

## **CURRICULUM VITAE**

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### **MARTIN M. GONZALEZ**

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### ***Education***

- M.A. Journalism, The Ohio State University, 1993
- B.A. Communications, Center for Information and Communications Studies,  
California State University, Chico, 1978
- A.A. General Education, Rio Hondo College, 1975

<b>ACADEMIC EXPERIENCE</b>
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- Professor. Broadcast and Electronic Communication Arts Department, San Francisco State University, 2006 to present
- Associate Professor. Broadcast and Electronic Communication Arts Department, San Francisco State University, 2001 to present
- Assistant Professor. Broadcast and Electronic Communication Arts Department, San Francisco State University, 1996 to 2001
- Instructor. Fine Arts Department, Diablo Valley College, Pleasant Hill, CA, 1994-1996
- Lecturer. Journalism Department, The Ohio State University, Columbus, OH, 1992-1993
- Instructor. Journalism Department, Cosumnes River College, Sacramento, CA, 1985-1987

<b>TEACHING EXPERIENCE</b>
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### ***Broadcast and Electronic Communication Arts Department, San Francisco State University, San Francisco, CA***

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| BECA 760 | Graduate Seminar in News                     |
| BECA 702 | Ethics and Responsibility in Broadcast Media |
| BECA 665 | KSFS Radio News                              |
| BECA 660 | Television Center News                       |
| BECA 623 | Ethics in Electronic Media                   |
| BECA 600 | Senior Seminar in News                       |

BECA 559 Sports Reporting for Broadcast  
 BECA 591 On-Line News  
 BECA 580 Communication Media and Community Service  
 BECA 576 BECA Internship  
 BECA 561 News Reporting and Editing for Television  
 BECA 563 Ethics for the Electronic Journalist  
 BECA 560 News Writing for Television  
 BECA 460 Introduction to News on Broadcast and Electronic Media

***Journalism Department, The Ohio State University, Columbus, OH***

J-460 Radio News Reporting  
 J-421 Television NewsScene

***Performing Arts Department, Diablo Valley College, Pleasant Hill, CA***

TV-150 Music Video Production

***Communication, Visual and Performing Arts Department, Cosumnes River College, Sacramento, CA***

J-420 Radio News Production  
 J-460 News Writing for Radio and Television  
 J-360 On-Camera Techniques

***Academic Honors and Grants***

Sarlo Distinguished Teaching Award, 5/13  
 Sabbatical, San Francisco State University, 1/09  
 Affirmative Action Award, 1/07  
 Promotion, San Francisco State University, 5/06  
 Herb Fagan Media Award, Hispanic Heritage Baseball Museum, 3/03  
 Sabbatical, San Francisco State University, 5/01  
 Tenure and Promotion, San Francisco State University, 4/01

<b>CREATIVE WORKS</b>
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Sports Reporting for Radio and Television Volume II. Journalism DVD. Instructional DVD published for nationwide distribution. 2/14 (expected). First Light Video, Los Angeles, CA.  
 Sports Reporting for Radio and Television. Journalism DVD. Instructional DVD published for nationwide distribution. 8/10. First Light Video, Los Angeles, CA.  
 News Anchor. KRON-TV. Co-host of weekend morning news broadcast that presents news, features and on-set interviews, 1996 to present

News Anchor. KFOG-FM. Fill-in News Anchor for KFOG morning show, 2002 to 2012.

Panel Presentation. *Can You Deliver? Coaching On-Air Performance*, Broadcast Education Association National Convention, Las Vegas, NV. 4/13

Panel Presentation. *Media Ethics in the Digital Age*. Broadcast Education Association National Convention, Las Vegas, NV, 4/10

Panel Presentation. *I Live from the Classroom: Best Practices for Teaching Live Reporting*, Broadcast Education Association National Convention, Las Vegas, NV. 4/07

Panel Presentation. *Television Network Anchors: From Edward R. Murrow to Nancy Grace*. Panel title: *Beyond Tomorrow: Why Teaching History to Journalism Students is Critical*. Broadcast Education Association National Convention, Las Vegas, NV, 4/05

News Segment. *Cuba: Works on Paper*. Special interview news segment broadcast on KRON-TV. Researcher, Producer, Interviewer, 3/05

Documentary. *Two Sides of A River*. One-hour documentary produced for PBS. Reporter, Narrator, Interpreter, 12/04

News Segment. *Hispanic Heritage Baseball Museum*. Special interview news segment broadcast on KRON-TV. Producer, Researcher, Interviewer, 4/04

Documentary. *Global Focus*. Thirty-six minute documentary produced for PBS. Reporter, Narrator, 3/04

Live Broadcast. *Carnaval*. Two-hour, 30-minute live broadcast of Latin cultural celebration, KRON-TV. Host, Narrator, 5/03, 5/04, 5/05, 5/06, 5/07

News Program. *Changes in Electronic News Coverage Since 9-11*. One-hour program produced for SFSU and San Francisco Cable Channel 27. Executive Producer, Bay Views Program, 9/02

Documentary. *Cuba: The Revolution at 40*. Thirty-minute documentary chosen for presentation at the Tiburon Film Festival. Reporter, Producer, Writer, Videographer, Tiburon, CA, 3/02

Documentary. *China at the Millennium*. Thirty-minute documentary chosen for presentation at the Tiburon International Film Festival. Reporter, Producer, Editor, Writer, Videographer, Tiburon, CA, 3/02

Special News Report. *Latin Baseball Museum*. Special report for KRON-TV. Reporter, Producer, 10/23/01, 10/24/01

Documentary. *Cuba: The Revolution at 40*. Thirty-minute documentary broadcast on KRON/BAY-TV. Producer/Reporter/Videographer, 1/99, chosen for an encore showing 6/01

- Judge, Broadcast Education Association, Judge of Student Produced Documentaries for the National Convention. 1/14
- Judge. National Academy of Television Arts and Sciences, Judge of Emmy Awards for the Chicago National Chapter, 7/12
- Participant. *Teachapalooza, Ways to Integrate new Technology into Journalism Curriculum*. Poynter Institute for Journalism Studies. St. Petersburg, Fl. 6/11
- Honoree. National Academy of Television Arts and Sciences, San Francisco Chapter. Silver Circle Award. Recognition of 25+ years in broadcasting. 10/10
- Judge. *National Academy of Television Arts and Sciences*. Judge of Emmy Awards for The Washington D.C. National Capital, Chesapeake Bay Chapter. 3/10
- Organizer/Instructor. *Student Campus*. Volunteer mentor assisting college journalists working on a television news broadcast. Students were chosen from a group of nationwide applicants. National Journalism Unity Convention, Chicago, IL. 7/08
- Judge. *National Academy of Television Arts and Sciences*. Judge of Emmy Awards for the Boston, Ma. Television market. 9/07
- Instructor. *Student Projects*. Volunteer mentor assisting college journalists working on a television news broadcast. Students were chosen from a group of nationwide applicants. National Association of Hispanic Journalists National Convention, San Jose, CA. 7/07
- Judge. *National Academy of Television Arts and Sciences*. Judge of Emmy Awards for the Seattle and Spokane, Wa. Television markets. 3/07
- Judge. *National Academy of Television Arts and Sciences*. Judge of Emmy Awards for the Dallas, TX and Chicago, IL television markets, 8/06
- Workshop Organizer/Moderator. *Hot for Teaching*. Society of Professional Journalists National Convention, Chicago, IL, 8/06
- Panelist. Socratic Seminar. *A Journalist's Ethical Dilemma: Should a Journalist Testify Before a War Crimes Tribunal?* Association of Educators in Journalism and Mass Communication National Convention, San Francisco, CA, 8/06
- Participant. *Sports Writing Summit*. Poynter Institute for Journalism Studies, St. Petersburg, FL, 4/06
- Panel Organizer/Moderator. *The Newscast of 2015*. BECA Department 60<sup>th</sup> Anniversary Electronic Media Symposium, San Francisco, CA, 3/06

- Workshop Organizer. *Producing a Winning Television News Resume Tape*. Society of Professional Journalists National Convention, Las Vegas, NV, 10/05
- Judge. *National Academy of Television Arts and Sciences*. Judge of Emmy Awards for the Denver/Heartland television markets, San Francisco, CA, 8/05
- Instructor. *Student Campus*. Volunteer teacher assisting college journalists working on a television news broadcast. Students were chosen from a group of nationwide applicants. National Association of Hispanic Journalists National Convention, Fort Worth, TX, 6/05
- Panelist. *Beyond Tomorrow: Why Teaching History to Journalism Students is Critical*. Broadcast Education Association National Convention, Las Vegas, NV, 4/05
- Panelist. *Grading Broadcast News Stories: Ways to Get Past the "Subjectivity" Factor*. Broadcast Education Association National Convention, Las Vegas, NV, 4/05
- Script Writer. *The Jefferson Awards*. Annual awards banquet sponsored by the Northern California Chapter of the Society of Professional Journalists. Wrote profiles of the 20 winners in the script writer competition, San Francisco, CA, 12/05, 12/04
- Instructor. *Student Campus*. Volunteer teacher assisting college journalists working on a television news broadcast. Students were chosen from a group of nationwide applicants. National Association of Hispanic Journalists Convention, Washington, DC, 8/04
- Participant. *Ethical News Decision Making Workshop*. Two-day workshop, Radio and Television News Directors Foundation, Pittsburgh, PA, 6/04
- Panelist. *Textbooks: You Made the Students Buy Them ... Now How Do You Use Them?* Broadcast Education Association National Convention, Las Vegas, NV, 4/04
- Participant. *Reporting On Celebrities: The Ethics of News Coverage*, Annenberg School of Journalism, University of Southern California, Los Angeles, CA, 1/03
- Advisory Board Member. *Grade the News*. Non-profit media watchdog organization based at Stanford University. *Grade the News* is dedicated to improving Bay Area journalism through monthly evaluation of news coverage, 03/03 to present

Instructor. *Student Campus*. Volunteer teacher assisting college journalists working on a news broadcast. Students were chosen from a group of nationwide applicants. National Association of Hispanic Convention, New York, NY, 6/03

Board of Directors. Society of Professional Journalists-Northern California Chapter. Nationwide organization dedicated to preserving free speech and preserving the Federal Freedom of Information Act, 7/02-6/05

Instructor. *Student Campus*. Volunteer teacher assisting college journalists working on television news broadcast. Students were chosen from a group of nationwide applicants. National Association of Hispanic Convention, San Diego, CA, 07/02

Workshop Participant. *Diversity Across the Curriculum*. Poynter Institute for Journalism Studies, week-long workshop, St. Petersburg, FL, 06/02

Instructor. *Student Campus*. Volunteer teacher assisting college journalists working on a news broadcast. Students were chosen from a group of nationwide applicants. National Association of Hispanic Journalists Convention, Phoenix, AZ, 6/01

#### **CONTRIBUTIONS TO CAMPUS PROFESSIONAL ACTIVITIES**

##### ***Department Committee Service***

Chair, Hiring, Tenure, Promotion Committee, 2013

Scholarship Judging Committee, 2010 to present

Faculty Search Committee, 2011 to present

Career Symposium. Co-Chair, 2/10

Committee on Post Tenure Pay Increase. Chair, Fall, 2008

Building Advisory Committee, 2007 to present

Faculty Search Committee, Chair, 2006-2007

Hiring, Retention, Tenure, Promotions Committee, 2004 to present

College of Creative Arts 5-Year Plan Committee, 2005/09, College of Creative Arts.

Facilities and Planning and Production Committee, 1996 to present

Graduate Council. 1996 to present

##### ***University Committee Service***

Instructionally Related Activities Committee. Elected to serve on University Committee that decides on the annual expenditure of \$ 330,000.00 for educational activities, programs and equipment, 9/05 -2013

Judge. Bob Brown Memorial Scholarship. San Francisco State University. Service on committee to award annual journalism scholarship. 4/05-present.

SFSU Academic Senate. Elected to serve on the SFSU Academic Senate representing the College of Creative Arts. 8/04-8/06.

SFSU Student Affairs Committee. Serving on SFSU Student Affairs Committee. Committee reports to Academic Senate. 8/04-8/06

SFSU Deans and Chairs Committee. to presentation of BECA News Productions, 5/04

Segment Three Committee. Elected to serve on Committee that evaluates SFSU Segment Three proposals. 8/02-5/03

La Raza Faculty and Staff Organization. San Francisco State University, 1997 to present

### ***Presentations and Lectures***

Speaker. Center for Integration of Journalism. 3/07- 3/11

Presentation. SFSU Deans and Chairs Committee. Presentation of BECA News Productions, 5/04

Panelist. Role of Journalists in American Society. SFSU Sino-American Media Symposium. 3/03

Panel Organizer. Executive Producer. Changes in Electronic News Coverage since 9/11. Panel discussion held for the SFSU Community and broadcast on San Francisco Cable. Channel 27, 9/02

Guest Lecturer. BECA 585 (Projects in the Teaching of Broadcast and Communication Arts) 9/03, 12/03, 10/05

Guest Lecturer. BECA 700 (Introduction to Graduate Study). 9/06, 9/05, 9/04, 9/03, 9/02

### ***Master of Ceremonies, Tours***

SFSU Alumni Awards Dinner. Master of Ceremonies, 10/13, 10/10

SFSU Commencement Announcer. 5/02 to present

College of Health and Human Services. 10<sup>th</sup> Anniversary Gala Dinner Dance, 8/03

Facilitator. SFSU Campus Neighborhood Tour. CSU-Teacher-Scholar Summer Institute, 6/02

### ***Evaluation, Interviews***

Interview. BECA 550: The Broadcast Interview, BECA 415: Studio One Productions, 10/13, 10/12, 3/05

Interview. BECA 702: Broadcast Ethics. Broadcast on KSFS-FM, 5/04

Evaluator. Student group presentations. BECA 425/725: Television Program Design, 12/04, 12/05, 12/06, 12/09

### ***Sponsorship of Student Organization***

Faculty Advisor. SF-State National Hispanic Journalists Association Student Chapter. 2013-present.

Faculty Advisor. College Students in Broadcasting. Nationally-based and recognized student organization. San Francisco State University, 1997-2002

### ***Video Production/Honoree***

Honoree. *SFSU Leadership Awards & Recognition Ceremony*, 5/01

<h2><b>CONTRIBUTIONS TO COMMUNITY CIVIC ACTIVITIES</b></h2>
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### ***Board Memberships***

Advisory Board. National Center on Disability and Journalism, 12/04 to present

Advisory Board. Grade the News, Stanford University, 6/04 to present

Board of Directors. Society of Professional Journalists, 7/02-6/05



Board of Trustees. Contra Costa Crisis Center, 1/01-10/09

***Speaker/Master of Ceremonies***

Volunteer. MUG Root Beer Float Day, Juvenile Diabetes Research Foundation. Oakland Athletics, Oakland, CA, 8/03, 7/04, 7/05, 7/07, 7/08, 7/09, 7/10

Master of Ceremonies. California Department of Health and Human Services. Cesar Chavez Birthday Breakfast Celebration Committee, San Francisco, CA, 4/03

Master of Ceremonies. Hispanic Heritage Baseball Museum Awards Ceremony. San Francisco, CA, 3/03

Volunteer. "Celebrity Reader" of children's books. Kidsfaire, Pleasanton, CA, 9/02

Master of Ceremonies. James Madison Awards, Society of Professional Journalists, San Francisco, CA, 3/02

***Seminar/Workshop Panelist***

Workshop Participant. Digital Media Advisory Board, College of San Mateo. San Mateo, CA. 7/10

Workshop Leader. *Media Accessibility*. A&R Partners Public Relations, San Mateo, CA, 6/06

Workshop Leader. *Media Accessibility*. Perry Communications Group, Sacramento, CA, 2/05

Participant. *Digital Media Workshop*. One-week workshop on digital video editing, Stanford University, 6/04

Mentor. Senior Experience Exchange, College Park High School, Pleasant Hill, CA, 3/03

Panelist. *Toughing Out Your First Few Years in TV News*. National Association of Hispanic Journalists National Convention, San Diego, CA, 6/02

***On Camera Host/Narrator***

Narrator, KPMG Accounting Company. 100<sup>th</sup> Anniversary Video, San Francisco, CA, 2011

Weekend Morning News Anchor. KRON-TV. San Francisco, CA, 1996 to present

News Anchor. KFOG-FM. San Francisco, CA. Fill-in, on-air newscaster for the KFOG morning program, 2002 to 2012

Co-Host. United Negro College Fund Telethon. KRON-TV. San Francisco, CA, 1/05, 1/06

Reporter/Narrator/Interpreter. *Two Sides of a River*. PBS, one-hour national documentary focusing on environmental issues on the border between the US and Mexico, 12/04

Narrator/On-Camera Host. *Message of Hope*. Fifteen minute promotional video highlighting the work of the Contra Costa Crisis Center, 11/04, 11/06, 11/08

Reporter/Narrator. The Goldman Awards. San Francisco, CA. Thirty-six minute documentary focusing on the work of international environmental activists, 2/04

#### **NON-TEACHING PROFESSIONAL EXPERIENCE**

News Anchor. KRON-TV. San Francisco, CA. Co-Anchor of *Daybreak*, a live, weekend morning program that presents news, features, and on-set interviews. 1996 to present

News Reporter. KRON-TV. San Francisco, CA. General Assignment Reporter. 1996 to present

News Anchor. KFOG-FM. San Francisco, CA. Regular fill-in News Anchor Morning program featuring music, news, in-studio interviews. 2002 to present

News Reporter. KGO-TV, San Francisco, CA. General Assignment Reporter 1988-96

News Reporter. KCRA-TV, Sacramento, CA. General Assignment Reporter/Producer/On-Camera Host. 1978-1987