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Michelle Betz

EXPERIENCE

Consultant, Betz Media Consulting (2004 – present)

- *International Media Support (Togo, Senegal, Gambia, Great Lakes 2006- 2007)* – Missions to Togo to assess media needs and ongoing work with Togolese journalists; missions to Dakar, Senegal (re: Gambia radio in exile); mission to Great Lakes
- *Academy for Educational Development (Nigeria 2007)* – Train journalists how to cover avian influenza. Adapted training manual for West Africa.
- *UNESCO (Rwanda 2005 - 2007)* – Train student journalists and assisted in launch of university radio station
- *US Embassy, Accra (Ghana 2007)* – Trained radio journalists
- *US Embassy, Lome (Togo 2007)* – Trained radio journalists in election reporting
- *Population Reference Bureau (Ghana 2006)* – Produced workshop for radio talk show hosts about unsafe abortion
- *International Center for Advancement of Journalism (Nigeria 2006)* – Trained journalists in Osun State
- *US Embassy, Abidjan (Cote d'Ivoire 2006)* – Reporting HIV/AIDS
- *Internews (Cote d'Ivoire 2006)* – Reporting HIV/AIDS
- *International Center for Journalists (2006)* - Strategic Planning for Sub-Saharan Africa
- *US Embassy, Cotonou (Benin 2006)* - Election Reporting for Broadcast Journalists
- *VOA/IBB (Mali 2005)* – Broadcast Management workshop
- *Center for Development Communication (NYC 2004)* – Media Skills for UNFPA Asia and Pacific Country Directors
- *660AM-WORL (Orlando 2004)* – Broadcast performance coaching

Freelance print and radio work

Various outlets including Africa Correspondent for “The Green Planet Monitor” on Rabble.ca, CBC Radio, World Vision Radio, National Geographic Traveler, The Orlando Sentinel, Florida Today, The Globe and Mail (Toronto).

Ateneo de Manila University – Philippines (Fall 2005)

Konrad Adenauer Center for Journalism - Taught online graduate course “Writing for Broadcast”.

University of Central Florida – Orlando, FL (1999 – 2005)

Lecturer, Nicholson School of Communication, Division of Radio - Television

Taught primarily electronic journalism courses. Launched and advised award-winning College radio station. Faculty adviser for RTNDA chapter. Produced weekly television newsmagazine program.

Knight International Press Fellowship (2005)

Assignment: Morocco

Conducted print and broadcast journalism training and coaching with a variety of media outlets and educational institutions.

Next Generation Radio Training Projects, National Public Radio (2000 – Present)

Mentor/Trainer

Trained and mentored college students during week long radio news boot camps at diversity journalism conferences including College Media Advisors Convention, Dallas, 2003, National Association of Hispanic Journalists Convention, Phoenix, 2001, National Association of Black Journalists Convention, 2000, Public Radio Conference, Orlando, 2000

Knight International Press Fellowship (2003)

Assignment: Rwanda and Uganda

Conducted broadcast journalism training and coaching

National Network of Psychiatric Educators Conference (2003)

Instructor, “Keeping Your Cool Under Pressure: Answering Tough Questions”

Facilitated three sessions of this educational activity at psychiatric conference.

Middle Tennessee State University, Murfreesboro, TN (1998 – 1999)

Instructor, Department of Radio/TV-Photography

Taught introduction to media, TV production for electronic journalism students, electronic journalism and radio production and programming. Supervised production of a 12-hour live telethon for the American Cancer Society. Edited the College of Mass Communication alumni newsletter.

Canadian Broadcasting Corporation – Newsworld, Halifax, Canada (1995 - 1998)

Segment Producer, The CBC Morning News

Produced 1-2 segments daily including research, booking and writing for national morning television show (6 hours live daily). Arranged and produced exclusive Canadian interview with Israeli Prime Minister Netanyahu. Produced for the 1995 G7 Summit held in Halifax and co-produced a live 2-day special election road show in 1997.

Jewish Western Bulletin, Vancouver, Canada (1995)

Senior reporter for weekly newspaper.

CBC-TV News, Vancouver, Canada (1994)

Researcher

Assisted reporters with research and interviews in local newsroom.

Gulf of Georgia Cannery, Vancouver, Canada (1994)

Editor

Compiled and edited a written oral history compilation of former workers at the cannery, now a national historic site.

CTV News, Lillehammer Olympics, Norway (1994)

Production Assistant

Assisted the news team (2 reporters, 1 producer) by taking in feeds, getting interview clips, booking guests, doing research at the 1994 Winter Olympics.

CTV News, London, England (1993)

Researcher

Researched both news and feature stories for European bureau of Canadian Television.

CTV Sports, London, England (1993)

Researcher “The Norwegian Way”

Researched a series of 16 documentaries that were broadcast nationally during prime-time Olympic broadcasts.

Carleton University, Ottawa, Canada (1993 –1994)

Teaching Assistant

Supervised all aspects of production for weekly TV news program.

The Ottawa Citizen, Ottawa, Canada (1992)

Editorial Intern

Wrote a series of stories published in this daily newspaper.

EDUCATION

Carleton University, Ottawa, Canada (1992 –1994)

Master of Journalism (Broadcast stream)

Thesis: “The Role of Television in International Conflict Resolution”

University of British Columbia, Vancouver, Canada (1988 – 1990)

Bachelor of Arts (International Relations)

Hebrew University of Jerusalem, Israel (1985 – 1988)

Double major (Middle East Studies and International Relations)

Language of instruction: Hebrew

AWARDS AND HONORS

Excellence in Journalism Education Fellowship (2002)

Radio and Television News Directors Foundation (one of 24 educators selected nationwide)

Assignment: KGW-TV, Portland, OR

Grasty Award for Outstanding Teaching (2002)

Nicholson School of Communication, University of Central Florida

Grasty Award for Outstanding Service (2001)

Nicholson School of Communication, University of Central Florida

Stephen H. Coltrin Award for Excellence in Communications Education (2000)

International Radio and Television Society Foundation Case Study

CASE National Media Fellowship (1998)

Middle Tennessee State University, “Popular Culture, Music and Society”

CASE National Media Fellowship (1997)

Florida Institute of Technology, “Biodiversity’s New Age: Preservation and Planning”

TV Ontario Telefest (1993)

Best Editing and 3rd place for short documentary: “Lord of the Fries”

Dept. of National Defence Military and Strategic Studies Scholarship (1993)

For master's thesis research. Two awarded annually.

Ontario Graduate Scholarship (1993)

United Nations Prize (1990)

For paper entitled: "The Palestinians, Surrogate Terrorism and the Disintegration of Lebanon: A Holistic Analysis of the Lebanese National Security Problem"

Italian Government Book Prize, University of British Columbia (1990)

For outstanding student in an Italian language course

RESEARCH AND SCHOLARSHIP

Selected Publications:

Betz, M. "A Different Channel: The Role of Television in International Conflict Resolution" in Media in Conflict Situations: Roles, Challenges and Responsibility, Fountain Publishers (distributed by Michigan State University Press), 2006.

Betz, M. "Checking into Rwanda", The Globe and Mail (Toronto), Feb. 26, 2005.

Betz, M. "Radio as Peacebuilder: A case study of Radio Okapi in the Democratic Republic of Congo". Great Lakes Research Journal vol. 1, Dec. 2004, 32-43.

Betz, M. "Chapter 13: The Responsibility Test" in Alan, Jeff, Responsible Journalism: A Practical Guide for Working and Aspiring Journalists, Bonus Books, 2001.

Convention Presentations:

"Radio as Peacebuilder: A case study of Radio Okapi in the Democratic Republic of Congo". International Academy of Linguistics, Behavioral and Social Sciences, Cancun, Mexico, November 2004.

"The Mentor-Mentee Relationship: A Co-orientation Perspective of National Public Radio Training Projects." Radio-TV Journalism Division at Association for Educators of Journalism and Mass Communications (AEJMC) Convention, Miami, August 2002

"Whither Local Public Broadcasting in America? A National Survey of Local Public Broadcasters in America" at Public Service Broadcasting: Beyond 2000 in conjunction with the Banff Television Festival. Banff, Canada, June 2000

Columns:

"Rwanda's vote: A little bit free, a little bit fair," Orlando Sentinel, September 1, 2003

"Testing Democracy and free press," Florida Today, August 25, 2003

"Perfect Time for Israelis, Palestinians to make peace," Orlando Sentinel, October 2001

“Spiral of Mideast violence like Slinky, falling down stairs”, Orlando Sentinel, October 2000.

Masters Research Project (Unpublished):

“A Different Channel: The Role of Television in International Conflict Resolution”
Carleton University, May 1994.

PANEL PARTICIPATION

AEJMC Annual Convention, Toronto (2004)

Panelist: “Meeting Needs to Globalize Curriculum in Science and Health Communications”

Broadcast Educators Association Annual Convention, Las Vegas (2004)

Panelist: “African Tales: Teaching Media and Journalism in Africa”

AEJMC Annual Convention, Kansas City (2003)

Panelist: “Connecting College and High School Students through Broadcast Projects”

National College Media Convention, Orlando (2002)

Panelist: “Planning your Future”

National College Media Advisers Convention, New Orleans (2001)

Panelist: “Radio: The Next Generation”

AEJMC Annual Convention, Washington, DC (2001)

Moderator: “International Internships”

AEJMC Annual Convention, Washington, DC (2001)

Moderator: “Convergence in the Curriculum”

RTNDA Annual Convention, Minneapolis (2000)

Moderator: “The End of Free Labor: The Changing Face of Internships”

AEJMC Annual Convention, Phoenix (2000)

Panelist: “Radio News in the Merger Mania Age”

AEJMC Annual Convention, Phoenix (2000)

Panelist: “Are there Job Opportunities in the US for International PhD students?”

AEJMC Annual Convention, Phoenix (2000)

Panelist: “How Not to Get a Job: Teaching Students How to Ace the Job Interview”

ITVA International Conference, Orlando (2000)

Speaker: “Reality Check – Women in Communications”

IRTS Faculty/Industry Seminar, New York (2000)

Seminar participant: “Telecommunications Management and Business Strategy”

AEJMC Annual Convention, New Orleans (1999)
Panelist: "Academics Who Consult"

MEMBERSHIP AND PARTICIPATION IN NATIONAL ORGANIZATIONS

Association for Education in Journalism and Mass Communication (AEJMC)

- ◆ Paper reviewer, Commission on the Status of Women, AEJMC (2004)
- ◆ Vice-head/Program Chair, Internships and Careers Interest Group, AEJMC (2001-02)
- ◆ Chair, Teaching Standards Committee, International Communication Division, AEJMC (2000-01)
- ◆ Chair, Teaching Standards Committee, Internships and Careers Interest Group, AEJMC (2000-01)

Radio -Television News Directors Association (RTNDA)

- ◆ RTNDA 2001 Convention Planning Committee (2001)

College Media Advisers (CMA)

- ◆ Judge, ACP/CMA/CBI Best of Show, Television Newscast (2003)
- ◆ Coordinator, College Radio Cybercast, National College Media Convention, Orlando (2002)
- ◆ Judge, College Media Advisers Best of Radio Awards (2001)

International Radio and Television Society (IRTS)

Association of Independent Radio Producers (AIR)

COURSES TAUGHT

Writing for the Electronic Media

Electronic Journalism 1

Electronic Journalism 2

Announcing and Performance

Media and Society

Broadcast Management

Understanding Media

TV Production for Electronic Journalism majors

Radio Production and Programming

TECHNICAL SKILLS AND EXPERTISE

Newsroom Computer Systems

AP News

Office/Presentation/Research Software

MS Word

WordPerfect

Excel

Power Point
Dreamweaver
Adobe Photoshop

Audio Editing

Saw Plus
Protools
Adobe Audition/Cool Edit Pro

Video shooting and editing

Adobe Premier
Cuts only (linear)

Languages

French, Italian, Hebrew – spoken and written
German - spoken
Arabic – written

REFERENCES AVAILABLE UPON REQUEST