



Don Schroeder, PhD

Writer/Producer/Director Production Experience

Producer/Director/Writer:

- “A Science of Miracles: The History of Organ Transplantation.” PBS Documentary scheduled for broadcast Summer, 2006.
- “Hepatitis C: An Epidemic of Discovery.” PBS Documentary scheduled for broadcast Fall, 2006.
- “No Greater Love.” Documentary for PBS on organ donation, 2002.
 - EMMY Award - Community Service, 2003
 - Freddie Ward - International Health & Medical Awards Association, Community Health
 - Helen Hayes Founders Award - Outstanding Health Consumer Entry
- “Prostate Cancer: A Journey of Hope.” PBS documentary, 1999.
- “The Faithful Traitors: A History of Bible Translation.” Documentary for American Bible Society & Odyssey Channel, 2000.
- Four part Customer Service video training series starring Lily Tomlin.
 - Top Ten Training Program award, 1994.

Exec. Producer/Director:

- “Waiting For The Wind.” Syndicated drama special starring Robert Mitchum, 1991.
 - Gold Angel Award
- “The First Valentine.” Syndicated drama special, 1990.
 - Angel Award
- Business Training Programs:
 - “Even Eagles Need a Push” with David McNally, 1992.
 - “Future Perfect” with Stan Davis, 1992.
 - “Go for the Globe” with William Davidson, 1992.
 - “When The Enemy Is Us” with Eileen Shapiro, 1992.

- “Managing at the Speed of Change” with Daryl Conner, 1993.
- “Resilience: A Change for the Better” with Daryl Conner, 1993.
- “Character: Who Needs It?” with Dennis Prager, 1996.
- “Diversity Through Character” with Dennis Prager, 1996.

Producer:

- *Vestige of Honor*. CBS Movie-of-the-Week starring Gerald McRaney, 1990.
- “The Magic Boy’s Easter.” Syndicated TV special, 1989.
 - Angel Award
- “The Littlest Angel.” Animated TV special for LIVE Entertainment, 1993.
- “The Littlest Angel’s Easter.” Animated TV special for LIVE Entertainment, 1995.
- “A Light in the Darkness.” Documentary on Volga Germans for Odyssey Channel, 1992.
- “Red Boots for Christmas.” Animated TV special for Lutheran Hour Ministries, 1991.
 - Angel Award

Producer/Director:

- More than 30 training films for the Department of Defense, 1981-85, including:
 - “Today’s Air Force”
 - “Air Force Reserve Medical Training Program”
 - “Cold Weather F-18 Fighter Operations”
 - “C-9 Emergency Evacuation”
 - “U-2/TR-1: Dragon Lady”

Writer/Director:

- “Picking Peaches.” Educational video hosted by Jerry Mathers. 1997.
- “Chasing The Wind.” Drama short, 1981.
 - Regional Finalist, Academy Awards, short subjects.
 - Best of the Festival, Grand Prize, Velden (Austria) Int’l Film Festival.
 - Grand Prize & Gold Medal for Fiction, Wattrelos (France) XIII Int’l Film Festival.
 - CINE Eagle.
 - Finalist, FOCUS Film Competition.

- “Fat Chance.” Comedy short, 1979.
- Grand Prize, XXth Golden Knight Int'l Film Festival.
- First Prize, Canadian Int'l Film Festival.
- Extraordinary Prize, Badelona (Spain) Int'l Film Festival.
- CINE Eagle.
- Nine other awards.

Director:

- PSAs and commercials for
 - National Institute on Alcohol Abuse and Alcoholism
 - National Institute for Environmental Health Sciences
 - Leukemia and Lymphoma Society
 - American Foundation for the Blind
 - Girls & Boys Town National Hotline (Emmy Winner)
 - Better Hearing Institute
 - Al-Anon
 - Alateen
 - Alcoholics Anonymous
 - Will Rogers Institute

PSAs have featured celebrities including Jason Alexander, Ed Harris, Leslie Nielsen, Linda Hamilton, Gregory Hines, Lou Diamond Philips, Gerald McRaney, Kathy Ireland, Jimmy Smits, Cindy Crawford, Jessica Simpson, Wayne Brady, Steve Irwin, and many others.

• **Ten films for Disney Educational Productions featuring Disney characters, 1985-88, including:**

- “Mickey's Field Trip: The United Nations” - Gold Apple Award
- “Mickey Mouse: Safety Belt Expert” - Gold Apple Award
- “Minnie's Science Field Trips” (series) - Gold Apple Award
- “Goofy's Fitness Break”
- “Dental Health With Goofy”
- “Donald's Fire Safety”

- “The JPL Story: A Tradition of Discovery,” for NASA, 1984.

- Cindy Award for Directing.

Writer:

- *TURBAN COWBOY*, a comedy feature screenplay.
- Command & Control, a series of 38 videos with accompanying trainer’s manuals and participant workbooks for corrections officer training. Titles include:
 - “Medical Safety”
 - “Suicide Prevention”
 - “Death in the Facility”
 - “Blood-borne Pathogens”
 - “Special Needs Inmates”
 - “Managing Stress”
 - “Emergency Evacuation”
 - “Sexual Harassment”
 - “Crisis Management”
 - “Cultural Diversity”

Skills/Expertise

- All aspects of production for feature films, TV programs, documentaries, commercials, PSAs, music videos, educational films, training films, and video news releases.
- Single & Multi-engine land instrument rated pilot.

Education

Ph.D., Communication: Annenberg School of Public Communication, University of So. California, 1984.

- Emphasis: Cinema Production.
- Dissertation: *Values In Motion Pictures: An Empirical Approach*.

M.F.A., Cinema-TV: School of Cinema-Television, University of Southern California, 1981.

- Leon & Toby Gold Scholarship Winner.

M.S., TV/Radio: Newhouse School of Public Communication, Syracuse University, 1974.

- Emphasis: Film in Television.

B.A., Psychology: Valparaiso University, 1966.

- Major: Psychology; minor: Sociology.

Professional Experience

Freelance, 1995–Present

Director and Writer. Dr. Schroeder is a Director and Writer of television and radio PSAs, documentary films, and video projects for Banyan Communications, Inc. He serves as director working on pre-production through original photography to final approved edit on short format media productions. He served as writer and director on nationally broadcast, PBS documentary films including “A Science of Miracles: The History of Organ Donation,” “Hepatitis C: An Epidemic of Discovery,” “No Greater Love” (Emmy Award), “A Journey of Hope,” and “A Light in the Darkness” (Emmy Award). He also produced the Gabriel Award-winning animated special “Red Boots for Christmas;” “Snow Geese in Peril” for Ducks Unlimited, Emmy Award-winning television PSA, “The Place You Want To Be” for Girls and Boys Town, and PSA campaigns for Al-Anon, Alateen, Alcoholics Anonymous, NIAAA, NIEHS, and Will Rogers Institute.

Mentor Media, 1991–1998

Co-Founder and Executive Producer. Developed, produced, and directed all business education and training programs.

Envoy Productions, 1988–1991

Executive Producer. In charge of the development, production, and direction of all television shows for this production company.

Freelance, 1985–1988

Director and Producer. Produced and directed educational films for PBS, Disney and corporate clients.

GOAL Productions, 1981–1985

Director and Producer. Produced and directed training films for the Department of Defense under contract with the United States Air Force.

Houghton-Mifflin, 1975–1977

Director and Producer. Produced and directed documentary films for HM Multi-Media, a production subsidiary of the publisher.

United States Navy, 1967-1972

Naval Aviator; Distinguished Naval Graduate from Aviation Officer Candidate School, Advanced Flight Instructor, Aircraft Commander in Vietnam, and Staff Officer for the Commander, Naval Forces Japan; achieved rank of Lieutenant.

supporting QUALIFICATIONS

Professional Certifications or Licensing

Training

- U.S. Naval Aviation training - 20 months.
- U.S. Naval Aviation Officer Candidate School - 3 months.
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Professional Organizations

- Phi Delta Epsilon - National Journalism Honorary Society
- **Awards and Honors**
- National Emmy Award - Community Service Documentary
- Regional Emmy Award - Public Service Announcements (2)
- Finalist - Academy Award Short Subjects
- Freddie Award - Best Medical Documentary
- Helen Hayes Founders Award - Outstanding Health Consumer Film
- Best of Festival - Velden, Austria, International Film Festival
- Grand Prize & Audience Award - Canadian International Film Festival
- Gold Apple Award - Educational Film (Multiple)
- Gold Angel Award - Best TV Special
- Angel Award - TV Special (2)
- Grand Prize & Gold Medal for Fiction, Wattrelos (France) XIII Int'l Film Festival
- CINE Eagle (2)
- Cindy Award for Directing

Languages

- German

Selected Presentations

- Speaker's Bureau - Health Care for All-California

Selected Publications

- Approximately 200 films.
- *Values in Motion Pictures: An Empirical Approach*. Doctoral dissertation.

World Wide Web Sites

- www.banyancom.com

Teaching Experience

Instructor: CNTV 290-Visual Communication. University of Southern California, School of Cinema-TV. Introductory film production, 1997-1999.

Instructor: FILM 630-Production/Planning Processes in Film/TV and Digital Media. Loyola Marymount University. International MBA in Media course in practical aspects of film production, 2000-2001.

Instructor: FILM 693/698-Directed Study in the Entertainment Media. Loyola Marymount University. Thesis project for International MBA in the Media, 2001-2002.

Instructor: FILM 368/668-Production Management; Seminar in Contemporary Production Problems. Loyola Marymount University. Practical considerations in film production, 1997-2005.