

## VITA

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## TEACHING EXPERIENCE

September 1990 to date  
Assistant Professor, Communication Studies  
Chapman University  
Orange, California

Courses Taught: Principles of Public Relations  
Public Relations Campaigns  
Organizational Communications  
Writing for Public Relations  
Advanced Writing for Public Relations  
Inside the Music Business  
Introduction to Mass Communications  
Issues in Mass Communication  
Theories of Persuasion  
Radio: History/Impact  
Chapman Radio Workshop

Faculty Advisor to Chapman Radio. Created 2 Chapman Radio courses, Radio: History/Impact and the Chapman Radio Workshop. Produced Communication Studies Department Fall 2003 Colloquium, "The Image of Young People in the Media." Produced and hosted film series, Movies About the Media, Fall 2004. Presentation for Chapman University Hillel Lunch & Learn, "Jews and the Media," Fall 2005. Producer of Department of Communication Studies Colloquium, "The Media: Citizens of the Empire" (Dr. Robert Jensen), Spring 2006. Producer of Department of Communication Studies film screening/panel discussion, "Gentleman's Agreement," in collaboration with Chapman Hillel, Fall 2006. Peer Reviewer for textbook, "Media/Impact," December 2007. Presentation for Residence Life, "Terror On the Radio—Orson Welles' 'Invasion from Mars'," Spring 2007. Produced and hosted presentation by USC sociologist and media critic Karen Sternheimer, "What's the Matter With Kids Today," March 2009. Helped formulate Advertising sequence. Helped formulate Mass Communications sequence. Wrote syllabus for new course, Issues in Mass Communication. Service on Library and Informational Resources Committee. Joined Planning Committee for new academic program, Master of Arts in Media Literacy, May, 2009. One of the advisors to Chapman University chapter of PRSSA. Advisor to students who are Public Relations

majors. Chair of Communications Department, January 1995 – June 1998. Member Public Relations Advisory Board. Service on Student Life Committee. Chair, Student Life Committee, September 1999 – August 2000. Member, Faculty Executive Committee, September 1999 – August 2000. Member, Freshman Seminar Advisory Committee, February – June 2000. Member Truman Scholarship Committee (ongoing). Panel member, Truman Scholarship Mock Interviews, ongoing. Member, SCA Faculty Review Committee, 2000-2002. Creator of “Bill Womack Award” for Faculty and Staff, 2002. Created copy for Department of Communication Studies Marketing/Recruitment brochure (“A Celebration of Communication”), 2002. Wrote Communication Studies Department Informational/Promotional copy for S.C.A. Spring Brochure, 2002. Wrote syllabus for approved G.E. Humanities course, Comm 151 (Introduction to Mass Communication), 2003. Served on Communication Studies Department Chair Search Committee, 2003. Presented at Chapman University Honors Program Forum, “Adventures in the Music Business,” 2003.

September 1969 – June 1970  
Teaching Assistant  
University of Cincinnati  
Cincinnati, Ohio

Taught Freshman English while in Ph.D. program.

September 1967 – June 1969  
Instructor, Department of English  
Old Dominion University  
Norfolk, Virginia

Taught Freshman Composition and Sophomore Literature. During first academic year, taught night school (extension program); experience in teaching students returning to school (“adult” students) as well as college-age students.

While in Norfolk, contributed to Norfolk Theater Center. The Center produced my play for children, The Revolt of the Toys.

February 1966 – June 1967  
Instructor, Department of English  
Maryland State College (now University of Maryland/Eastern Shore)  
Princess Anne, Maryland

Taught Freshman Composition and Sophomore Literature. Taught major courses in Romanticism and Linguistics. Instituted Programmed Reading project (summer program for incoming students and reading-impaired students already at Maryland State). Reactivated (and advisor to) Drama Club; produced and directed a production of Euripides’ Medea.

## PROFESSIONAL EXPERIENCE

June 2006-January 2007

Creative Consultant, Centennial Celebration of Workman's Circle/Arbeter Ring, socially progressive organization dedicated to the preservation of Yiddish culture and the creation of a "more beautiful and better world."

June 2005 – to date

Marketing Consultant, "Regan's Record Rack," Internet radio station.

May 2003

Creative Consultant/Media Consultant Los Angeles County Human Relations Commission – formulated marketing, publicity, advertising campaign.

April 2002

Media Consultant/Creator of media materials for University of Iowa Alumni Assoc./LA Writers Bloc Event at Los Angeles Museum of Art: "Hollywood Salutes the Iowa Writers Workshop."

July 1999 to date

Co-producer, arranger and public relations representative for musical CD, I Love You Much Too Much (Camard Records)

Involved in the production of a musical CD, "I Love You Much Too Much." Recording of the CD began in July 1999 and continued into January 2000. During the months September 1999-January 2000, two additional songs were recorded (for which I collaborated on the arrangements), overdubs were recorded, the CD was mixed, the CD cover was designed and produced, and liner notes were written (by myself and my co-producer). I wrote the press/media kit which accompanied the CD when it was released.

October 1989 to date

Publicity Consultant  
Los Angeles, California

Created and implemented publicity/public relations campaigns for such companies as long-term client Out of the West Publishing (Sacramento-based manufacturer of stationery), REIS Network, CDI Communications Group (as Creative Consultant), a communications/marketing company specializing in socially-conscious clients, and CDI client Spectra Insurance Services. Responsibilities for CDI include advice on corporate logo design, writing of all corporate marketing material (corporate backgrounder, capability profiles, biographies of executives), advertising copy and client editorial materials. Responsible for placement of stories of CDI and all clients. Additional responsibilities include assistance in acquiring new business, interfacing with affiliates. Specialization in contact with business media.

October 1988 – October 1989  
Vice President, Corporate Public Relations  
International Media Network, Inc.  
Los Angeles, California

Created and implemented publicity/public relations campaigns for such companies as Personics (computer-based music technology), NORAM (environmental solutions company) and Visual Music (television and radio advertising music production company). Special responsibility for editorial work: provided editorial material for all agency clients. Wrote agency marketing brochure. Wrote agency corporate brochure. Additional responsibilities included solicitation of new business, administration of office staff, outreach to advertising agencies in regard to mutual projects, production and coordination of special events. Produced “Salute to Smokey Robinson” for client Retinitis Pigmentosis International. Assisted with talent coordination for Robinson event. Specialized media contact with business print and electronic media; supplemental media contact with general interest and entertainment industry outlets.

August 1988 – October 1988  
Publicity Consultant  
Los Angeles, California

Created and implemented publicity/public relations campaigns for such companies as Out of the West Publishing (Sacramento-based manufacturer of stationery), HRS Advertising (full-service advertising agency) and HRS clients The Firm (a health club), and SEMCO (an employee-leasing company).

August 1985 – August 1988  
Director, Advertising and Promotion  
Sales Executive  
International Vintner Importers, Inc. (IVI)/Blue Roo International  
Los Angeles, California

For three years, created and implemented all advertising, public relations, and promotional activity for the import-export firm which marketed Victoria Springs Frutelle and Sparkling Mineral Water (and its successor, Aussie Blue Mineral Water) throughout the United States and Canada. Sales calls on wholesale and retail levels, with product placement numerous times. Television, radio, and print exposure accomplished on national, regional, and local levels. Extensive trade and consumer editorial exposure achieved. Created foundation for advertising campaigns through invention of corporate slogan, product names, and packaging. Created product logo. Directly responsible for product logo and product name licensing program. Created all peripheral and POS material. Acquired distributors for product. Worked closely with distributors to open up markets. Trained distributors and their staff as to the nature and qualities of products.

January 1984 – August 1985  
Director of Public Relations/Account Executive  
Richard Levin and Associates  
Van Nuys, California

Created and implemented all public relations campaigns for clients of this business-to-business advertising agency. Clients included Victoria Springs Frutelle and Sparkling Mineral Water, American Management Marketing, and Peterson/Vine Associates, with newsletter written for Datasoft. All public relations clients acquired through my efforts. Advertising and graphics accounts acquired included Metrorail and Xerox.

January 1983 – December 1983  
Director of Public Relations/Copywriter  
The Higgins Group  
Pasadena, California

Directed and implemented all public relations campaigns for clients of agency, including Di-No Computers, Asian-American Jewelers Association, Culbreath Schools. Copywriting and supervision of copy for all advertising, print, and radio, done by agency.

October 1980 to date  
Writer/Publicity Consultant  
Los Angeles, California

In January 1991, screenplay, The Heavy Metal Kid, optioned by Cinema Home Video, Los Angeles production company.

Created and implemented publicity campaigns for such companies and organizations as National Public Relations, The Graphix Group (an advertising agency) and I Cantori (a classical music group). Editorial and media-contact functions.

October 1980 to date

Active in writing for the screen with scripts and/or treatments sold to 20<sup>th</sup> Century Fox, Roberts Evans Productions/Paramount Pictures, Factor-Newland and Hanna Barbera.

July 1980 – September 1980  
Publicist  
Rogers & Cowan, Inc.  
Beverly Hills, California

A part-time position as creative consultant. Created and implemented publicity campaigns for such clients as actor-singer Mac Davis, motion pictures Modern Romance,

The Jazz Singer, and The Formula, and personality Lola Folana. Editorial and media-contact responsibilities, as well as artist relations functions.

July 1978 – February 1980

West Coast Director of Publicity/Membership Representative  
American Society of Composers, Authors and Publishers (ASCAP)  
Los Angeles, California

Fulfilled corporate publicity responsibilities, as well as editorial and media-contract functions. Director West Coast publicity staff. As membership representative, recruited new members for ASCAP and assisted existing members of ASCAP.

July 1977- July 1978

National Publicity Manager  
A & M Records  
Los Angeles, California

Organized and directed national publicity staff for major record company. Corporate, artist, administrative and editorial responsibilities. Extensive media-contact functions. Worked with such artists as Peter Frampton, The Carpenters, Herb Alpert & The Tijuana Brass.

August 1976 – July 1977

Director of Communications  
Steve Binder Productions  
Los Angeles, California

Created and implemented publicity campaigns for television production company and artist-management subdivision. Worked with such artists as Shields and Yarnell (mime duo) and musician Tim Weisberg. While at company, was part of team which secured an Emmy for Steve Binder Productions for Barry Manilow TV Special (ABC).

January 1974 – July 1976

Director of Publicity and Artist Relations  
United Artists Records  
Los Angeles, California

Created, organized, directed, and administered national publicity staff. Corporate, artist, editorial, media-contract responsibilities. In association with advertising department, implemented promotional campaigns: Advertising copy, layout and graphics functions. Worked with such artists as War, Electric Light Orchestra (ELO), Ike & Tina Turner, Paul Anka.

January 1973 – January 1974  
Associate Editor  
Record World Magazine  
New York, New York

Writer-editor for weekly music industry trade publication. Wrote major news and feature stories, edited the copy of others. Layout and graphics responsibilities.

December 1971 – December 1972  
Associate in Publicity  
Polydor Records  
New York, New York

Editorial responsibilities: wrote press releases, biographies, liner notes, promotional copy for major record company.

January 1971 – November 1971  
Staff Writer  
Columbia House/Columbia Records  
New York, New York

Wrote promotional copy and brochures for direct mail division of Columbia Records (Records Unlimited and Columbia Record Club).

September 1969 – June 1970  
Music Editor/Television Editor  
Cincinnati Independent Eye  
Cincinnati, Ohio

Wrote concert and record reviews for local entertainment newspaper. Wrote music column ("Rhythm's Children") and television column ("Electric Air") for newspapers.

September 1970 to date  
Write (freelance); professional articles.

Feature articles published in Los Angeles Times, Oui, Downbeat, Crawdaddy, other venues. From July 1991 to February 1995, one of the theater critics for the Los Angeles Reader. Contributor to Agent and Manager, a publication for use in sports, entertainment and literary industries.

Article on "Krispy Kreme Doughnut National Public Relations Campaign: written for PRSA Tactics (public relations professional journal), published December 1998.

Article on "Public Relations Education – What will It Be Like in Five Years?" written for PRSA Tactics (public relations professional journal), published March 1999.

## EDUCATION

September 1969 – June 1970

University of Cincinnati, Cincinnati, Ohio:  
Ph.D. program

September 1964 – February 1966

University of Iowa, Iowa City, Iowa  
M.A. (English Literature): Thesis: “The Classical Tradition in Four Poems of Keats.”  
Courses in Iowa Writer’s Workshop and in literary criticism

September 1960 – June 1964

Hunter College (CUNY), Bronx, New York  
B.A. (Major: English; Minor: History)

Wrote column on popular music/popular culture for Hunter College Arrow, weekly student newspaper. Contributor to Monday Review, Hunter College English Department literary review.

## AWARDS, HONORS, MEMBERSHIP

Member, Association for Education in Journalism & Mass Communication (AEJMC)

Member, Educators Academy section of Committee to Revise the PRSA Code of Professional Standards for the Practice of Public Relations, November 1999 to date.

Chapman University Faculty Award for Excellent in Teaching and Advising, May 1998.

Member, Public Relations Consultant, The Workmen’s Circle.

Member, Public Relations Society of America (PRSA).

Dean’s List, Hunter College.

Membership in Sigma Tau Delta, National English Honor Society.



Honorary Director, Communication Studies Society, Communications Industry Division,  
UCLA (1976-77)

Recipient of three Gold Records (United Artists Records): two for publicity effort, one  
for art direction.

References, writing samples and clippings available upon request.

September 2009