

BRETT KURLAND

Academic leader at the intersection of higher education strategy and professional media practice, overseeing graduate program development, enrollment management, curriculum innovation, accreditation, student success, faculty recruitment and multimillion-dollar graduate funding. Recognized for aligning academic programs with evolving industry demands through immersive, partnership-driven models. National Sports Emmy Award winning television producer and media entrepreneur bringing executive industry perspective to academic leadership.

EXPERIENCE

2012- **WALTER CRONKITE SCHOOL OF JOURNALISM AND MASS COMMUNICATION** Phoenix, AZ
ARIZONA STATE UNIVERSITY

Leadership Roles:

- 2022- **Assistant Dean**
- Advance schoolwide academic strategy, faculty supervision and initiatives aligned with long-term growth and university-wide innovation
 - Guide faculty hiring strategy, leading search committees and shaping recruitment to support program growth and academic excellence
 - Chair the Academic Standards Committee, directing case review, presiding over hearings and leading deliberations in academic integrity and grade appeal matters to ensure rigorous, equitable, and policy-aligned decision making
 - Supervised Cronkite's School's signature award-winning professional immersion classes, capstone programs in which students get hands-on experience under the guidance of expert faculty in professional environments that include newsrooms, a strategic communications agency, and innovation lab
 - Conceptualized and launched the Los Angeles Content Studio, a semester-long entrepreneurial content creation experience based in Los Angeles for Cronkite students interested in cultivating their own media brands and students interested in helping existing brands tell their stories through innovative strategic content, setting students up for success in the content economy
 - Formulated and managed the integration of the previously independent Public Relations Lab and Digital Audiences Lab into the Cronkite Agency, a robust student-powered, faculty-led strategic communications agency
 - Supervised the successful activation of the Robert Wood Johnson Foundation Health Reporting and Communications Initiative, a program focused on health disparities in the Southwest, leading to a successful extension and expansion of the \$1 MM+ grant by the funder in 2024
 - Led training and onboarding for faculty associates, which includes conducting instructor orientation sessions on best practices in teaching, school policies, teaching expectations, and creating inclusive classrooms
 - Collaborated with other school leadership to spearhead the Cronkite School's accreditation process with the Accrediting Council on Education in Journalism and Mass Communications, including researching, writing, and editing the critical "Curriculum" section of the accreditation report that contributed to a successful re-accreditation
- 2025- **Director, Master's Programs**
- Provide strategic oversight of all Cronkite master's degrees, including long-term planning, enrollment strategy, academic quality and program growth
 - Lead transformation of graduate curricula to ensure market alignment, industry relevance and competitive differentiation across specialized master's programs, including revision of existing programs and development of new master's degrees
 - Oversee graduate program assessment, learning outcomes evaluation and continuous improvement processes in coordination with accreditation standards and university expectations
 - Guide graduate enrollment strategy in collaboration with recruitment team to strengthen applicant quality, yield and program visibility
 - Supervise master's faculty staffing, course scheduling, workload distribution and instructional quality across multiple master's programs
 - Chair the Master's Committee, leading holistic review and selection of applicants across multiple graduate degrees and establishing standards for academic excellence and professional potential and cohorts composition
 - Steward approximately \$2 MM annually in graduate assistantship, scholarship, and fellowship funding, establishing award criteria and allocation strategy to strengthen recruitment, yield, and student success
 - Develop and implement strategic initiatives to enhance graduate student experience, retention, professional placement, mentorship and alumni engagement
 - Serve as primary administrative leader for master's students, addressing academic policy, student progress and program-level decision-making
- 2021- **Director, Sports Programs**
- Lead Cronkite School's bachelor's and master's degree programs in sports journalism, collaborating with colleagues to provide oversight and management of the sports journalism curriculum, course design, hiring and supervision of faculty, and management of student award submissions, growing program to more than 50% of school's immersion student population

- Cultivate partnerships that foster student opportunities in the sports industry, including with the NFL, NCAA, U.S. Soccer, Sports Journalism Institute, the Pac-12 Conference, and Sun Devil Athletics

2014-2021

Director, Cronkite News – Phoenix Sports Bureau

- Founding director of Phoenix Sports Bureau of Cronkite News, an immersive sports journalism program for upper level undergraduate and master’s students
- Led students in coverage of professional, collegiate and high school sports and production of written and video stories for professional media outlets, including The Arizona Republic, Arizona PBS, Fox Sports, Pac-12 Networks and ArizonaSports.com
- Cultivated partnerships with professional media organizations for publication of students’ work
- Led students in the production of “Cronkite Sports Report,” a 30-minute sports news magazine show for Fox Sports Arizona; show recognized as a national finalist and regional winner of best all-around television news magazine in Society of Professional Journalists’ Mark of Excellence Awards and as best TV sports news program in Broadcast Education Association’s Festival of Media Arts
- Created “Cronkite Sports Now,” a daily live show hosted and produced by students on Facebook Live about sports in Arizona
- Events covered include Super Bowl XLIX, the NCAA men’s basketball Final Four, the College Football Playoff National Championship Game, MLB spring training and the Waste Management Phoenix Open
- Teams covered included Arizona Diamondbacks, Arizona Coyotes, Arizona Cardinals and Phoenix Suns

Faculty Roles:

2014-

Professor of Practice and Honors Faculty

- Teach required graduate seminar focused on professional identity, leadership development, digital portfolio strategy, and responsible integration of generative AI in media careers
- Faculty Honors Advisor and thesis director for students in Barrett, The Honors College, mentoring high-performing undergraduate students in the culmination of their honors experience, year-long research and creative projects that include, among other things, research papers, documentaries, and rich, multimedia websites
- Lead instructor of Multimedia Journalism Skills, a foundational, intensive first-semester class for all Cronkite master’s students in which they learn how to write, capture and produce photo, video, audio, social, and web content
- Director of Covering the Summer Olympics Study Abroad program (2024), in which students spent three weeks in Paris producing content about the Olympics for professional media outlets including KPNX-TV, Arizona PBS, and the Arizona Republic, as well as student content creators delivering high-quality social content across a variety of media channels. Fostered a partnership with the Coca-Cola Company to experiment with student-created content to engage Coca-Cola’s audience around their Olympic involvement.
- Developed collaboration with United States Olympic and Paralympic Committee for students to report on the 2020 Tokyo Olympics content for USOPC channels and partners, and led subsequent pivot from an in-person, in-country Study Abroad experience to a virtual reporting experience because of the coronavirus pandemic
- Director of Cronkite Scotland: Golf & the British Open Study Abroad program (2018), conceptualizing, organizing, and co-leading a two-week program in Scotland in which students reported on the role of golf in Scottish culture as well as providing coverage of The Open Championship
- Director of Covering the Rio Olympics Study Abroad program (2016), in which students spent three weeks in Rio producing content about the Olympics for professional media outlets including KPNX-TV, Pac-12 Networks, Arizona PBS, and the Arizona Republic

2012-2014

Faculty Associate

- Co-created, supervised and taught Covering the Super Bowl class, where students reported and produced multimedia stories on the issues and events leading up to Super Bowl XLIX and cultivated partnerships with media outlets to publish those stories including The Arizona Republic and Fox Sports Arizona
- Led students in reporting on MLB spring training and producing digital, photo and video content for Sports Illustrated, Baseball America, MLB.com, Denver Post, Kansas City Star, San Diego Union Tribune, The Arizona Republic and Milwaukee Journal Sentinel
- Taught sports writing, reporting and television and social media production class to undergraduate and graduate students

2010-2014

RELATE DIGITAL

Phoenix, AZ

Managing Partner / Founder

- Produced documentary and scripted short films for corporate and non-profit clients to drive increased audience engagement and customer loyalty

2009-2014

GOLFMIX

Phoenix, AZ

Chief Content Officer / Founding Partner

- Managed original content, website design and development, marketing and business plan development for Arizona’s leading online golf community

- Developed strategy for WMPO-TV, the YouTube presence of the Waste Management Phoenix Open in partnership with the PGA Tour; produced, shot and edited quick-turn content for WMPO-TV during tournament week

- 2007-2014 **GENERATION IDEA MEDIA** Phoenix, AZ
Owner / President / Founder
- Produced documentary, feature, live-event and spot news for ABC, ESPN, CBS, NFL Network, Big Ten Network, NHL Network and Bloomberg; developed, produced, sold and edited documentary-style, online videos for clients in wide range of businesses including sports, tourism and politics
- 2011-2012 **LAKE THE POSTS** Chicago, IL
Contributor
- Wrote feature stories and analysis, hosted and produced video and audio podcasts, and conducted live online chats for leading Northwestern University sports news and information website
- 2001-2006 **INTERSPORT** Chicago, IL
Producer
- Produced documentary, reality, magazine-style, live-event and studio programming for ABC, NBC, CBS, Fox, ESPN, Fox Sports Net and Speed Channel, as well as creating and developing the first-ever made-for-mobile original sports content for Sprint
 - Managed production business operations including negotiating above-the-line and below-the-line agreements, building and tracking budgets and acting as liaison with networks
- 2000-2001 **FOX SPORTS NET BAY AREA** Chicago, IL
Associate Producer
- Developed, launched, and produced new nightly, local live sports news show, which included creating and managing show content as well as supervising staff of 15
- 1998-2000 **FOX SPORTS NET CHICAGO** Chicago, IL
Production Coordinator
- Wrote, produced, edited and conducted interviews for features and highlights for nightly live sports magazine show and pregame, halftime/intermission and postgame shows for Bulls, Blackhawks, Cubs and White Sox telecasts
- 1997 **WLNY-TV** Melville, NY
Associate Producer
- Produced six-minute sports segment on nightly newscast; shot, edited, wrote voice-overs, packages; interviewed MLB, NFL, WNBA, PGA, LPGA athletes
- 1997 **WGEM-TV** Quincy, IL
Reporter, Videographer
- Reported, produced, shot, edited, and wrote packages, live shots, voice-overs and sound bites for newscasts of NBC affiliate and #1 station in Quincy, IL-Hannibal, MO-Keokuk, IA market
 - Shot and edited high school basketball highlights

EDUCATION

- 2004-2006 **KELLOGG SCHOOL OF MANAGEMENT** Evanston, IL
NORTHWESTERN UNIVERSITY
Master of Business Administration, August 2006
- Majors in media management, marketing and entrepreneurship & innovation
 - Winner, Lee Hague Memorial Fund Award, a grant for research into emerging facets of media
 - Semifinalist, Kellogg Business Plan Competition
 - 3.7/4.0 GPA; Dean's List, 2005-2006
- 1994-1998 **MEDILL SCHOOL OF JOURNALISM** Evanston, IL
NORTHWESTERN UNIVERSITY
Bachelor of Science in Journalism with a minor in political science, June 1998
- Sports Director, WNUR-FM and Sports Director, Northwestern News Network
- PROFESSIONAL DEVELOPMENT & INDUSTRY ENGAGEMENT**
- 2020- **SPORTS EMMY AWARDS** New York, NY
NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES
- Selected to judge entries in the 41st, 42nd, 43rd, 44th, 45th, and 46th Sports Emmy Award national competitions
- 2020-2021 **EFFECTIVE TEACHING PRACTICES** New York, NY
ASSOCIATE OF COLLEGE AND UNIVERSITY EDUCATORS
- Earned Certificate in Effective College Instruction after completing year-long online course designed to foster teaching excellence and enhance student success; topics included creating inclusive and supportive learning environments, designing student-centered courses, promoting active learning, and inspiring inquiry and preparing lifelong learners
- 2019-2020 **PEER LEADERSHIP ACADEMY, COHORT VII** Tempe, AZ
ARIZONA STATE UNIVERSITY
- Nominated by Cronkite School dean to participate in year-long leadership development program with peers from across the university

HONORS THESIS PROJECTS

- Faculty Director, "Dealing with NIL," by Kendall Flynn, Walter Cronkite School of Journalism and Mass Communication at Arizona State University, Fall 2024
- Faculty Director, "Major League Soccer and the English Premier League: Fan Gaps and How to Combat Them," by Paige Cook, Walter Cronkite School of Journalism and Mass Communication at Arizona State University, Fall 2021
- Faculty Director, "Soccer and Coverage by American Sports Media," by Nicholas Hedges, Walter Cronkite School of Journalism and Mass Communication at Arizona State University, Spring 2021
- Faculty Director, "Hockey in Kiwi Land," by Jenna Ortiz, Walter Cronkite School of Journalism and Mass Communication at Arizona State University, Spring 2020
- Faculty Director, "From On The Field To In The Field," by Anthony Totri, Walter Cronkite School of Journalism and Mass Communication at Arizona State University, Spring 2019
- Faculty Director, "Overuse Injuries in College Baseball," by Robert Werner, Walter Cronkite School of Journalism and Mass Communication at Arizona State University, Spring 2018
- Faculty Director, "Courts of Cultures," by Blaine McCormick, Walter Cronkite School of Journalism and Mass Communication at Arizona State University, Fall 2018
- Faculty Director, "Coverage of The Cape Cod Baseball League: Past, Present, and Future," by Kyle Kercheval, Walter Cronkite School of Journalism and Mass Communication at Arizona State University, Spring 2018
- Faculty Director, "Basketball Analytics: How We Got Here and Where We're Going," by Jonathan Diego, Walter Cronkite School of Journalism and Mass Communication at Arizona State University, Spring 2017
- Faculty Director, "The Battle For Arizona Avenue: The History of the Chandler-Hamilton Rivalry," by Fabian Ardaya, Walter Cronkite School of Journalism and Mass Communication at Arizona State University, Fall 2017
- Faculty Director, "Panic at the Elbow: High School Baseball's Tommy John Surgery Epidemic," by Ben Margiott, Walter Cronkite School of Journalism and Mass Communication at Arizona State University, Spring 2016

Faculty Director, “Building the Foundation: Season One With Arizona State Hockey,” by Mauricio Casillas, Walter Cronkite School of Journalism and Mass Communication at Arizona State University, Spring 2016

Faculty Director, “The Evolution of Data and Statistics in Baseball,” by Jacob Garcia, Walter Cronkite School of Journalism and Mass Communication at Arizona State University, Spring 2016

Faculty Director, “We Should Talk: Consulting the Relationship Between Twitter and Sports Journalism,” by Cammeron Neely, Walter Cronkite School of Journalism and Mass Communication at Arizona State University, Spring 2016

Second Reader, “Rollback Netcode: How to Sustain a Competitive Fighting Game Community,” by Connor Van Ligten, Walter Cronkite School of Journalism and Mass Communication at Arizona State University, Spring 2022

Second Reader, “A Study of Win Expectancy Estimators in Major League Baseball,” by Joshua Iversen, Walter Cronkite School of Journalism and Mass Communication at Arizona State University, Spring 2021

Second Reader, “Dazed & Confused: Using Science to Diagnose Concussions,” by Katryna Seki, Walter Cronkite School of Journalism and Mass Communication at Arizona State University, Spring 2016

Second Reader, “On Deck: Inside the Arizona Fall League,” by Nicole Fox, Walter Cronkite School of Journalism and Mass Communication at Arizona State University, Spring 2016

Second Reader, “I Know I Can,” by Danielle Eurich, Walter Cronkite School of Journalism and Mass Communication at Arizona State University, Fall 2015

Second Reader, “Reforming the NCAA: How the Governing Body of Intercollegiate Athletics Should Handle Student-Athletes Into the Future,” by Kerry Crowley, Walter Cronkite School of Journalism and Mass Communication at Arizona State University, Spring 2015

Third Reader, “Minor League Baseball and Social Media: A Season with the Tucson Padres,” by Justin Beatty, Walter Cronkite School of Journalism and Mass Communication at Arizona State University, Spring 2013

SPEAKING

Moderator, “Covering Uvalde: Managing Stress and Protecting Journalists’ Mental Health,” Walter Cronkite School of Journalism and Mass Communication at Arizona State University, November, 2022

- Featured Guests: Jordan Elder, investigative reporter, News 4 and FOX 29; Jamie Landers, breaking news reporter, The Dallas Morning News; Matt Roy, general assignment reporter, News 4 and FOX 29; Liliana Salgado, video journalist, Reuters

Moderator, “In & Out of The Bubble: Successful Strategies Used by the Phoenix Suns’ MarCom Team,” Walter Cronkite School of Journalism and Mass Communication at Arizona State University, October, 2020

- Featured Guests: Dean Stoyer, chief marketing & communications officer, Phoenix Suns and Phoenix Mercury; Allison Harissis, senior manager, social media, Phoenix Suns

Moderator, “Political Crossroads: Reporting on the White House,” Walter Cronkite School of Journalism and Mass Communication at Arizona State University, October, 2020

- Featured Guest: Peter Alexander, White House Correspondent and Weekend TODAY co-host, NBC News

Moderator, “The Undefeated: A Conversation with William C. Rhoden,” Walter Cronkite School of Journalism and Mass Communication at Arizona State University, March, 2020

- Featured Guest: William C. Rhoden, writer-at-large, The Undefeated & Visiting Professional, Walter Cronkite School of Journalism and Mass Communication at Arizona State University

Panelist, “Student Hands-On Experience with Sports Reporting at Spring Training,” Broadcast Education Association Convention, April 2019

Moderator, “Race & Sport Around the Globe with Bill Rhoden: Where it Was, Is, and Ought To Be,” Global Sport Summit, Arizona State University, March 2019

- Featured Guests: Bill Rhoden, Columnist and Editor-at-Large, ESPN’s The Undefeated; Kenneth L. Shropshire, CEO of the ASU Global Sport Institute and the Adidas Distinguished Professor in Global Sport

Moderator, “A Conversation with Chicago Bears Chairman George H. McCaskey,” Walter Cronkite School of Journalism and Mass Communication and Sandra Day O’Connor College of Law, Arizona State University, March 2019

- Featured Guest: George H. McCaskey, Chairman, Chicago Bears Football Club

Moderator, “New Opportunities in Sports Journalism,” Walter Cronkite School of Journalism and Mass Communication at Arizona State University, February 2019

- Featured Guest: Bailey Mosier, Host & Reporter, Golf Channel

Moderator, “Cronkite Night at the Movies: ‘Citizen Kane,’” Walter Cronkite School of Journalism and Mass Communication at Arizona State University, September, 2018

Moderator, “Future Models of Sports Media,” Global Sport Summit, Arizona State University, April 2018

- Panelists: Stewart Mandel, The Athletic; Jay Dieffenbach, The Arizona Republic; Adam Anshell, Stadium

Panelist, “Diversity in Sports Journalism: Is it just a Number’s Game? An Organic vs. Intentional Process,” Broadcast Education Association Convention, April 2018

Moderator, “The Power of Storytelling,” Walter Cronkite School of Journalism and Mass Communication at Arizona State University, January, 2018

- Featured Guest: Alison Overholt, Editor-in-Chief, ESPN The Magazine and espnW

Moderator, “Sports, Media and Society,” Walter Cronkite School of Journalism and Mass Communication at Arizona State University, September 2017

- Featured Guest: Kenneth L. Shropshire, CEO of the ASU Global Sport Institute and the Adidas Distinguished Professor in Global Sport

Panelist, “Making News at the Olympics and Beyond,” Broadcast Education Association Convention, April 2017

Moderator, “Behind the Scenes at ESPN’s College GameDay,” Walter Cronkite School of Journalism and Mass Communication at Arizona State University, March, 2017

- Featured Guest: Rece Davis, College Basketball and Football Studio Host, SportsCenter Anchor/Reporter, ESPN

Moderator, “Technology Panel,” SABR Analytics Conference, Society for American Baseball Research, March 2017

- Panelists: Jordan Muraskin, Founder, CTO deCervo; Daniel M. Laby, Director, Sports and Performance Vision Center and Associate Clinical Professor, State University of New York College of Optometry; Brian Murphy, Managing Partner, STRIVR Labs

Moderator, “A Conversation with Bob Costas,” Walter Cronkite School of Journalism and Mass Communication at Arizona State University, September 2016

- Featured Guest: Bob Costas, Host, NBC and MLB Network

Moderator, “The Future of Sports Media,” Sports Symposium, Arizona State University, April 2016

- Panelists: Jeramie McPeck, Vice President, Digital & Brand Strategy, Phoenix Suns; Mark Faller, Director, azcentral sports; Ron Parodi, Vice President, General Sales Manager, Fox Sports Arizona

Moderator, “Put Me In Coach: Creating and Cultivating Immersive Sports Media Learning Opportunities With Professional Partners,” Broadcast Education Association Convention, April 2016

- Panelists: Michael Bruce, Assistant Professor, University of Alabama; John Mullen, Director of Operations / Professor, Hofstra University; Dennis Kirkpatrick, Adjunct Faculty, California State University, East Bay; Tom Feuer, Professor of Practice, Arizona State University; Laura Podalak, Senior Assignment Manager, Pac-12 Networks

Moderator, “Inside the Press Box at the College Football Playoff National Championship,” Walter Cronkite School of Journalism and Mass Communication at Arizona State University, January 2016

- Panelists: Nicole Auerbach, USA Today; Stewart Mandel, Fox Sports; Brett McMurphy, ESPN; Pete Thamel, Sports Illustrated

Moderator, “Analytics in Sports,” Arizona State University Sports Business Association Symposium, April 2015

- Panelists: A.J. Maestas, Founder and President, Navigate Research; Marc Appleman, CEO, Society for American Baseball Research; Angella Hamilton, Digital Integration Specialist, Bonneville Phoenix; Amin Elhassan, ESPN NBA Insider; Bryan Minniti, Assistant General Manager, Arizona Diamondbacks

Moderator, “The Numbers in Sports,” Reynolds Business Journalism Week / Donald W. Reynolds National Center for Business Journalism, January 2015

- Panelists: Marc Appleman, CEO, Society for American Baseball Research; Craig Harris, Senior Reporter, The Arizona Republic; Dash Davidson, Sports Data Analyst, Tableau

Moderator, “One Shining PHX: The Final Four’s Journey to the Desert,” Walter Cronkite School of Journalism and Mass Communication at Arizona State University, November 2015

- Panelists: Dan Gavitt, NCAA Vice President for Men’s Basketball Championships; Mark Hollis, 2017 NCAA Men’s Basketball Committee Chair and Michigan State University Athletics Director; Dawn Rogers, Executive Director/CEO, Phoenix Final Four; JoAn Scott, NCAA Managing Director for the Division I Men’s Basketball Championship

Host, “Race, Sports and Media,” Walter Cronkite School of Journalism and Mass Communication at Arizona State University, March 2016

- Participants: Kevin Merida, ESPN Senior Vice President, Editor-In-Chief of “The Undefeated;” Pedro Gomez, ESPN reporter

Host, “Must See Sports: Christine Brennan,” Walter Cronkite School of Journalism and Mass Communication at Arizona State University, January 2015

Panelist, “Running the Option Play: Can (or Should) Sports Journalists Be Taught How to Be Sports Personalities?,” Broadcast Education Association Convention, April 2015

- Panelists: Kenneth Fischer, Instructor, University of Oklahoma; Ian Punnett, PhD candidate, Arizona State University; Miles Romney, PhD candidate, Arizona State University; Marie Hardin, Dean, Pennsylvania State University; John Hanson, Program Director, 610 Sports Radio-Kansas City; Barry Orr, University of Oklahoma

PUBLICATIONS

Author, “El Deporte Como Escaparate,” El Universal, February 2019 (translated into Spanish)

Author, “Covering the Rio Olympics,” Editor & Publisher, November 2016

AWARDS

2001 National Sports Emmy Award

2002 National Sports Emmy Award Nominee

2009 Webby Awards - Official Honoree

2009 Telly Award

2009 W3 Award

2009 Pollie Award

2009 HSMAl Adrian Award

2012 Webby Award Nominee

2012 Telly Award

2014 Telly Award