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## JAMES D. ROSENBERGER CURRICULUM VITAE

**Summary of qualifications** Ability to conceptualize, write, create or adapt existing content for print, interactive and other electronic media.

Provides strategic leadership and multi-function management of internal teams, clients' requirements and synchronize with external contractors.

Generate original ideas that make a difference for my customers.

Additional skills include all levels of video production, streaming media for the web, talent direction, and coordination/staging of corporate event and business meetings.

**Education** *Master of Fine Arts, Theatre, York University, Toronto, Ontario, Canada.*

*Bachelor of Science, Education, Double Major: Communications & English. Ohio Teaching Certification, BGSU, Bowling Green, Ohio.*

**Experience** 1999-present President and Founder of maxxmedia+events, inc. (mmevents)

Mr. Rosenberger has over thirty years experience as a professional writer/ creator/producer/director/video editor of corporate sponsored video, interactive programs and live events. Founded in 1978 in Cleveland, Ohio, he moved to Cincinnati in 1979 to accept a position as Director of Audience and Program Development at the Contemporary Arts Center. He was permitted to continue his company part-time.

The company continued doing traditional corporate identity programs, new product introduction, related interactive training and became a full time endeavor in 1986. He has produced over five hundred web sites, newsletters, ascertainment studies, broadcast commercials, live events and other programming.

Clients have included: Cintas, David J. Joseph Company, Fidelity Investment Services, LensCrafters, P&G, Senco, The American Classical Hall of Fame and The Taft Museum. Sample list of previous and current projects include:

- **PROCTER & GAMBLE-** Since 1986, Mr. Rosenberger has written, staged, directed and produced forty-five divisional and international Advertising Awards events. 2008 marks 22 years of service to Procter & Gamble. In Fall, 2007 he originated for the 17<sup>th</sup> year, the company's

longest running awards and recognition event. His events were profiled in August, 1999 by Channel 9, the local **abc** TV affiliate for their innovative impact on employees using custom interactive games and staging. His other contributions include interactive web sites and content, front line production including direction of all multimedia, entertainment and environmental design for live events. He has also provided data base management and password-protected web sites featuring streaming media. His first P&G project was a music video he wrote and directed for Beauty Care in 1986 titled "*(We're a) Family*";

- **SCHICK** -Helped introduce Schick's razors, Intuition and Quattro, shot video promotional materials and edited POP video for international retail outlets;
- **AMERICAN CLASSICAL MUSIC HALL OF FAME** – Researched, wrote, edited and produced the DVD "A History of Classical Music" for the Hall to be used in conjunction with its museum exhibit;
- **SENCO** – Mr. Rosenberger wrote, produced, directed and edited sales training programs for Home Depot, and Lowes; generated a video library of all programs for the company's retail and industrial divisions; wrote, produced, directed and provided translation services for two Japanese-audience videos. Both were shot on location throughout Japan, using a combined Japanese and American production and post-production teams managed by Mr. Rosenberger.
- **FIDELITY INVESTMENT SERVICES**- -Wrote copy and produced media using completely reproduced Lazlo Schifrin music score of *Mission: Impossible* into a "Mission: Now Possible" sales promotion campaign and delivered via secured internet streaming.

**Mr. Rosenberger moved to Cincinnati in 1979** to become the Director of Audience and Program Development for the Contemporary Arts Center. He created and publicized new outreach and audience development efforts for performance, video and new music programs. As a direct result general audiences increased by 600% and new membership by 150%.

He helped present the first museum exhibition of *Robert Wilson's* theatre and design elements, video taped a live installation by *Vito Acconci*, showcased a dance performance by then newcomer, *Bill T. Jones*, musical performances by *The Philip Glass Ensemble* among others and hosted a visit by *Graham Nash* and his personal photography collection.

Serving as the Center's official Press Officer, he wrote and edited an award-winning, monthly members' newsletter and generated all public relations materials. He inaugurated the Film and Performance Art series by securing funding from the NEA, NEH, OAC, OPH and numerous local foundations.

Since 1977, Mr. Rosenberger also has served as an **adjunct faculty member** and/or visiting artist at area colleges and universities including:

1990- -1992 University of Cincinnati, Electronic Media Division, CCM, Electronic Media Performance

1985- -1986 Antioch College, Performance Art

1977- -1979 Cleveland State University, Theatre- -Acting & Directed Samuel Beckett Festival of Short Plays with Multi-Channel Video Installation

1979- - Cuyahoga Community College, English

1978- -1979 Artist-in-Residence Sinclair College, Theatre- -Acting

### **Selected Original Programming and Publications**

*"Flying Pigs, Andrew Leicester and Porkopolis"*- -Celebrating the 15th anniversary of the controversial sculpture in 2003 of the Gateway to Cincinnati. Available through WCET 48's Arts in the Schools program library and for sale.

*"The Bobs Sing! (and Other Love Songs)"*- -Premiered as a CET-48 TV special on Valentine's Day 2001, the DVD version has sold over two thousand copies, excerpts are available for pay-per-view on both [Media Zone.com](http://MediaZone.com) and [aca.tunes.com](http://aca.tunes.com). The DVD was the only award recipient of the INTERCOM 2002 Interactive-Entertainment Awards, Chicago, Illinois.

*"A Fugu Feast"* 5:00 videotape produced in Miyazaki, Japan, July 28, 1997. While a poisonous fugu (blowfish) is prepared, this video short juxtaposes the act with religious sites, broadcast TV clips and is supported by a traditional Japanese folk song. Program premiered at Spaces, Cleveland in 1998. The program is available for purchase @ [www.mmevents.com/products](http://www.mmevents.com/products) .

*"The Duncanson Murals: Nicholas Longworth's Legacy to the Taft Museum"* 1986. This 20:00 video examines Afro-American artist Robert Scott Duncanson's landscape murals and his influences. This award-winning program appeared on five Ohio PBS affiliates during 1991.

*"LA ADMIRAL CHERCHE UNE MAISON A LOUER"*, 1979 and 1985. Originally commissioned to present this historical piece at the Tribute to Surrealism Festival held at Case Western Reserve University in 1979, as a multiple channel, video installation. This three minute, simultaneous "videopoem" in French, English and German was re-edited as a multiple, "video portals" and circulated in the FROM BORDER TO BORDER traveling exhibit of 1985- -1987 sponsored by the OAC of Ohio Video Fellowship Recipients. Also shown at Video Cabaret in Toronto in 1982.

"*ARTISTS' TELEVISION ON THE CABLE*" 1985. Twenty-six hours of video art programs created by national and local makers shown simultaneously on Storer and Time/Warner. Assembled by Mr. Rosenberger, the program was the culmination of a three year series of exhibits under the name *CALLING ALL VIDIOTS*, presented with assistance by SOHO-TV and The Tangemann Fine Arts Gallery, U. of Cincinnati.

"*ANTICIPATING 1984*", 1983. This ascertainment study led to a seminar and cable programming of the same name organized and produced by Mr. Rosenberger and sponsored by The Cincinnati Institute of Fine Arts. The study addressed the use of cable TV and related communications for seventeen major arts organizations. Mr. Rosenberger's innovative cable study and programming was recognized in the seminal book on Cable TV entitled *CULTIVATING THE WASTELAND*, by Kirsten Beck, 1984, published by the ACA and Volunteer Lawyers for The Arts.

"*DISSONANCE BY THE GLENN BRANCA BAND*", 1982. 12:00 New Music Performance Video of NYC guitarist/composer Glenn Branca and his "guitar attack squad". Recorded at Bogart's in Cincinnati, it has appeared in numerous clubs in NYC, on cable TV in Athens and Cincinnati, Ohio and won the VIDEOGRAPHY AWARD at the 1982 Three Rivers Arts Festival in Pittsburgh. This program in stereo is available @ [www.mmevents.com/products](http://www.mmevents.com/products) and streamed @ [www.glennbranca.com/images](http://www.glennbranca.com/images) .

NEW TECHNOLOGIES COMMENTARIES, 1982- -1986. WGUC- -FM Cincinnati's classical music station featured Mr. Rosenberger in a series of on-air reports examining cutting edge technologies and their use by local and visiting national artists.

"*MananaBwanaHavanaIguana*", 1982. Written, produced, performed and directed by Mr. Rosenberger, this forty-two second horizontal and vertical audiopoem was presented on National Public Radio's Hi-Tech Etude program series in 1982 and featured at PS 122's Performance Series in NYC in 1984.

DIALOGUE, THE OHIO ARTS JOURNAL, 1979- -1983. Mr. Rosenberger contributed over 14 articles and reviews to this state-wide publication.

"*CRACKERS!*", 1978. The first video theatre presentation, using pre-recorded video, multiple slide projectors and live performance in Cleveland premiered at the SPACES gallery opening in 1978, adapted and presented live by Mr. Rosenberger and subsequently shown at SPACES 10th and 20th Anniversary events.

## **International Theatre Performances 1975-1979**

*Production/Role*

*Producer/Presenter*

HAMLET *HAMLET*  
LECTURE ON THE WEATHER *VOCALIST*  
ONE, TWO THREE STOP! *LEAD*  
PROMETHEUS BOUND *PROMETHEUS*  
THE APPLE TREE *ADAM*  
THE FANTASTICKS *HENRY*

DAYTON SHAKESPEARE FESTIVAL  
CBC RADIO, Canada dir. by John Cage  
NATIONAL FILM BOARD OF CANADA  
SAVAGE GOD, CANADA\*  
CINTI. PLAYHOUSE IN THE PARK  
CINTI. PLAYHOUSE IN THE PARK

\*During 1975, Mr. Rosenberger toured the US, Canada and Poland with Savage God. The only theatre ensemble from North America selected in 1975 to perform at the Fifth Festival of the Open Theatre in Wroclaw, and five other Polish cities and they also appeared at the Mickery Theatre, in Amsterdam, Holland.

## **Volunteer Activities**

Trustee, Membership Chairman (ret.), The Taft Museum, 1991-1994.  
Increased membership by 800% over eighteen months due to mail, billboard and TV campaign created by Mr. Rosenberger.

## **Awards/Panels**

Founder, SPACES, Cleveland, Ohio, 1977. SPACES celebrated its 30th anniversary with a special book and exhibited Mr. Rosenberger's videos, performances and honored his participation in November, 1998.

Muse Award from the National Museum Association, 1993 for "There's No Place Like Home" TV PSA for The Taft Museum Campaign.

"Using Interactive Video: CINTAS and SENCO", Organizer and Presenter, 1992.

"Humanities Advantage Speaker", Outstanding Alumni, BGSU, 1992.

Featured speaker 1986 NCGA Conference on "Semiotics and Graphic Design".

Two OAC Individual Fellowships for Multidisciplinary work, 1978 & 1983.

OAC Annual Meeting, Chair and participant "On Creativity" 1981.

OHC, Grants Writer and Presenter on "Monumental Art in Society" 1980.

## **References**

Jerry Galvin, Galvin and Friends, Cincinnati, Ohio: [galvinandfriends@cinci.rr.com](mailto:galvinandfriends@cinci.rr.com)  
Peter Carter, P&G Household, Cincinnati, Ohio: [carter.pa@pg.com](mailto:carter.pa@pg.com)  
Biff Roberts, International Division SENCO, Inc. : [broberts@senco.com](mailto:broberts@senco.com)