

CURRICULUM VITAE

Norman C. Mintle

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EDUCATION

2004	Ph.D.	Organizational Leadership Regent University Virginia Beach, Virginia
1976	M.A.	Western Michigan University Kalamazoo, Michigan 49008 Communications (Interpersonal and Mass Media) 4.0 GPA/Summa Cum Laude
1974	B.A.	Evangel University Springfield, Missouri 65803 Communications and Spanish Cum Laude

INTERNSHIP

1975	The Gilmore Advertising Agency, Kalamazoo, Michigan
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AWARDS AND HONORS

2001	RIAA Certified Gold Video, "God Is Working" Brooklyn Tabernacle Choir
2000	Golden Rose of Montreaux's UNDA Award, presented to "The.Rest" as the most innovative new television program displaying human values".
1998	Covenant Award, "Run, Baby, Run"
1998	Command Performance Award, The Christian Broadcasting Network
1996	RIAA Certified Gold Video, "LIVE We Come Rejoicing" Brooklyn Tabernacle Choir

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- 1996 Command Performance Award, The Christian Broadcasting Network
- 1986 Distinguished Young Alum, Evangel University, Springfield, Missouri
- 1985 Outstanding Alumnus Award, Monte Vista Christian School, Watsonville, California
- 1975 –1976 Graduate Assistantship, Department of Communications, Western Michigan University, Kalamazoo, Michigan

SYNOPSIS OF PROFESSIONAL CAREER

- 2005 - **Associate Dean for Academics**
Chair, Doctoral Committee
Regent University, Virginia Beach, VA
- 2004 - **Associate Dean for Administration**
Chair, Department of Cinema-Television
Regent University, Virginia Beach, VA
- 2002-04 **Chair, Department of Television.**
Regent University, Virginia Beach, VA
- 2001-04 **Assistant Dean.** Regent University, Virginia Beach, VA
Administrative role over the College of Communication and the Arts; Director of the School of CTT, Cinema, Television, and Theatre Arts. Oversight of new Communication and Performing Arts Center, including construction, equipment, staffing, student-recruitment, and curricular issues.
- 1996- **President, PureMedia Group**, Wheaton, Illinois.
A consulting agency that specializes in New Media, Television, Fund Raising, and Organizational Leadership

Partial Client List:

Teen Mania – leading teen ministry, Garden Valley, Texas. Created a new television series concept; produced four episodes of “aft.tv”. Developed concept for corollary website and integration with TV program. Teen Mania is a \$22M ministry.

INSP – The Inspirational Network, Charlotte, North Carolina. Consulted on televised fundraising programming. INSP is a \$30M ministry.

The Brooklyn Tabernacle – Brooklyn, New York. From the Grammy Award winning album, “God Is Working,” produced a gold-selling long-form concert video.

VidaVision - Miami, Florida. Hispanic television/Internet start-up network. Developed and created Programming Division, original and acquired programs, developed and produced three new series. VidaVision is currently seeking second-round financing of \$15M. Provided investment solicitation consultation as well.

Total Living Network – Chicago, Illinois. Helped recreate a traditional broadcast TV station to a cable network. (See details below) TLN is a \$150M company.

All American Television Network – former independent TV station group owner, Los Angeles, California. Provided programming consultation. AATN was a \$33M network, since sold.

Nicky Cruz Outreach – international ministry to urban youth, Colorado Springs, Colorado. Provided television programming and distribution consultation; ministry fundraising strategic leadership; book publishing, marketing consultation. NCO is a \$5M ministry.

WLPC-TV – Christian television broadcaster, Detroit, Michigan. Founding partner of a new urban cable network. WLPC-TV is a \$6M ministry.

1998 – 2000

Executive Vice-President/COO, The Total Living Network, Chicago, Illinois. Helped to recreate what had been a broadcast television station for 23 years to a program provider with newly acquired distribution systems: a cable network, and stations in San Francisco and Rockford, IL. Created a new Program Development system integrating: target audience research, new concept testing, revenue generation potential: broadcast/Internet distribution, international/domestic pre-sales, home video, ancillary product potential, and fundraising potential. Built a strong management team in Technical Operations and Programming. Managed Original Programming creation and production, and the Acquired Programming division. Helped create new network's Identity and Branding process. Directed original network concept, branding, and feasibility research process. Created TLN/Interactive subsidiary.
Staff: 60. Budget: \$12M per annum.

1989 – 1996

Vice President, The Christian Broadcasting Network, Virginia Beach, Virginia.

Served in the following executive capacities:

Executive Producer, “The 700 Club”

Vice President Programming/Marketing

Vice President Ministry Events

At the height of these capacities, oversaw staff of 20 with a budget of \$24M. Tasks included: daily production of worldwide television program; domestic syndication of “The 700 Club”; domestic marketing of the program; annual fundraising strategy and production of on-air programming, spots, and specials.

1988 to 1989

Producer, Fund Raising Strategist, The Russ Reid Agency, Pasadena, California. Created the first-ever Spanish language television fundraising for World Vision. Produced the first-ever live telethon event starring Edward James Olmos and Vikki Carr which broke all known records for televised fundraising for the

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World Vision organization.

1987 to 1988

Vice President of Television, Heritage Enterprises, Charlotte, North Carolina.
Served with the U.S. Federal Court appointed trustee at the PTL Television Network. Responsible for daily operation of a major TV network: Management of Programming Division, Music Ministry, Engineering, and TV Operations. Reduced payroll from 130 to 50, eliminating \$150K in monthly overhead. Consolidated 14 departments into four functional divisions, streamlining both operational efficiency and management logjams. Budget: \$40M.

1986 to 1987

Director of Program Development, The Christian Broadcasting Network, Virginia Beach, Virginia.
Served as Director for three major departments:
Fundraising Television
International Co-Productions
New Ministry Programming
Budget: \$12M.

1982 to 1986

Marketing Manager, “The 700 Club”, Virginia Beach, Virginia. Responsible for all domestic and international marketing for CBN’s flagship program. Worked closely with NYC advertising agency on the series’ marketing and special projects. Team member on national advertising campaign for 130 domestic broadcast affiliates. Created and produced international advertising campaigns for 30 countries. Budget: \$3M.

1980 to 1981

Assistant General Manager/Program Director, WCLF-TV, Tampa, Florida. Responsible for original program production, and management of paid programming.

1978 to 1980

Director of Informational Services, WCFC-TV, Chicago, Illinois. Responsible for all promotions, publicity, advertising and fundraising efforts. Also hosted and produced two program series.

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- 1976 to 1978 **TV Host, Writer, WKZO-TV 3 (CBS)**, Kalamazoo, Michigan. Wrote daily continuity copy, advertising copy for live announce booth. Produced and hosted daily public affairs program “9:30 Weekdays” and hosted weekend weather report during 11:00P newscast.
- 1971 to 1974 **Weatherman, Sportscaster, Intern, (ABC affiliate)** Springfield, Missouri. Multi-faceted learning experience which included hosting early morning weather show, and substitute sports anchor.

TEACHING / PRESENTATIONS / PUBLICATIONS

- 2006 Presented at the Showcase of Innovations in Online Pedagogy. “New Media: A Hands-on Approach to Training Students,” Regent University, Virginia Beach, VA
- 2006 Presented at REACH Conference (in conjunction with the National Religious Broadcasters Convention). “Developing the Postmodern Media Leader,” Dallas, TX
- 2006 Presented at REACH Conference (in conjunction with the National Religious Broadcasters Convention). “Programming for the 21st Century,” Dallas, TX
- 2006 Executive Producer: “Mozart’s Requiem” as a live simulcast from Regent University Performing Arts Center for PBS Stations WHRO-TV and WHRO-FM 90.3. A production of the Virginia Symphony Orchestra and Chorus.
- 2005 Presented three seminars at COICOM 2005 in Sta. Cruz, Bolivia. “The Influence of the Technological Revolution in the Media: Challenges and Opportunities,” “Mass Media for a Postmodern Generation: How to Remain Relevant In a Changing World,” and “Leadership Culture: How to Form a Highly Functional Team Environment”
- 2005 Produced, “Power of Freedom,” a docu-musical special event at the Louisiana State Penitentiary at Angola with the

Brooklyn Tabernacle Singers and the Crabb Family.
Product created in 11 languages for DVD and broadcast.

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- 2005 Produced, "I'm Amazed," DVD with broadcast television versions of Brooklyn Tabernacle Choir. Currently being dubbed into 11 languages.
- 2005 Executive Producer, Haydn's "The Creation" live broadcast simulcast on PBS stations WHRO-TV and WHRO-FM from the Regent University Performing Arts Center. A production of the Virginia Symphony Orchestra and Chorus.
- 2005 Presented at Vanguard Leadership Summit. "Developing Postmodern Leaders," Chesapeake, VA.
- 2004 Guest lecturer, Center for the Arts, Religion, and Education, Graduate Theological Union, University of California – Berkley.
- 2004 Executive Producer, Mendelssohn's "Elijah" live broadcast From Regent University Performing Arts Center for PBS Stations WHRO-TV and WHRO-FM 90.3. A production of the Virginia Symphony Orchestra and Chorus.
- 2003 Presented scholarly paper, "*Trust Betrayed in an Organizational Hierarchical Dyad: Examining how Perceptions and Racial Predispositions Affect Trust in a Christian Organization*". At the 2003 Conference of the Society for the Scientific Study of Religion (SSSR) and the Religious Research Association (RRA), in Norfolk, VA.
- 2003 Guest lecturer, Judson University, Department of Communications, Elgin, Illinois.
- 2003 Guest lecturer, Evangel University, Department of Communications, Springfield, Missouri.
- 2002 Hosted a community-wide film series, "Reality, Spirituality and Film" at Chrysler Museum of Art, Norfolk, VA "Exploring Hidden Spiritual Treasures in *The Matrix*"

- 2002 Presented at COICOM, 2002 in Puebla, Mexico.
 “Integrating the work of the Church with the Mass Media”
 “Communicating with a Postmodern Generation”
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- 2002 Presented at National Religious Broadcasters, Nashville,
 TN. Student Film Festival Awards
- 2000 Guest Lecturer, Wheaton College, Department of
 Communications, Wheaton, Illinois.
- 1999 Panel Host, National Religious Broadcasters,
 “What God Is Up To In Latin America: An Update”
- 1999 Workshop Presenter, National Religious Broadcasters,
 “Research Results for the Total Living Network, A
 New Television Model for the New Millennium”
- 1998 Workshop Presenter, COICOM (Federation of
 Iberoamerican Christian Mass Media Communicators)
 San Jose, Costa Rica.
- 1995 Workshop Presenter, COICOM (Federation of
 Iberoamerican Christian Mass Media Communicators)
 Panama City, Panama
- 1993 Adjunct Professor, Regent University College of
 Communication and the Arts, Virginia Beach, Virginia.
- 1986 Guest Lecturer, Evangel University, Department of
 Communications, Springfield, Missouri.

PUBLICATIONS

- Mintle, N.C. (2000 January) “Millennial TV”. Charisma.
- Mintle, N.C. (1999 July) “New Wineskin for a New Millennium”. Ministries Today.
- Cooke, P., & Mintle, N.C. (1998 Sep/Oct.) “How Ministers Should Handle the
 Media”. Ministries Today.
- Cooke, P., & Mintle, N.C. (1998 August) “Run, Baby, Run: An East Coast Producer and
 a West Coast Director...” Wireless Age.

PRODUCTIONS

- 2001 “atf.tv”, Teen Mania, Garden Valley, Texas
(13 x 30 min./four episodes completed)
national/domestic syndication/Internet
- 2001 “Dr. Linda’s Mintle Health Minute”, PureMedia Group
(5 x :60 sec./TV & Radio pilots)
national/domestic syndication/Internet
- 2000 “VidaVision.Com”, VidaVision, Miami, Florida
(3 different series: daily x 30 min.)
international/domestic syndication/Internet
- 2000 “God is Working”, Brooklyn Tabernacle Choir,
Brooklyn, New York and M 2.0 Communications,
Nashville, TN
(1 x 60 min. broadcast; 1 x. 69 min. home video)
- 1999 “Conversations Among Friends”, PAX, Chicago, Illinois.
(5 x 60 min. primetime)
- 1999 “Y2Pray”, Total Living Network, Chicago, Illinois and
Media International, Los Angeles, California
(2 x 30 min.) domestic syndication
- 1999 “The Rest”, Total Living Network, Chicago, Illinois and
ADD Productions, Los Angeles, California
international syndication/Internet

(1 x 30 min.) Pilot – intended for domestic and
international syndication & Internet
Won the “Golden Rose of Montreaux’s” UNDA
Award.
- 1998 “A Las Calles Con Nicky Cruz”, PureMedia Group,
Chesapeake, Virginia
(13 x 60 min.)
international syndication

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