

James M. Overman
james.overman@csun.edu

Academic experience:

Part Time faculty (Lecturer) California State University, Northridge, California 1997 to present.

Courses taught:

- **“Network Practices”** a senior level course focusing on how commercial broadcast and cable networks function . The roll of public broadcasting (both television and radio) and the application of High Definition Television.
- **“Electronic Media Management”** a senior level course focusing on business problems, strategies and practices of the broadcast station and an over-view of cable television operations, with case study emphasis.
- **“Television Station Sales Administration”** a practical course offered to junior/senior students in order to provide a fundamental understanding of the organization and mission of a typical sales administration department within a television station. Emphasis focuses on the roles of the various department subsets such as: sales service, commercial traffic and program operations.

Professional experience:

Director Program Production – NBC-Universal
1992 to 2017

- Responsible for the following: formatting and delivery requirements of NBC entertainment property to include production company compliance with technical specifications of standard definition and high definition transmission. Final quality control to include closed captioning of NBC entertainment product. Telesales and marketing of NBC post production facilities to outside clients

Director Broadcast Operations (on-air) NBC West coast
1985- 1992

- Responsible for planning and publishing of the West Coast on-air logs and all on-air activities of entertainment, news, sports and KNBC (The Los Angeles local station) and specials. All on-air operations (24 hours per day/7days per week) to include on-air producers, associate directors, and staff announcers

Manager KNBC Sales Administration and Systems 1974-1985

- Responsible for the preparation and publication of the KNBC program and activity logs including sales account co-ordinators. sales service, commercial traffic and broadcast traffic.

Prior to 1974 I worked in the following areas KNBC film editing, KNBC production, and network on-air operations

Education:

CSU Q1 Introduction to Teaching Online---Certificate of Completion CSU Academic Technology Services, Quality Assurance Blended & Online Program --Q1 introduces faculty in the CSU System to tools and teaching strategies for designing a fully online course. Faculty become familiar with the 10 sections of the Quality Learning and Teaching (QLT)

Bachelor of Arts – Communications/Broadcasting , California State University Northridge 1966

Military: Retired 1993 US Army Reserve LTCOL Last assignment as Deputy Director for Operations Armed Forces Radio & Television . Desert Storm

US Army Command and General Staff College 1982