

August 17, 2018

Ted Bolton
UNIVERSITY OF MIAMI
Curriculum Vitae

PERSONAL

Ted Bolton
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Current Academic Rank: Lecturer
Primary Department: Business School - Department of Marketing
Citizenship: USA

HIGHER EDUCATION

B.A., Psychology, Ohio Wesleyan University, Delaware, Ohio.

M.A., Communications, Temple University, Philadelphia, PA.

Ph.D., Communications, Ohio State University, Columbus, Ohio.

EXPERIENCE

Academic:

1982 - Assistant Professor, Department of Communications, University of Massachusetts.

1990 - Adjunct Professor, Department of Marketing, St. Josephs University.

1995 - Adjunct Professor, Department of Communications, Temple University.

2013 to Present - Adjunct Professor, Business School, University of Miami.

EXPERIENCE

Non-Academic:

Account Executive, WDVR-FM, Philadelphia, PA.

Responsible for national and local sales while working with local companies on marketing and advertising strategies.

Producer/Director, WBNG-TV (CBS Affiliate), Binghamton, New York.

Produced and directed live local newscasts, television commercials, live talk shows, and featured programming.

Vice President of Marketing, 3rd Wire, Philadelphia, PA.

Coordinated startup operations for a national fiber optics company that was establishing a national footprint. Assisted in the transfer and sale of the start-up.

President, Bolton Research Corporation, Miami, Florida.

Founded and developed a nationally recognized research and marketing firm that specializes in digital media analytics, digital branding and new technology development. In the course of the past 30 years the company has worked with major technology and communication firms throughout the U.S. Ted Bolton is a frequent presenter at national conventions and privately held industry seminars.

Managing Partner/Owner, Liberty Broadcasting Corporation, Philadelphia, PA.

Liberty Broadcasting purchased and developed a total of 17 major market radio stations. The stations were located in Hartford, Long Island, Providence, Washington D.C., Albany, and Richmond. Liberty was sold to SFX Broadcasting in 1994 which then became Clear Channel Communications.

Senior Advisor, CoRise, New York City, NY.

Advisor to merchant banking firm that assists new technology startups in financial structuring, capital, and management guidance.

Senior Advisor, Summit Ridge Group, New York City, NY.

Providing business valuation and financial advisory services in the new technology and communications industries.

PUBLICATIONS

Books and Monographs:

Dimmick, John W., Thomas A. McCain and W. Theodore Bolton, "Media Use and the Life Span: Notes on Theory and Method," ed. G. Cleveland Wilhoit, Mass Communication Yearbook, vol. 2, Beverly Hills, California, Sage, 1981

Journal Articles:

Bolton, W. Theodore, "Perceptual Factors That Influence the Adoption of Videotex Technology: Results of the Channel 2000 Field Test." Journal of Broadcasting, 27:2, pp. 141-153, Spring 1983.

Bolton, W. Theodore, "Life Style Research: An Aid to Promoting Public Libraries." Library Journal, 107:10, pp. 963-968, May 15, 1982.

Dimmick, John W., Thomas A. McCain and W. Theodore Bolton, "Media Use and the Life Span: Notes on Theory and Method," American Behavioral Scientist, 23:1, September/October 1979.

Bolton, W. Theodore, "A Lesson in Interactive Television Programming: The Home Book Club on Qube." Journal of Library Automation, 14:2, 1981.

Referred Convention Papers:

"Selling out the Audience: The Brokering of Ohio Radio Stations in the 1980's," paper presented at the International Communication Association Conference, Dublin, Ireland, 1990 (with Tom McCain and Scott Patterson).

"Uses of Mass Media: Patterns in the Life Cycle - Theoretical Perspectives and Research Strategies," paper presented at the Speech Communication Association Convention, Minneapolis, December 1978 (with John Dimmick and Tom McCain).

Other Works:

RadioTrends, Editor and Publisher of industry wide monthly publication received by over 3,000 broadcast managers domestically and abroad.

Friday Morning Quarterback, Contributing author to national media publication. Articles published include:

"High Tech Branding that Lasts Forever"

"Ten Lessons about Radio Marketing Learned from the Web"

"Reaching the People Who Count versus Counting the People You Reach"

"Trend Surfing for Success"

"What Car Advertising Can Tell Us about Modern Rock"

"Hypertargeting: How to Find Diarykeepers"

"Tattooed Call Letters: The Ultimate Test of Brand Loyalty"

"The New Decade of Programmer Supremacy"

"The Great Arbitron Bias against Modern Rock Listeners"

"The Art and Science of Playing Current Music"

"Mass Customization....How to Get Listeners One at a Time"

"From a Monologue to a Dialogue...Finding Success in Marketing"

PROFESSIONAL

Funded Research Performed: Thirty years of funded consumer research and new product development.

Editorial Responsibilities: Editor, RadioTrends, MediaBait. Digital media related blogs.

Professional and Honorary Organizations: National Association of Broadcasters, Radio Advertising Bureau, American Association of Public Opinion Research.

Honors and Awards: Phi Kappa Phi Honor Society.

Other Professional Activities: Steering Committee: National Association of Broadcasters Convention, Arts and Business Council of Greater Philadelphia, American Society/Council of the Americas.

TEACHING

Teaching Specialization: New Digital Media Technologies, Digital Marketing Analytics, Media Audience Analysis, Digital Branding, Media Management, Survey Research Methods.

SERVICE

Community Activities: WRTI Philadelphia Public Radio, WOSU Ohio Public Radio, Arts and Business Council of Greater Philadelphia, SPCA, Friends of the Everglades.