

Curriculum Vitae

GARY GOTTLIEB

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FREELANCE SOCIAL MEDIA MANAGER, St. Louis, MO **2011 - present**
Controlled the online message for companies through social media and blogs. Expert at Facebook, Twitter, Google+, LinkedIn, Klout, etc. Web analytics, digital presence, and search engine optimization.

ST. LOUIS AUDIO PROJECT, St. Louis, MO **2010 - present**
Executive Director of a non-profit organization dedicated to community outreach. We improve audio quality through audio education of teen recordists. stludio.org

UNIVERSITY EXPERIENCE

WEBSTER UNIVERSITY, St. Louis, MO **2002 – 2011**
Associate Professor
Inaugural Chair, Department of Audio Aesthetics & Technology
Tenure granted - February, 2008

EDUCATION

- ◆ M.A., Audio Aesthetics & Technology Marlboro College
- ◆ B.A., Communications, Journalism Temple University
- ◆ Studies abroad in comparative media in London, Greece, and Rome.

PUBLICATIONS

How Does It Sound Now? Legendary Engineers and Vintage Gear. Published by Thomson in October, 2009, ISBN: 978-1598638523. **Winner of the 2010 Association for Recorded Sound Collections' Award for Excellence in Historical Recorded Sound Research.**

Recording on the Go: The Definitive Guide to Live Recording (with Paul Hennerich). Published in August, 2008 by Thomson Course Technology. ISBN: 1-59863-501-8

Shaping Sound in the Studio and Beyond: Audio Aesthetics & Technology. Published in May, 2007 by Thomson Course Technology, ISBN: 1-59863-391-0.

AUDIO ENGINEERING SOCIETY

Board of Governors – Serving two year term focused on education, history and social media, October, 2011 – October, 2013

Citation in recognition of outstanding service to the Society – October, 2011

COLLEGIAL ACTIVITY

- ◆ Envisioned and proposed creation of the Department of Audio Aesthetics & Technology. After two years of meetings with the Chair, Dean, Provost and Faculty Senate this department was created in June of 2011.
- ◆ Created and developed articulation agreement with Kansas City Kansas Community College and other community colleges.
- ◆ Involved Program and Department Heads of other disciplines to establish guidelines for introductory audio students. Engaged faculty from other departments and programs, including Music, Public Relations, Interactive Media, Broadcast Journalism and Advertising, to create new classes and augment existing classes which teach across the curriculum.
- ◆ Engaged directly with staff and administration in Advising, Admissions, Public Safety, Student Services, and the Registrar, to benefit our students.
- ◆ Advised fifty audio students per semester officially and many more unofficially.
- ◆ Participated in summer advising through Academic Advising for freshman and transfer students, 2003 – 2007, 2009 - 2011.
- ◆ Served on Search Committee for Communications & Journalism Department in 2003.
- ◆ Chair of Search Committee for Audio Production Faculty position, Spring 2008.
- ◆ Chair of Search Committee for Animation Faculty position, Spring 2009.
- ◆ Served on Search Committee for Provost/Vice President of Academic Affairs in 2010.
- ◆ Scheduled three full-time and 15 Adjunct Faculty.
- ◆ Scheduled all Audio Production classes.
- ◆ Taught Freshman Seminars in 2004, 2005 and 2007.
- ◆ Participated materially in a variety of recruiting, retention and development events in the Webster University community, such as Internship Fairs, Faculty Retreats, Admissions Open Houses, Assessment Conferences, etc.
- ◆ Directed equipment upgrade for Protocols to better interface with Film Program.
- ◆ Served for six years on Faculty Senate and several subcommittees, including the Committee to Review Chair Compensation in 2003, the Committee for the Spring and Fall Institutes in 2004, the Committee for the Fall Institute in 2007 and the Committee for the Spring Institute in 2009.
- ◆ Presented “Shaping Sound: Where Aesthetics & Technology Meet - The Changing Roles of Aesthetics & Technology” at the Fall Faculty Institute, October, 2009
- ◆ Presented Faculty Audio at the Fall Faculty Institute, October, 2003.
- ◆ Achieved Presidential Recognition Award for creating and sponsoring Webster AES.
- ◆ Fall 2004, Fall 2005 and Spring 2008 Jingles Classes won Webster University Media Excellence Awards in Audio: Commercial/PSA category.
- ◆ Nominated for the William T. Kemper Award for Excellence in Teaching in 2009, 2010 and 2011.

COURSES TAUGHT

- ◆ Audio Production I; Advanced Audio Mixing; Jingles; Music Recording; Audio II Lab; Audio, Media and Society; Getting Comfortable With Gear: Professional Development; Pro Seminar; Engineering; Radio Production; Radio Broadcasting Workshop; Radio Management Workshop; Recording Studio Management and Operations; Intro to Media Production and Freshman Seminars in an international university offering a Bachelor of Arts degree in Audio Production.

CURRICULAR ACTIVITY

- ◆ Developed classes focused on Advanced Audio Mixing, Music Recording, Global Issues in Audio, Jingles, Analog Recording, Professional Level Audio Production, Soundtracks for Visual Media, Evolution of Audio, Location Recording, Microphones and Preamps, Effects Gathering, Audio II Lab, Getting Comfortable with Gear, Audio, Society & Community, International Audio, Society & Community, Professional Development, Recording in Blumlein, Synthesizer Construction and Recording Studio Management and Operations.
- ◆ Created assessment tools for Audio Production program and individual audio classes, including learning outcomes and measurement criteria used to close the assessment feedback loop between our program, our department, and our university.
- ◆ Developed curriculum and wrote performance goals for most audio courses.
- ◆ Rewrote and implemented requirements, modernizing Audio Production program.
- ◆ Engaged Curriculum Committee and Registrar's Office to implement curriculum changes, add classes and adjust prerequisites to reflect those changes.
- ◆ Attended American Association for Higher Education 2004 Assessment Conference in June, 2004, Denver, CO to improve understanding of assessment.
- ◆ Administered selection and installation of new consoles in Studios A, B & D.
- ◆ Involved in installation of Protools HD in Studios A & D.
- ◆ Worked with Dean to open up more space for Audio Production program, including a Digital Studio, a MIDI Suite, and an Editing Suite.

UNIVERSITY of MASSACHUSETTS LOWELL - Lowell, MA 1997 - 2002

- ◆ Adjunct Faculty teaching Recording Technology and Introduction to Recording.
- ◆ Supervised Independent Study in Audio Theory.
- ◆ Developed and implemented curriculum.

CASTLETON STATE COLLEGE - Castleton, VT 2001 - 2002

- ◆ Taught Intro to Communications, Mass Media and Media Writing as Adjunct Faculty.
- ◆ Developed and implemented curriculum.
- ◆ Judge for Castleton Videofest in conjunction with WCAX-TV, Burlington, Vermont.

MARLBORO COLLEGE - Marlboro, Vermont 1995 - 97

- ◆ Taught Intro to Audio as Adjunct Faculty.
- ◆ Developed and implemented curriculum.
- ◆ Sound Designer for various theatre productions.

PLYMOUTH STATE COLLEGE - Plymouth, New Hampshire 1993 - 96

- ◆ Adjunct Faculty teaching Intro to Audio and Sound Design.
- ◆ Developed and implemented curriculum.
- ◆ Guest Artist (Sound Designer) for various productions.
- ◆ Taught and executed Sound Design and Board Operation.

CENTER FOR MEDIA ARTS - NYC 1989 - 91

- ◆ Taught and developed curriculum for Music Industry Overview.
- ◆ Taught Sound Characteristics, Recording, Editing, Mixing, Audio Production, Digital Audio and Producing.

PRESENTATIONS and RESEARCH

- ◆ Moderator, “How Does It Sound Now, the Evolution of Audio”, Boston Area Definitive Audio Student Summit, New England Art Institute, Brookline, MA, October, 2011, with panelists Don Puluse, Sean Slade, Mark Rubel and Barry Marshall.
- ◆ Peer Reviewer for the Seventh International Art of Record Production Conference, San Francisco, CA, December, 2011
- ◆ Presenter, “How Does It Sound Now, the Evolution of Audio”, 45th Annual Association for Recorded Sound Collections, Los Angeles, CA, May, 2011.
- ◆ Moderator, “How Does It Sound Now, the Evolution of Audio”, 129th AES Convention, San Francisco, CA, October, 2010 with panelists Al Schmitt, Elliot Scheiner, Ed Cherney and Mark Rubel.
- ◆ Peer Reviewer for the Sixth International Art of Record Production Conference, Leeds, England, December, 2010
- ◆ Moderator, “Studio Slave to Audio Professional”, Boston Area Definitive Audio Student Summit, New England Art Institute, Brookline, MA, September, 2010, with panelists John Lay, Shaun Wall and Jordan Shirkes.
- ◆ Moderator, “How Does It Sound Now, the Evolution of Audio”, 128th AES Convention, London, England, May, 2010, with panelists George Massenburg, Chuck Ainlay, Ulrike Schwarz and Akira Fukada.
- ◆ Judge for Student Recording Competition: Pop/Rock category, 128th AES Convention, London, England, May, 2010. Also participated in Mentoring sessions for individual students.
- ◆ Moderator: “Studio Slave to Audio Professional: Workshop on Internships and Jobs”, 127th AES Convention, New York, NY, October, 2009, with panelists David V.R. Bowles and John Krivit.
- ◆ Moderator, “How Does It Sound Now, the Evolution of Audio”, Boston Area Definitive Audio Student Summit, New England Art Institute, Brookline, MA, September, 2009, with panelists Jim Anderson, Sean Slade, Dave Moulton and Don Puluse.
- ◆ Peer Reviewer for the Fifth International Art of Record Production Conference, Cardiff, Wales, November, 2009
- ◆ Participant, Education Forum Panel, “Quality in Audio Education at the 126th AES Convention, Munich, Germany, May, 2009
- ◆ Guest Speaker, “Quality in Audio” at Del Mar College, Corpus Christi, Texas, 2009
- ◆ Presenter, “Shaping Sound: Where Aesthetics & Technology Meet - The Changing Roles of Aesthetics & Technology” at the Fourth International Art of Record Production Conference, Lowell, MA, November, 2008
- ◆ Co-Presenter for “Careers 101” at 125th AES convention, San Francisco, October 08
- ◆ Workshop, Mixing Without Masking, Boston Area Definitive Audio Student Summit, New England Art Institute, Brookline, MA, September, 2008
- ◆ Panelist, “How to Get a Job in Audio”, Boston Area Definitive Audio Student Summit, New England Art Institute, Brookline, MA, September, 2008
- ◆ Planning Committee for Education Committee events at 124th AES convention, Amsterdam, May, 2007.
- ◆ Moderator: “Studio Slave to Audio Professional: Workshop on Internships and Jobs”, 123rd AES Convention, New York, NY, October, 2007
- ◆ Panelist, “How to Get a Job in Audio”, Boston Area Definitive Audio Student Summit, New England Art Institute, Brookline, MA, September, 2007

- ◆ Moderator: “Internships and Entry Level Positions”, First Annual Regional Student Summit, Webster University, March, 2007
- ◆ Panelist: Education Forum Panel, 120th AES Convention, Paris, France, May, 2006
- ◆ Presenter on audio faculty projects, “What We Do on Our Summer Vacations” at the Webster University Fall Faculty Institute, October, 2003.
- ◆ Delivered Brown Bag Lunches on “Short-Term International Classes” in Spring, 2009 and “Sound & Mood” in Spring, 2003, both at Webster University.
- ◆ “Sound and Mood” – Based on the concept of Semiotics, an exploration of the effect of audio on audiences in film and theatre. Marlboro College, May, 1997
- ◆ Presented “The Fifth Harmonic” – Questioning whether the brittle nature of digital audio is caused by the elimination of the fifth harmonic of many sounds by anti-aliasing filters. Marlboro College, January, 1997.
- ◆ Presented “Audio in Ancient Greece” – An exploration and analysis of the sound quality of ancient Greek theatres, Marlboro College, November, 1996.

PROFESSIONAL AFFILIATION

- ◆ Member of Board of Governors of the Audio Engineering Society (AES). Member of Society of Professional Audio Recording Services (SPARS), Association of Professional Recording Services (APRS), Producers and Engineers Wing of the National Academy of Recording Arts and Sciences (NARAS, producers of the Grammy Awards), Association for Recorded Sound Collections (ARSC) and American Association of University Professors (AAUP).
- ◆ Developed Webster University’s award winning Student AES Section in 2003.
- ◆ Reinstated St. Louis professional AES Section in 2008, serving initially as Chapter Chair, currently engaged as Section Adviser and Liaison.
- ◆ Recreated Webster’s Speaker Series through AES, bringing in audio luminaries such as Rupert Neve, Alan Parsons, Phil Ramone, Geoff Emerick, Elliot Scheiner, Paul Lehrman, Chris Huston, Dale Manquen, Bob Katz, Dave Moulton and Bill Porter.
- ◆ Regular attendee at AES conventions.
- ◆ Attended TapeOpCon Audio Convention in New Orleans in 2004.
- ◆ Encourage admissions through activities at the annual AES Education Fair.
- ◆ Developed internships for students at AES Conventions.
- ◆ Invited to join AES Education Committee Fall 2006. Currently establishing international standards for audio programs through AES Education Committee.
- ◆ Member, AES Historical Committee, working on the Oral History Project.
- ◆ Developed First Annual Central Region AES Student Summit, hosted at Webster in March, 2007, involving over 200 audio students from eight states along with 50 professionals and 30 educators. This event, the first of its kind anywhere, has been subsequently duplicated in England, Boston, and Indiana.
- ◆ Continued with the equally successful Second, Third, Fourth and Fifth Annual Central Region AES Student Summit in April, 2008 and 2009, and March 2010 and 2011.

ARTISTS RECORDED and ADVERTISING

Gwen Guthrie, Grand Master Flash, Wang Chung, James Taylor, Carly Simon, Glenn Frey, Ron Carter, Patti Austin, Pure Prairie League, Paul Williams, Southside Johnny, Nicolette Larson, Willy Akins, The Bosman Twins, Gentleman Auction House, Jim Goodman, Steve Gadd, Mike Manieri, Marc Cohn, The Persuasions, Robert Dean, Brian Slawson, Thom Rotella, Laslo Hollis, Ford, Plymouth, Agree, Goodyear, Lotus, Purina, Hi-C, Minute Maid, Mennen, Wendy's, Hersheys, Luvs, CBS, ESPN, Kodak, Quaker Oats, Oxydol, GMC Trucks, Folgers, Stouffers, to name a few.

WORK EXPERIENCE

Freelance Engineer, Producer, owner, Sound of Mind Productions 1986 – present

- ◆ Accomplished all aspects of engineering and production for a variety of clients in studios and live venues.
- ◆ Owner and manager of production company.
- ◆ Successfully helped artists with fund raising, copyright, and client handling.

Venue Director for ESPN

1999 - 2002

- ◆ Integrated all live elements of events such as X Games, Winter X and Great Outdoors Games.
- ◆ Interfaced with ESPN TV, Sport Organizers, Judges and Timers, Field Producers,
- ◆ Provided on site direction for announcers, DJs, Field Producers and Video Directors

Air Personality

1991 - 2002

- ◆ Disk Jockey on WEQX, Manchester, Vermont, WJAN, Manchester, Vermont, and WVAY, West Dover, Vermont.

Sports & Resorts Editor, Journalist

1991 - 1998

- ◆ Developed, wrote and managed two sections for the Deerfield Valley News, West Dover, Vermont.

National Edison Studios

1985 – 1986

- ◆ Staff Engineer-Worked on Albums, Jingles, and Film Scores.
- ◆ Specialized in Lock-ups, MIDI, and Digital, along with client relations.
- ◆ Involved with bookings, general administration, and training of engineers.

Counterpoint, Sigma, Right Track Recording Studios

1983 – 1985

- ◆ Assistant Engineer in various world class studios.

PERSONAL

- ◆ Fluent in a wide variety of software and hardware
- ◆ Percussionist and vocalist.
- ◆ Social media guru
- ◆ Basic command of French and Italian.
- ◆ Volunteer Boy Scout leader 12/69-6/73.
- ◆ Eagle Scout 1/73,
- ◆ JFK Memorial Award for Community Service 6/73.
- ◆ Former Member of Mount Snow and Hidden Valley Ski Patrols.
- ◆ Emergency Medical Technician, 2000.