

Mike Leal

Education

NREMT, EMT – Great Plains Technology Center, 2018
M.A., Communication - University of Oklahoma, 1994
B.A., Journalism - News Writing, University of Oklahoma, 1985

University Courses Taught

- New Media
- Introduction to Mass Communication
- Media Management
- Professional Development
- Business and Professional Communication
- Communication Internships
- Public Speaking-Speech
- Broadcast Announcing
- Advanced Radio and Audio Production
- Radio Lab

Employment

Cameron University

Adjunct Instructor Communication Dept.

1994-2007

2018-Present

Adjunct Instructor for the Communication Department. Courses include: Principles of Communication and Fundamentals of Speech

Radiofrequency Safety International

Director of Marketing

2015-2016

543 Main Street * Kiowa, KS 67070

Responsible for the Marketing, Advertisement and Public Relations of RSI Corp. Supervise the marketing team to help strategize and execute promotional materials, product launches, and social media contents through e-marketing campaigns. Accountable for comment moderation, consumer interaction, and diffusing any online issues (complaints, returns, etc.). Utilize a research-based, consumer-driven model to plan and design functional company website that meet target audience needs. Organize media events and community projects.

Volunteer Firefighter

Emergency Medical Technician (EMT) - Firefighter

2012-Present

East Rockaway New York; Kiowa Kansas; Elgin Oklahoma

Mercyhurst University

Chair of Communication Department

2011-2012

501 East 38th Street * Erie, PA 16456

Supervise and conduct academic advisement, student recruitment, and retention for the communication department. Coordinate trimester course schedules for the communication department. Oversee the design of advertising materials for community brochures. Manage annual budget, approval of financial transactions, and charge account. Conduct classroom faculty observations & merit-academic performance evaluations. Evaluate transfer student courses.

Mercyhurst University
2011-2012
2007-2012

Chair of Communication Dept.
Instructor Communication Department

Taught lower and upper division Communication courses during a trimester schedule.

Mercyhurst University
2007-2012

Director of Broadcasting WMCE Radio

Operate and manage radio station. Train students in use of production and broadcast equipment, computers and software. Plan annual budget, analyze audience, and prepare grants. Maintain station's public inspection files, EEO reports and other standards set by the university and the Federal Communications Commission.

Cameron University
1991-2007

Program Director KCCU Radio

2800 West Gore Blvd. * Lawton, OK 73505

Instructor/supervised students enrolled at radio station: Broadcast Announcing, Radio Production, Broadcast Internship, and Advanced Audio Production.

Program Director

KSWO TV 7
1986-1991

TV Reporter

1401 SE 60th Street * Lawton, OK 73501

Write and edit news stories for 6 P.M. and 10 P.M. newscasts.

News Reporter for live television remote broadcasts.

Assign and develop news stories.

Cover all news areas: military, city, county, state government, school board meetings, police department, law (courthouse and trials), features, documentaries, and business.

KSWO Radio 1380
1978-1981 and 1985-1989

News Director

801 B Avenue * Lawton, OK 73501

News and Information Director for commercial radio station. Report and anchor local and state newscasts. Develop and produce local news/public affair features, assist with morning call-in talk show, conduct interviews, wrote and edit material for broadcast, conduct field investigations, produce actualities and reports for the state news network. Train staff with the knowledge of audio production and control techniques and equipment.

Career Experience (during and before college, 1985)

KGOU Public Radio

Norman, OK. 73026

On-air announcer, gather news and anchor daily noon newscast.

Oklahoma Daily

Norman, OK. 73026

Write news stories for the school's daily newspaper.

KLAW Radio

Lawton, OK. 73501

On-air talent, responsible for live radio remotes, write and produce commercials and public service announcements, responsible for FCC rules and regulations and produce, write and anchor newscasts.

Journey Productions

Lawton, OK. 73501

Co-Owner of mobile disc jockey business playing for school dances, weddings, and reunions. Rent and sell lighting and sound equipment, responsible for inventory, bookings, and finances of the business.

Professional Writing

- News Releases to local and statewide media
- Newspaper articles for Oklahoma Daily in Norman, Oklahoma
- Quarterly newsletter for KCCU Radio
- Design brochures, pamphlets, folders and leaflets for radio station
- Write and produce public service announcements

Technology

- **Software:** Adobe Photoshop, Illustrator, Audition, Microsoft Office Suite (Word, Access, Excel, PowerPoint), Google Apps (Google+, Drive, Docs), Blackboard, Digitalchalk
- **Web/Multimedia:** Dreamweaver, Fireworks, search optimization, create webinars, web server administration, content management systems, video and photo editing

Community – Professional Service

Public Radio Program Directors Association

Member, 1991-2012

Pennsylvania Association of Broadcasters

Member, 2007-2012

Brig Niagara - Erie Maritime Museum

Guide-Volunteer, 2007-2012

JazzErie

Board Member, Director of Communications, 2008-2012

Festival Volunteer, 2008-2012

Intercollegiate Broadcasting System

Member, 2007-2012

Oklahoma Broadcast Education Association

This organization supervises the academic programs for the 17-member schools who teach broadcast education.

Member, 1991-2007

Arts for All, Inc.

Board Member, Director of Communications, 1994-96

Festival Volunteer, 1991-2008

German American Club

Publicity Committee and Member, 1993-2007

Lawton Chamber of Commerce and Industry

Redcoat Rookie of the Year, 1991

Captain for Redcoat Ambassadors, 1990-1994

Lawton Dog Fanciers Association, Inc.

Publicity Committee, Member, 1997-2007

Vice President 1998-1999, 2003-2005

President 1999-2003

Professional Awards & Honors

Pennsylvania Association of Broadcasters

Grant for New Media Convergence for Communication Department

Associated Press

First Place Award - Best General Reporting in TV

Second Place Award - Spot News Reporting in TV

Award of Merit for Radio Newscast

United Press International

Outstanding News Coverage

Broadcasters of Achievement Award

Oklahoma Association of Broadcasters

Education/Public Radio Station of the Year

KCCU radio has been Awarded 183 Student Awards in 13 years

Governor's Arts Awards for Excellence in the Arts

Bill Crawford Memorial. Media in the Arts Award

Lawton Arts & Humanities

Business in the Arts Cultural Award Winner

Certificate of Appreciation for International Festival

Gold Sponsor Award-International Festival

Southwest Oklahoma Blood Institute

Outstanding Media Support

American Legion Department of Oklahoma

News Media - Radio Station of the Year

Comanche County Veterans Council

Outstanding Service to Veterans through Broadcasting Services

Boy Scouts of America - Lawton

Merit of Award

Media Contact

Optimist Clubs of Lawton

Citation for Youth Appreciation Program