

JOSEPH P. FORTUNATO

Work

Arizona State University
Herberger Institute for Design and the Arts
The New American Film School
232 Dixie Gammage Hall
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Tempe, AZ 85287-2002
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Education

Arizona State University, Phoenix, Arizona
Walter Cronkite School of Journalism and Mass Communication
Doctor of Philosophy (Ph.D.) in Journalism and Mass Communication (currently enrolled, *ABD*)

Loyola Marymount University, Los Angeles, California
Master of Arts (M.A.) in Secondary Education, May 2005.
Member of **Kappa Delta Pi** Honorary Academic Education Fraternity

Yale University, New Haven, Connecticut
Graduated *Cum Laude*, May 1989
Bachelor of Arts (B.A.) in American Studies with concentration in Mass Media & Popular Culture

Teaching

Arizona State University – Tempe, AZ – (2008 - Present)

Teaching Professor, Film & Media Production (FMP) & Filmmaking Practices (FPR) (2022-Present)

Principal Lecturer, Film & Media Production (FMP) & Filmmaking Practices (FPR) (2019-Present)

Senior Lecturer, Film & Media Production (FMP) & Filmmaking Practices (FPR) (2013-Present)

Lecturer, Film & Media Production (FMP) & Filmmaking Practices (FPR) (2008-2013)

Full time faculty position at Arizona State University's nationally acclaimed *Sidney Poitier New American Film School* in the *Herberger Institute for Design and The Arts*.

Responsibilities include:

- Oversee and develop classes and online curriculum for film area.
- Received ASU “Professor of Impact” Award (May 2023). Nominated by students for “insightful, energizing and fun” teaching in my *Spielberg & Lucas* class.
- Developing and instructing popular Film Studies courses including *Spielberg & Lucas* and *Hollywood Rebels (70s Cinema)*.
- Serving as Film School representative on the Herberger Institute Fixed Term Faculty Personnel Committee.
- Served on Sidney Poitier New American Film School Fixed Term Personnel Committee
- Developed and taught new curriculum for Visual Communications course for the ASU's *Walter Cronkite School of Journalism and Mass Communication*.
- Developed new course *Television: Past, Present & Future* which debuted Fall 2013.
- Developing, implementing and instructing curriculum for core classes in Film Production, Screenwriting, Dramatic Analysis of Theater & Film, and Post-Production.
- Delivering courses in both live and online formats, and continually enhancing and updating the

school's online production class.

- Designing and maintaining online Canvas presence for all courses.
- Served on several Faculty Search Committees
- Guest Lecturer, *Three Act Structure and the Hero's Journey*, each semester for Lance Gharavi's THF 160: Intro to Storytelling class in the School of Music, Dance & Theater
- Served on department's Production Committee and FMP Application Committee
- Mentoring and advising student applicants and Film Production (FMP) majors.
- Served as Safety Advisor for student film productions.
- Instrumental in bringing several guest speakers from Hollywood to campus
- Maintaining proficiency in industry standard software including Final Cut Studio and Final Draft.
- Assisting in the development of future film history and TV writing courses.
- Co-developed extensive Film History Assessment for planned school-wide implementation.
- Promoting and marketing classes to incoming and potential students.
- Supervising, coordinating and advising students during professional internships.
- Serving in various capacities (committee member, reader, committee chair) for students on Honor's Thesis, Senior Projects and Capstones
- Worked with faculty colleagues and business department to hire and supervise Course Assistants for a variety of courses.
- Teach various courses for HIDA Day, a yearly celebration promoting the Herberger Institute
- Mentoring and advising new and incoming Film Students each semester.

Osher Lifelong Learning Institute (OLLI) – Tempe, AZ – (2021 - Present)

Guest Instructor, Osher Lifelong Learning Institute (OLLI) at Arizona State University

- Designer and instructor of several online continuing education classes per year as part ASU's Osher Lifelong Learning Institute (OLLI).

University of Akron – Akron, OH – (2022-Present)

Part Time Faculty - Film & Media

- Designer and instructor of weekly film appreciation and analysis class entitled "ENGL 283: Film Appreciation." Delivered as both a live lecture class and online class format.

Cleveland State University – Cleveland, OH – (2021-Present)

Part Time Faculty - Film & Media Studies

- Designer and instructor of weekly film history and analysis class entitled "FMA 142: History of Film." Delivered as a live lecture class format.

Central Arizona College – Pinal County, AZ – (2009 - 2015)

Part Time Faculty - Film & Theater

- Designer and instructor of weekly film history and analysis class entitled "THE 115: Introduction to Cinema." Delivered content in both live and online formats.
- Designer and instructor of weekly follow up class entitled "THE 116: Contemporary Cinema."

Chandler Unified School District – Chandler, AZ – (2007-2008)

Faculty – Film, Television & Media Studies

- Developed and implemented daily curriculum for Film Studies, TV Production and Mass Media classes at Chandler High School, including classes with special education students and sheltered language learners.
- Directed one of only five high school programs in Arizona to teach college level film courses through the International Baccalaureate Organization (IBO).
- Developed and supervised yearly trip for students to attend seminars on screenwriting, production and post-production at the annual Phoenix Film Festival.

Florence Unified School District – Florence, AZ – (2005-2007)

Faculty – Film, Television & Media Studies

- Developed and implemented daily curriculum for Film Studies, Drama, TV Production and Mass Media classes at Florence High School.
- Designed, created and taught professional development classes for other educators in the district, focused on using media and popular culture in the classroom.
- Served as advisor for Florence High Student Council and daily leadership class.
- Supervised Film & TV students during annual trip to Student Television Network Convention in Anaheim, CA. Also served as panelist at event.

Los Angeles Unified School District – Los Angeles, CA – (2003-2005)

Faculty – Film, Television & Media Studies

- Designed and created classes for Media Studies Program, “History of American Cinema” and “History of Mass Media & Entertainment.”
- Nominated by students for “Favorite Teacher” Award in 2004.

Scholarship/Research/Creative

Publications

Fortunato, J. (*projected 2018 but delayed*). “Bombs Away? Revisiting the “Failure” of Steven Spielberg’s *1941*.” Book chapter in the upcoming collection, *Media Fails: What Flops, Fiascos, and Bungles Tell Us About Media History*, edited by Carole Stabile and Phoebe Bronstein. Despite its largely pre-determined reputation, Steven Spielberg's epic "failure" *1941* was not the catastrophe its legacy suggests. This analysis examines a variety of creative, business and cultural factors that contributed to the uneven finished product, and raises another consideration - Could the film’s status as a “bomb” be the result of a narrative of failure originally constructed by critics biased against Spielberg’s early success?

Fortunato, J. (2017). “Steven Spielberg.” Contributing chapter in the collection, *Race in American Film: The Complete Resource*, edited by Michael Green for ABC-CLIO/Greenwood Press. An overview of race and racial issues in the cinema of Steven Spielberg from his early allegories of race in *E.T.* and more sanitized versions of racial issues in *Amistad* or *The Color Purple* to his later attempts to explore deeper and more complex racial stories in such films as *Schindler’s List* and *Munich*.

Fortunato, J. (2014). “The Spielberg Face”: How Steven Spielberg Uses Lacan’s Mirror Stage to Influence Audiences. Published in peer-reviewed journal *Visual Communication Quarterly* 21:1, 43-53. DOI: 10.1080/15551393.2014.892788. Through the theoretical framework of Jacques Lacan’s “Mirror Stage,” this unique study employs statistical analysis to code the frequency with which Spielberg applies one signature shot, known as the “Spielberg Face,” that emotionally influences the viewer by providing them with desirable images of the human face. Goal of the study is to provide statistical evidence that Spielberg employs Lacan’s theory in his more popular films. **Article has been cited by other scholars several times since publication.**

Fortunato, J. (2014). “Those Were the Days: How Changes in Technology Have Altered How We Watch Television.” Published in peer-reviewed journal *The Mid-Atlantic Almanack* Vol. 23, 171-183. ISSN 1063-1763. The Journal of the Mid-Atlantic Popular & American Culture Association. In recent decades, technological changes such as DVRs, streaming media, file sharing, and other outlets for viewing television content “on-demand” has not only altered the business of television distribution, but also the social and personal ways we interact with television programs. This essay examines how “event television” that was watched by large audiences together in the Classic Network Era has shifted to fractured audiences, binge viewing and “spoiler alerts” in the current Convergence Era of television.

Conference Presentations and Panels

- Fortunato, J. (2023) “*Intersection of Sports and Religion*” Member of five-person panel discussing the ways that religious imagery and rhetoric has been introduced into sporting events either explicitly or implicitly. It examined the ways in which sporting events frame their stance on religion and how the religious content included in the events impacts the fan experience. April 17, 2023 Broadcast Education Association National Conference (Virtual Webinar)
- Fortunato, J. (2023) “*Citizen Kane*” – *Fortunato Film School at BEA*” Lectured and hosted a screening and discussion on the classic film *Citizen Kane*, March 30, 2023 at the Broadcast Education Association National Conference (Virtual Webinar).
- Fortunato, J. (2022) “*Boundaries: Are There Content Areas (Language, Sex, Violence) For Which Screenwriting Teachers Should Provide Student Guidelines? How Can We Nurture a “Creative but Safe Space?”*” Member of five-person panel discussing best practices and challenges for teaching screenwriting within a safe space for students. Apr 25, 2022 Broadcast Education Association National Conference (Virtual Webinar).
- Fortunato, J. (2022) “*Casablanca*” – *Fortunato Film School at BEA*” Lectured and hosted a screening and discussion on the classic film *Casablanca*, April 19, 2022 at the Broadcast Education Association National Conference (Virtual Webinar).
- Fortunato, J. (2021) “*Quality matters: What We’ve Learned Teaching Online in a COVID World*” Member of five-person panel discussing best practices for online teaching during COVID. Tues, Apr 13, 2021 Broadcast Education Association National Conference (Virtual Webinar).
- Fortunato, J. (2021) “*E.T. The Extra-Terrestrial*” – *Fortunato Film School at BEA*” Lectured and hosted a screening and discussion on Steven Spielberg’s *E.T. The Extra Terrestrial*, April 13, 2021 at the Broadcast Education Association National Conference (Virtual Webinar).
- Fortunato, J. (2020) “*Online Course Design and Instruction Best Practices: Quality matters.*” Moderator of five-person panel discussing best practices for online course development and teaching. Sun, Apr 19, 2020 Broadcast Education Association National Conference (Virtual Webinar).
- Fortunato, J. (2019) “*Raiders of the Lost Ark*” – *The Movie That Reinvented the Adventure Genre!*” Lectured and hosted a screening and discussion on Steven Spielberg’s *Raiders of the Lost Ark*, April 6, 2019 at the Broadcast Education Association National Conference in Las Vegas.
- Fortunato, J. (2019) “*Online Course and Program Certification: Quality Matters.*” Part of four-person academic panel discussing best practices for online course development. Sun, Apr 7, 2019 Broadcast Education Association National Conference in Las Vegas
- Fortunato, J. “*Presidential Satire on TV: From Edge to Everywhere*”. Part of four-person academic panel discussing the history of presidential satire on television. Sun, Apr 7, 2019 Broadcast Education Association National Conference in Las Vegas.
- Fortunato, J. (2018). “*Jaws: The Movie That Changed Hollywood*” Lectured and hosted a screening and discussion on Steven Spielberg’s *Jaws*, April 7, 2018 at the Broadcast Education Association National Conference in Las Vegas.
- Fortunato, J. (2017). “*Bombs Away? Revisiting the “Failure” of Steven Spielberg’s 1941.*” Presented April 23, 2017 at the Broadcast Education Association National Conference in Las Vegas, NV. Winner - Top Paper in the Production Aesthetics and Criticism Division. Despite its largely

pre-determined reputation, Steven Spielberg's epic "failure" *1941* was not the catastrophe its legacy suggests. This analysis examines a variety of creative, business and cultural factors that contributed to the uneven finished product, and raises another consideration - Could the film's status as a "bomb" be the result of a narrative of failure originally constructed by critics biased against Spielberg's early success?

Fortunato, J. (2017). "*Teaching Screenwriting for Tomorrow's Media*" Panel Participant, April 23, 2017 at the Broadcast Education Association National Conference in Las Vegas. One of four education professionals invited to share innovative and traditional approaches for teaching screenwriting, and discussing "do we need to change our strategies for tomorrow's media?"

Fortunato, J. (2016). "*Innovative and Practical Assignments for Teaching Screenwriting*" Panel Participant, April 19, 2016 at the Broadcast Education Association National Conference in Las Vegas. One of six education professionals invited to speak about innovative assignments for teaching screenwriting. A wide array of topics include the use of public domain materials, using archives, capitalizing on studio resources, and developing locations and characters.

Fortunato, J. (2016). "*California (No, India) is the Place You Ought to Be: Representations of Capitalism and The American Dream in "The Beverly Hillbillies" and "Outsourced."*" Presented April 17, 2016 at the Broadcast Education Association National Conference in Las Vegas, NV. Winner - Top Paper in the Production Aesthetics and Criticism Division. This paper examines how various iterations of capitalist ideology and the construct of the "American Dream" have been represented in American television in different decades and explores how various components of the "American Dream" and western capitalism have been coded into prime time television during times of economic optimism and growth in the early to mid 1960s as well as in the recent economic recession and cynicism of the new global economy.

Fortunato, J. (2015). "*Can We Effectively Teach Production Online?*" Panel Participant, April 14, 2015 at the Broadcast Education Association National Conference in Las Vegas. One of six education professionals invited to speak about teaching media production online. Discussion included topics such as digital technology and online student interest, the feasibility or desirability of teaching production online, as well the future of teaching video production.

Fortunato, J. (2015). "*War Goes to Hollywood: Steven Spielberg's Perpetuation of Hollywood Myth and Utopian Entertainment in "1941."*" Presented April 2015 at the Broadcast Education Association National Conference in Las Vegas, NV. 2nd Place – Top Paper Competition. In his epic comedy *1941*, Spielberg employs satiric self-references to Hollywood cinema and Los Angeles locations to perpetuate the mythology of Hollywood entertainment being the cultural center of America. These representations include the idea of America as a "utopia" that is threatened by foreign cultures and enemies and the importance of Hollywood and entertainment as an integral part of American identity both internally and abroad.

Fortunato, J. (2014). "*Truth, Torture and the Political Chilling of "Zero Dark Thirty."*" Presented April 2014 at the Broadcast Education Association National Conference in Las Vegas, NV. Winner – Best Debut Paper. Is the debate over the accuracy of *Zero Dark Thirty* a product of wartime politics or a legitimate discussion based on legal and philosophical issues of First Amendment theory? Such legal and philosophical issues as creative freedom, prior restraint, threats to national security and the "chilling effect" of laws designed to curtail free expression have been argued for centuries. This paper attempts to frame the *Zero Dark Thirty* controversy according to the historical developments of those concepts.

Fortunato, J. (2013). *“The Spielberg Face”: How Steven Spielberg Uses Lacan’s Mirror Stage to Influence Audiences*. Presented August 2013 at the Association for Education in Journalism and Mass Communication (AEJMC) in Washington D.C. Winner – “Best Paper” in the Visual Communication Division.

Fortunato, J. (2010). *“Raiders of the Film Art: The Continuing Adventures of Steven Spielberg and George Lucas”* Presented paper at the national conference of the Mid-Atlantic Popular/American Culture Association (MAPACA), in Alexandria, VA. MAPACA is one of the largest regional branches of the Popular Culture Association/American Culture Association and the conference featured over 450 participants from over 40 academic areas. The paper is an examination of the continuing legacy of these filmmakers and how it has changed over time.

Educational Presentations and Panels

Fortunato, J. (2020 – Present). *“Fortunato Film School – WAKR Radio.”* Developed my popular “Fortunato Film School” live events into a weekly radio segment on WAKR radio in Akron OH and streaming via the internet. Each week I discuss the history and production a classic film.

Fortunato, J. (Fall 2020 – Present). *“Fortunato Film School – OLLI at ASU.”* Developed my popular “Fortunato Film School” live events to be done online at OLLI at ASU – an adult education program. Films discussed and presented have included *Citizen Kane, Casablanca, Jaws, Raiders of the Lost Ark, and Singin’ In The Rain*.

Fortunato, J. (Fall 2020). *“PED Talk: Online Learning”* Guest Speaker for PED Talk seminar of ASU School of Film, Dance and Theater on the subject on online learning and pedagogy.

Fortunato, J. (Winter 2018). *“The Western Film, Culture and Concept: Stagecoach.”* January 25, 2018. Lectured and hosted a screening and discussion on John Ford’s *Stagecoach* for Western Spirit, Scottsdale’s Museum of the West. Presented in conjunction with Arizona State University’s Center for Film, Media and Popular Culture.

Fortunato, J. (Winter 2017). *“Fortunato Film School – It’s a Wonderful Life.”* December 17, 2018. Special event of “Fortunato Film School” for Northeastern Ohio audiences, in conjunction with the Cleveland Cinematheque and Cleveland Institute of Art.

Fortunato, J. (Summer 2015 – Present). *“Fortunato Film School.”* Created, developed and launched “Fortunato Film School” – a monthly screening and discussion of classic films in conjunction with FilmBar Phoenix in Downtown Phoenix. The series has since expanded to the Alamo Drafthouse in Phoenix and to Ohio in partnership with the Akron Public library. The program promotes film education and literacy, as well as promoting cultural interaction between ASU and the Phoenix community. Films discussed and presented have included *Citizen Kane, Casablanca, Jaws, The Graduate, Singin’ In The Rain, City Lights* and more. Each presentation has been very popular with interest and attendance growing with each event.

Fortunato, J. (2017). *“Planet 9 From Outer Space: Our Neighbor in Hiding”*- Panel Participant, May 28, 2017 at Phoenix Comicon (Educational Programming Division). Long after the discovery of Pluto, many scientists believe there is another planet even further out in our solar system. This interdisciplinary panel of experts discuss the evidence and why it has been so hard to find and its relation to popular culture.

Fortunato, J. (2017). “*Great Apes of Popular Culture*”- Panel Participant, May 27, 2017 at Phoenix Comicon (Educational Programming Division). King Kong, Tarzan of the Apes, Planet of the Apes and Gorilla Grodd are just a few of the “great apes” in the news this year. An interdisciplinary panel of experts discuss the history of apes in pop culture and why they continue to be the “gorilla our dreams.”

Fortunato, J. (2017). “*Stupid Sexy Flanders: The Science of Attraction*”- Panel Participant, May 27, 2017 at Phoenix Comicon (Educational Programming Division). This interdisciplinary panel of experts discuss the science of attraction and love in popular culture.

Fortunato, J. (2017). “*Crossing the Fifth Dimension*” *The Science of the Twilight Zone*”- Panel Participant, May 25, 2017 at Phoenix Comicon (Educational Programming Division). Besides having an iconic opening theme, "The Twilight Zone" also explored complex issues through the lenses of sci-fi, horror, and sometimes fantasy. In this interdisciplinary panel, experts will discuss these topics and how well the show applied them to give its message.

Fortunato, J. (2017). “*Super Friends: The Science of the Justice League*”- Panel Participant, May 25, 2017 at Phoenix Comicon (Educational Programming Division). The Justice League's membership includes aliens, cyborgs, mythological royalty, and billionaire playboys. With their powers combined, they are something even greater. This interdisciplinary panel of experts discuss the science between the powers and gadgets of the Justice League.

Fortunato, J. (2016). “*You’re Gonna Need a Bigger Boat: The Science of Jaws*”- Panel Organizer, Moderator and Participant, June 3, 2016 at the Phoenix Comicon. Part of Phoenix Comicon’s Educational Programming, I proposed, organized and moderated an interdisciplinary panel of film and science experts to discuss how storytelling in Steven Spielberg’s *Jaws* utilized real life science to enhance the film’s narrative. Panelists included an expert in shark behavior, a neuroscientist specializing in the study of fear, and *Jaws* screenwriter Carl Gottlieb. The standing room only panel was one of the highlights of the 2016 Phoenix Comicon.

Fortunato, J. (2016). “*Jaws Film School with Carl Gottlieb*”- Organizer, Lecturer and Co-Instructor, June 3, 2016 at the Phoenix Comicon. Part of Phoenix Comicon’s Educational Programming, this was an exclusive Comicon version of the popular “Film School” events I do bi-monthly in the Phoenix area. *Jaws Film School* was a standing room only event that included an introduction and brief lecture on the production of Steven Spielberg’s *Jaws* followed by a screening of the film with “live” commentary by myself and *Jaws* screenwriter Carl Gottlieb.

Book Projects

Fortunato, J. (Present). Currently researching, compiling essays and writing original material for an anthology text tentatively titled *Raiders of the Film Art: The Continuing Adventures of Steven Spielberg and George Lucas* set for release from Cognella Publishing.

Fortunato, J. (1996). Treatment for a book entitled *All I Really Need To Know I Learned From Watching The Brady Bunch*.

Theater Projects

Fortunato, J. (2009). Began research and development for musical theater project about teen dating violence entitled “I Have This Friend...”

Television Writing - Consulting

Fortunato, J. (2011). *Fire* (tentative title). Consulted on pilot script with writers F.J. Pratt and Dan Cohen for proposed comedy series on Spike TV.

Television Writing - Commissioned, Optioned or Staff

Fortunato, J. & Koonce, J. (1998). *Living In Captivity*. Staff Writers for thirteen episodes of half hour episodic comedy series. Los Angeles: Shukovsky English Entertainment/FOX.
Fortunato, J. & Koonce, J. (1997). *Close To Home*. Created and wrote pilot for children's television series. Los Angeles: Saban Entertainment/Fox Family Channel.

Feature Film Screenplays Commissioned or Optioned

NOTE: Each screenplay is 90 - 120 pages in length, standard screenplay format

Fortunato, J. & Koonce, J. (1999). *Nowhere Man*. Los Angeles: Fountain Productions/Disney.

Feature Film Screenplays Currently Being Marketed or Developed

Fortunato, J. & Koonce, J. (in progress). *Private in Chief*

Fortunato, J. & Koonce, J. (in progress). *Clean & Dirty*

Fortunato, J. & Koonce, J. (2001). *Bombshells*

Fortunato, J. & Koonce, J. (2000). *Shaved Apes*

Fortunato, J. & Koonce, J. (1998). *Going to the Chapel*

Fortunato, J. & Koonce, J. (1996). *Den Mother*

Fortunato, J. (1995). *Remote Control*

Television Spec Scripts

Fortunato, J. & Koonce, J. (2001). *Everybody Loves Raymond: Daddy's Little Girl*

Fortunato, J. & Koonce, J. (1999). *Ally McBeal: With Psychic Friends Like These, Who Needs Enemies?*

Fortunato, J. & Koonce, J. (1998). *King of the Hill: What's Your Game, Who's Your Daddy?*

Fortunato, J. & Koonce, J. (1998). *Spin City: Naked City*

Fortunato, J. & Koonce, J. (1997). *NewsRadio: The Big Fat Stack*

Fortunato, J. & Koonce, J. (1996). *Frasier: Where There's A Will, There's A Crane*

Fortunato, J. & Koonce, J. (1996). *The Larry Sanders Show: Peggy Sue Got Larry*

Articles & Publications

Fortunato, J. (1993-1995) "Pork Chops & Applesauce." Authored column regarding entertainment industry issues for The Future of Hollywood's quarterly publication. Los Angeles, CA.

Entertainment/Business Professional Experience

Writer - Television, Film & Freelance (1992-Present)

- Current Member - Writers Guild of America (WGA)
- Currently teaching Film, Media & Screenwriting at Arizona State University.
- Wrote feature-length film, *Nowhere Man*, previously in development at Disney.
- Television credits include staff position on Fox sitcom and co-writer of pilot for Fox Family.
- Served as a judge for the annual WGA Writing Awards and Scriptwriter's Network Awards.
- Served as panelist for screenwriting seminar at 2006 Student Television Network Convention in Anaheim, CA.
- Proficient in all major screenwriting programs, including Final Draft, Script Thing, Script Wizard, WordPerfect and MS Word for PC and Macintosh.
- Detailed credits listed in previous section, and available upon request

Shukovsky English Entertainment - Studio City, CA – (1995 - 1998)

Director of Creative Affairs, Shukovsky English Entertainment

- Worked closely with *Murphy Brown* creator Diane English to expand the overall creative and business output of the company.
- Responsibilities included taking pitches, scouting comedic and acting talent, meeting and reading writers and show runners. Daily contact with talent and literary agencies as a liaison between the company and the Hollywood creative community.

Multimedia Motion Pictures - Los Angeles, CA – (1993 - 1994)

Manager of Development, Steve Krantz Productions

- Executive responsible for acquisition and development of all programming for busy independent Production Company.
- Worked with network and cable executives, reporters, writers, and agents in developing new material.
- Wrote all treatments and outlines for network.

American Radio Network - Los Angeles, CA – (1994 - 1997)

Writer, Producer and On-Air Personality at KCLA-FM

Host and Producer for weekly half-hour talk/music radio program syndicated on commercial station KCLA-FM in Los Angeles, CA

NBC Entertainment - Burbank, CA – (1990 - 1993)

Development Assistant, NBC Mini-Series and Motion Pictures for Television

Assisted in daily operation of busy network programming office. Position required extensive contact with NBC programming departments and independent suppliers & producers.

ABC Entertainment - Century City, CA (1989)

Assistant Program Executive, ABC's Children's & Family Programming

Assisted in all aspects of program development and production. Reviewed scripts and storyboards, wrote and prepared program publicity materials, and supervised on-air promotional shoots and program recording sessions. Also programmed *The Bugs Bunny & Tweety Show*, the highest rated network children's program at the time.

NBC News - New York, NY (1988)

Research and Production Assistant, NBC "TODAY" Show

Researched stories and facilitated communication between the program's production staff, media agencies and audiences.

WYBC-FM, New Haven, CT – (1986 - 1989)

Writer, Producer and On-Air Personality

Responsible for weekly four-hour commercial radio program titled "Rock Therapy with Big Joe Fortunato". Also aired periodic comedy-variety specials titled "The Big Joe Show"

Color Commentator, Yale Football

Part of two and three-person broadcast teams covering Yale Football for WYBC-FM

Training & Professional Development

International Baccalaureate Organization (IBO). Film Instructor Training. Los Angeles, CA – October 2008.

Final Cut Pro – L3 Training & Consulting. Completed four-day training on Final Cut Pro 6 at Apple certified L3 Training & Consulting in Phoenix, AZ. July 2008.

Media & Public Appearances

Speak on topics related to the entertainment industry. Media outlets and panels have included:

- Fortunato Film School – WAKR Radio, Akron, OH. Developed my popular “Fortunato Film School” live events into a weekly radio segment on WAKR radio in Akron OH and streaming via the internet. Each week I discuss the history and production a classic film. (2020-Present)
- *The State Press* –Interviewed for article entitled *Prequel Content has Been on the Rise, But So Has Prequel Exhaustion* by ASU daily newspaper, 2022
- *The State Press* –Interviewed for article entitled *Review: The Taste of Licorice Pizza* by ASU daily newspaper, 2022
- *The State Press* –Interviewed for article entitled *Procedural Police Shows: Pro-Cop Propaganda or Complex Writing?* by ASU daily newspaper, 2022
- *The Downtown Devil* – “FilmBar offers the ‘Duel’ benefit of film facts and fun.” October 3, 2017. News article about “Fortunato Film School”
- Guest Contributor for special “Memories of Jaws” page on the international Spielberg/Lucas website, TheBeardedTrio.com to celebrate the film’s 40th Anniversary.
- Appeared several times on the International Pop Culture Podcast “Movie Night with Carlos” to discuss various Steven Spielberg films.
- Guest on *The Lady Brain Show*, a national radio show and podcast, speaking about Academy Award voting procedures. February 2013
- Featured interview in documentary short *Independent from Hollywood*, about the current state of the Hollywood and independent film business models. 2012
- *The College Times* –Interviewed on the state of heroes and villains currently depicted in the film industry, 2012
- Host and moderator of the monthly “Classic Cinema Series” at the Queen Creek Performing Arts Center, Queen Creek AZ.
- Guest Speaker at Central Arizona College Speaker Series – How to Break in to Hollywood”, September 2012
- *The State Press* –Interviewed on the topic of the film industry converting to digital by ASU daily newspaper, 2012
- Guest on *The Lady Brain Show*, a national radio show and podcast, speaking about classic movie lines. July 2012
- Host of Central Arizona College “Family Flicks” screening of “Jaws”, speaking about the history of the film. June 2012
- Yale Club of Phoenix – “An Evening with Joe Fortunato”, Lecture and conversation on the topic “Did Spielberg and Lucas Save Hollywood, or Ruin It?” April 2012
- *The State Press* – Extensively interviewed on the topic of Racism in Television by ASU daily newspaper, October 19, 2009
- WYBC-FM, New Haven, CT
- KCLA-FM, American Radio Network, Los Angeles, CA
- The Scriptwriter’s Network – “Getting Your Script Read”
- UCLA Extension – “The Art of the Pitch”
- Panelist for screenwriting seminar, 2006 Student Television Network Convention in Anaheim, CA.
- The Future of Hollywood – various panel presentations

Professional Consulting

The Fortunato Group - Los Angeles, CA - (2002-Present)

President and Founder

- Independent consultant and professional speaker on such topics as leadership, personal growth, motivation and careers in Hollywood.
- Assist clients with idea generation, character sketches, treatments, screenplays, and Personalized Marketing Plans.
- Implement & train specific programs designed to motivate, inspire, increase productivity and develop leadership skills for businesses, schools, churches, organizations and individuals.
- Website: www.fortunatogroup.com

Drama Coach & Private Writing Tutor - Los Angeles, CA – (1997-2001)

- Taught workshop for children ages 8-15 on how to write, develop, rehearse and perform scenes, sketches & monologues.
- Continued to work as a private tutor for several of the children to hone their skills and prepare for auditions.

NBC Entertainment: Script Reader. Wrote evaluations and provided recommendations of solicited scripts. Burbank, CA. (1990)

Professional Affiliations

Member: The Writer’s Guild of America, West (WGA) – a creative union of select professional television and film writers. Affiliated with the AFL-CIO. (1998 - Present)
Los Angeles, CA.

Member: Association for Education in Journalism and Mass Communications (AEJMC)

Member: Broadcast Education Association (BEA)

Member: International Communications Association (ICA)

Member: Society for Cinema and Media Studies (SCMS)

Member: Mid-Atlantic Popular/American Culture Association (MAPACA)

Member/Instructor. International Baccalaureate Organization (IBO). Los Angeles, CA.

Completed nationally sponsored seminar for IBO Film Instructors, October 2008.

Associate Member: The Academy of Television Arts & Sciences – (1990 - 1998)
Membership granted to select individuals engaged in the entertainment industry.
Los Angeles, CA.

Member: Independent Feature Project. (2005 - Present) Phoenix, AZ.

Member: Future of Hollywood. (1992 - 1998) A philanthropic networking group comprised of young professionals in the entertainment industry Los Angeles, CA.

Awards

Winner. 2023 ASU “Professor of Impact” Award (May 2023). Nominated by students for “insightful, energizing and fun” teaching in my *Spielberg & Lucas* class.

Winner. 1989 John H. Mitchell Network Programming Internship, sponsored by The Academy of Television Arts & Sciences. Highly selective, only sixteen students accepted into program from national pool of candidates.

Service

Search Committee Chair. The Sidney Poitier New American Film School, Arizona State. (2022-2023) Served as Chair for two search committees for two Lecturer positions for the school.

Fixed Term Personnel Committee. Herberger Institute for Design and the Arts, Arizona State. (2021-Present) Served on the Fixed Term Personnel Committee at the College level at Arizona State. Responsible for reviewing faculty promotions and renewals.

Communications Coordinator – Production Aesthetics and Criticism Group (PAC), Broadcast Education Association (2022 - Present) Handle all communications for the PAC Committee at BEA, a national professional organization, taking meeting minutes, and running the Facebook page and other social media.

Yale Football “4 for 40” Speaker Series – (2021) Panelist speaking to Yale University undergraduates about careers in Entertainment.

Yale Alumni Schools Committee – (1998 - Present) Responsible for interviewing prospective college students for admission to Yale University.

ASU Vita Training Project. Herberger Institute for Design and the Arts, Arizona State. (2020) Selected by Dean Sandy Stauffer to train colleagues on how to use the ASU Interfolio system to update the Academic Personnel Actions Reporting System. I trained the New American Film School faculty in this endeavor on two separate sessions.

Online Learning Canvas Training Page. Sidney Poitier New American Film School, Arizona State. (2020) Created school-wide Online Learning Canvas training page for faculty and staff.

New Student Orientation. Sidney Poitier New American Film School, Arizona State. (2020) Served as resident film faculty representative for New Student Orientation meeting conducted by Nora Cherry.

Judge. Media Arts Festival at BEA. (2014-Present) Serve as judge for animation and experimental film category at annual film competition held in conjunction with the national convention of Broadcast Education Association (BEA).

Judge. Prescott Film Festival. (2017) Serve as judge for annual film festival held in Prescott, Arizona.

Judge. Huntington Beach Film Festival. (2009-Present) Serve as judge for short film category at annual film festival held in Southern California.

Film & Media Production Program. School of Theater & Film, Herberger College of the Arts at Arizona State University. (2008 – Present) Attend all scheduled FMP meetings to discuss curriculum and direction for the Film program, and offer insight and ideas for its future growth

Advisory Council. Independent Film Project (IFP), Phoenix Chapter. (2007 - Present) Meet quarterly as to plan the direction of the organization and specific events throughout the year.

Judge. Writer's Guild of America Awards. (2003-2009) Serve as preliminary judge for annual WGA Awards in various categories, including Episodic Comedy and Drama.

Volunteer Instructor. Independent Film Project (IFP), Phoenix Chapter. (2007 - Present)
Instructor at Production Workshops throughout the year to teach middle and high school students about the filmmaking process.

Voting Member. Independent Spirit Awards. (2008 - Present)