formal screening at the University Film and Video Association Annual Conference, Bozeman, MT, August 1994.
- Luft, G. (1994). *"Extraterrestrial Believers."* Formal screening at the University Film and Video Association Annual Conference, Bozeman, MT, August 1994.
- Luft, G. (1994). *"What Is Multimedia?"* Formal screening at the University Film and Video Association Annual Conference, Bozeman, MT, August 1994.
- Luft, G. (1993). *"Multimedia and Potential Impact on Student Media."* Invited presentation at the College Media Advisors/Associated Collegiate Press Conference, Dallas, TX, October 1993.
- Luft, G. (1993). *"Personal Performance Techniques for Television News."* Invited presentation at the College Media Advisors/Associated Collegiate Press Conference, Dallas, TX, October 1993.
- Luft, G. (1993). *"How to Structure a Television News Package."* Invited presentation at the College Media Advisors/Associated Collegiate Press Conference, Dallas, TX, October 1993.
- Luft, G. (1992). *"Zapping Traditional Television."* Invited presentation at the College Media Advisors/Associated Collegiate Press Conference, Providence, RI, November 1992.
- Luft, G. (1992). *"The Television Technology Stampede: Making It Work for You."* Invited presentation at the College Media Advisors/Associated Collegiate Press Conference, Providence, RI, November 1992.
- Luft, G. (1992). *"Student Television: Studio, Staff, and Structure."* Invited presentation at the College Media Advisors/Associated Collegiate Press Conference, Providence, RI, November 1992.
- Luft, G. (1992). *"Professional In-field Performance for Television Reporters."* Invited presentation at the College Media Advisors/Associated Collegiate Press Conference, Providence, RI, November 1992.
- Luft, G. (1991). *"The Videotape Format Dilemma: Choosing New Technology for the Future."* Invited presentation at the College Media Advisors/Associated Collegiate Press Conference, Denver, CO, October 1991.
- Luft, G. (1993). *"Media Advocacy."* Invited presentation to community organizers at The American Drug and Alcohol Survey's Media Project Conference, 1993.
- Luft, G. (1993). *"How to Gear Up for Multimedia."* Invited presentation at the Western Association of University Publications Managers, 1993.
- Luft, G. (1989). *"Conversational Writing."* Invited workshops for the Poudre R-1 School District, 1989.
- Luft, G. (1991). *"How to Communicate with Reporters."* Invited presentation for City of Fort Collins administrators, staff, and emergency services personnel, 1991.

Publications, Grants, and Professional Activities

Book Chapters (Non-Refereed)

- Luft, G. (1994). *Video Recording Technology; Television Station Equipment Recipe; Building A Studio from The Ground Up; Television News Story Formatting: Structure vs. Words; Visual Demonstration Techniques for Television Reporters*. National Association of College Broadcasters' 1993 Station Handbook.
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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.
 - 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 1991, pp. 18-19.
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Contracts and Grants

Funded Projects as Principal Investigator (PI)

- **U.S. Institute for Telecommunication Sciences**
Obtained a \$25,000 grant to create 100 video segments in high definition for a study on video streaming by ITS.
- **U.S. Institute for Telecommunication Sciences**
Obtained a \$30,000 grant to support faculty and students in creating transmedia promotional media for ITS
- **Knight Foundation Broadcasters-in-Residence Program**
Initiated a successful \$6,300 grant proposal to fund a Broadcasters-in-Residence program, bringing journalists from KMGH-TV in Denver for extended residential appointments in the department (1999-2000).
- **Panasonic Broadcast Corporation Technology Grant**
Coordinated a \$60,000 technology grant for the Student Media, Journalism, Technical Communication, and Speech Communication Departments (1998).

- **Freedom Forum Professor Publishing Grants**
Funded documentary project on the Oklahoma City Bombing Trial: \$2,500 in 1997, \$5,000 in 1998.
- **KCNC-TV Equipment Loan**
Coordinated a two-year loan of \$500,000 worth of broadcast television equipment to the Student Media Department following a flood that destroyed CTV's facilities (1997).
- **USGS "South Platte River: Pulse of a Lifeline" Documentary**
Secured \$60,000 in funding from the United States Geological Service for a documentary on the South Platte River (1995).
- **Mad Cow Disease Risk Management Video**
Principal Investigator for a training-video project funded by the United States Department of Agriculture for \$14,950 (1995-1996).

Funded Projects as Co-Principal Investigator (CoPI)

- **People and Water: An Information Challenge**
Co-Principal Investigator on a project funded by the Colorado Water Resources Research Institute for \$10,000 (1994).

Other Grants, Funding, Fellowships

- **Donald and Lorena Meier Foundation**
\$75,000 funding in partnership with CSU Advancement to establish an annual Wildlife Photography and Video Symposium and create a student scholarship fund (2022).
- **Reynolds Foundation**
\$50,000 grant plus \$10,000/year for a Visiting Professor in Business Journalism (2012-2016).
- **Lilla B. Morgan Grants, Colorado State University**
- \$1,000 for CSU Alumni Media Festival (2011).
- \$5,000 for CSU Alumni Media Festival (2010).
- \$3,000 for CSU Alumni Media Festival (2009).
- **NATPE Faculty Fellowship**
National Association of Television Program Executives National Convention, Las Vegas, NV (2009).
- **U.S. Justice Department Grant**
For attending the Mass Casualty and Violence at Home and Abroad conference in Washington, D.C. (2009).
- **Poynter Teaching Fellow**
Poynter Institute for Media Studies (1993).

Professional Affiliations and Activities

Leadership Roles in National and State Organizations

- Executive Committee Member, Association of Schools in Journalism and Mass Communication (2019-2023).
- Council Representative, Accrediting Council on Education in Journalism and Mass Communications (2019-present).
- Past President, Board of Directors, and Division leadership, Broadcast Education Association (2018-2019).
- Board of Directors, Society of Professional Journalists, Colorado Chapter (2001-2006).
- Broadcast Committee Chair, College Media Advisors, (1995-1999).

Select Conference Involvement & Judging

- Judge, Broadcast Education Festival of Media Arts video categories, 2008 - Present
- Judge, Alaska Press Association Documentary Competition (2012-2014).
- Coordinating Judge, San Francisco Bay Area Press Photographers Association Television Photojournalism Awards (2010).
- Judge, Midwest Regional Emmy Awards competition (1990).

Professional Memberships Past and Present

- Broadcast Education Association (BEA)
- Accrediting Council for Education in Journalism and Mass Communication (ACEJMC)
- Association for Educators in Journalism and Mass Communication (AEJMC)
- Association of Schools of Journalism and Mass Communication (ASJMC)
- Society of Professional Journalists (SPJ)
- National Academy of Television Arts and Sciences (NATAS)
- College Media Advisors/Associated Collegiate Press (CMA/ACP)

Awards for Productions, Teaching, Administration, Reporting, Papers, and Exercises

- **Broadcast Education Association**
 - Award of Excellence for *Photojournalism*, October 2021
 - Award of Excellence for *Faculty Video Competition*, October 2020
- **Semester at Sea**
 - 'All in Award' for voyage commitment, Spring 2019
- **Journalism Education Association**
 - Friend of High School Journalism Award, (national), 2018
- **National Academy of Television Arts and Sciences (NATAS) Heartland Chapter**
 - Outstanding Achievement for three student nominations and a winning entry in long-form non-fiction television, 2014
- **Best Teacher Award**, Colorado State University, 2013
- **Best Teacher Nominee, Colorado State University**, 2012
- **College of Liberal Arts Advancement Award**, Colorado State University, 2012
- **Friend of Scholastic Journalism Award**, Colorado High School Press Association, 2010
- **College of Liberal Arts Advancement Award**, Colorado State University, 2009
- **Best Teacher Nominee, Colorado State University**, 2004
- **Communicator Awards (Educational TV)**

- Award of Excellence for *“Creating an Effective TV Story,”* 2008
- Award of Excellence for *“Creative Editing Techniques for Nonlinear Editing,”* 2008
- Award of Excellence for *“Stand Out, Step Up, Get Down,”* 2010
- **Telly Awards**
 - Award of Distinction for *“How Do You Feel?,”* 2008
 - Award of Distinction for *“LS Co-Amp,”* (with P. Jackson), 2008
 - Award of Excellence for *“The Binocular Indirect Ophthalmoscope in Veterinary Medicine,”* (with D. Swanson), 2002
- **Broadcast Education Association**
 - Best Video Production Exercise for *“Television News Package Structure,”* 2000
 - First Place, Mixed (Educational/Documentary) for *“The News Media’s Coverage of Crime and Victimization,”* 2000
 - First Place, Documentary for *“Media on Trial: Story of the Storytellers,”* 1999
 - First Place Paper, *“Noah’s Ark, Insurance Settlements, and DVC Pro: A Flood-Based Paradigm for Building the Ideal Student Television Facility,”* 1999
 - First Place Paper, *“Analyzing the Campus Community in Perpetual Motion: A Guide for Generating Stories on Campus,”* 1998
 - Faculty Production Competition, First Place, *“Municipal Government: Where Your Voice is Heard,”* (with D. Swanson), 1997
 - Best Video Production Exercise for *“Talking Head Framing and Composition,”* 2000
- **Telly Awards (Educational TV)**
 - Award of Excellence for *“What is Multimedia?,”* 1994
 - Award of Excellence for *“Multimedia in Education,”* 1994
 - Award of Excellence for *“Personal Performance Techniques,”* 1995
 - Award of Excellence for *“Get Real, Get Paid, Work for a Newspaper,”* (with C. Powers), 1995
 - Award of Excellence for *“The New Digital Imaging,”* 1995
 - Award of Excellence for *“Personal Performance Techniques,”* 1995
 - Award of Excellence for *“Excellence in Undergraduate Teaching at CSU,”* (with D. Swanson), 1995
- **National Press Photographer’s Association**
 - Spot News Story Award for *“Greenwood Village Fire,”* 1990 (with G. Brownlow)
 - Regional Feature Story Award for *“High Country Rescue Training,”* 1990 (with M. Peterson)
- **Oklahoma United Press International**
 - Consumer Reporting Award for *“Body Toddy Mineral Water Investigation,”* 1987 (with M. Whaley)
- **Oklahoma Associated Press**
 - Investigative Reporting Award for *“Body Toddy Mineral Water Investigation,”* 1987 (with M. Whaley)
- **The National Council on Christians and Jews**
 - First Place, In-Depth Reporting for *“Aryan Hate Groups,”* 1988 (with L. Roder)
- **Florida Bar Association**
 - Grand Prize, Legal Reporting for *“Reverse Sting Investigation,”* 1986 (with K. Anderson)
 - First Place, News Series for *“Scientific Justice,”* 1985 (with M. Shapiro)
- **United Press International**
 - First Place, Sports Feature for *“Bronc-Busting Bookworm,”* 1985 (with D. Hatcher)

- First Place, Agricultural Reporting for “*The Chosen Poisons*,” 1984 (with T. Woodberry)
 - First Place, Agricultural Reporting for “*Alligator Farming*, 1983” (with D. Hatcher)
 - **Columbia-DuPont Finalist Commendation** for “*Struggle for the Everglades*,” 1983 (with E. Hausmann)
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Student Awards

- Television students in the Journalism and Technical Communication Department, along with those working for Campus Television in Student Media, earned more than 600 regional and national television news and production awards from 1989 to 2014, including more than a dozen regional Emmys and numerous awards from organizations like the Society of Professional Journalists, College Media Advisors, Broadcast Education Association, and the National Association of College Broadcasters.
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Select Committees and Boards

- **Member**, *President’s Cabinet*, Colorado State University, Fall 2022–2023
- **Member**, *Search Committee*, Visual Communication Position, Department of Journalism and Media Communication, Fall 2022
- **Member**, *College of Liberal Arts Strategic Planning Task Force on Structuring Change in CLA*, 2021
- **Member**, *College of Liberal Arts Council of Chairs*, 2007–2022
- **Academic Representative**, *Board of Directors*, Rocky Mountain Student Media Corp., 2008–2023
- **Member**, *Sports Management Master’s Degree Curriculum Development Team*, 2020
- **Member**, *College of Liberal Arts Curriculum Committee*, 2020–2021
- **Member**, *University Campaign Communications Committee*, 2014–2017
- **Selection Committee Member**, *Monfort Distinguished Professor*, Colorado State University, 2013–2017
- **Member**, *Search Committee for Rocky Mountain Student Media Corporation President*, 2014
- **Search Committee Member**, *College of Liberal Arts Assistant Development Director*, 2014
- **Search Committee Member**, *Vice Provost for Faculty Affairs*, Colorado State University, 2012
- **Search Committee Member**, *Executive Director of Media Relations*, Colorado State University, 2012
- **Chair**, *Search Committee*, College of Liberal Arts Advising Center Staff, 2011
- **Member**, *College of Liberal Arts Website Video Planning Committee*, 2009
- **Member**, *Committee to Review Status of Student Media*, 2008
- **Chair**, *Communication Studies Department Chair Search*, 2008
- **Chair**, *Merit Review Committee*, JMC Dept., 2007
- **Chair**, *Professional Liaison Committee*, JMC Dept., 2007
- **Member**, *Tenure and Promotion Committee*, JMC Dept., 1996–Present
- **Member**, *Board of Student Communications*, 1991–2007
- **Member**, *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**, *Professional Liaison Committee*, JMC Dept., 2003–2004
- **Member**, *Technology and Information Technology Committee*, 2003–2004
- **Chair**, *Merit Review Committee*, JMC Dept., 2002–2003
- **Chair**, *IT Position Search Committee*, College of Liberal Arts 2002–2003
- **Member**, *Newsletter/Professional Liaison Committee*, 2002–2003
- **Chair**, *TV/IT Search Committee*, JMC Dept., 2001–2002
- **Chair**, *News-Ed Instructor Search Committee*, JMC Dept., 2001–2002
- **Search Committee Member**, *Public Information Specialist*, CSU Public Relations 2001
- **Member**, *Technology Committee*, JMC Dept., 1999–Present
- **Co-Chair**, *Scholarship/Banquet Committee*, JMC Dept., 2001–2002
- **Member**, *Merit Evaluation Committee*, JMC Dept., 1999–2000
- **Chair**, *Radio Adviser Search Committee*, Student Media Department, 1999, 2000
- **Chair**, *Television/New Media Sequence Search Committee*, JMC Dept., 1998
- **Chair/Co-Chair**, *Scholarship/Banquet Committee*, JMC Dept., 1992–1999
- **Advisory Board Member**, *Alumni Magazine*, CSU, 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
- **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*, CSU, 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

Additional Activities and Accomplishments

- **Founder**, *Donald and Lorena Wildlife Photo and Video Symposium*. Inaugural events October 6, 2022 at Colorado State University, and April, 2024 at the Broadcast Education Association Convention in Las Vegas, NV.
- **On-campus Coordinator**, *Broadcast Education Association On-Location*, October 2022
- **Founder**, *Journalism Education Development (JED) Talks*. Invited professionals for annual fall campus talks with faculty on trends in communication professions, 2013–2022
- **Collaborator**, *Recruiting Initiatives*. Worked with admissions, faculty, students, and alumni to improve enrollment, 2020–2022
- **Lead**, *Online Course Design and Faculty Training*. Coordinated with CSU Online to accelerate course design and delivery during COVID-19, resulting in 30+ courses moved online, 2020–2021
- **Coordinator**, *Department's 50-Year Anniversary Celebration*, Organized a series of panels and presentations with over 200 alumni, faculty, and students

- **Coordinator**, *HDTV Studio Upgrade and Remodel*. Partnered with the University and Rocky Mountain Student Media, 2014
- **Project Leader**, *Curriculum Update Initiative*. Led a three-year process to analyze, update and create more than 50 new courses, programs, and degrees, 2018–2021
- **Faculty Advisor**, *Campus Television*. 1989–2005; *KCSU Radio News*, 1995–1997
- **Co-Author**, *Student Fee Proposal*. Secured funding for new studio installation and equipment
- **Coordinator**, *Studio Equipment Purchases*, Managed acquisition of video and computer equipment for multiple production units
- **Advisor and Trainer**, *New Equipment Use*. Advised students on utilizing new equipment for studio, control room, and field productions
- **Coordinated**, *Statewide Broadcast of Campus Television News Programming*. Facilitated airing on KBDI-TV and cable systems
- **Advisor**, *Campus Television Programming Expansion*. Guided expansion from one to five shows per week, 1990–1994
- **Contributor**, *Studio Facility Development*. Assisted in new studio creation after flood damage in 1998