

Robert McKenzie, Ph.D.

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Current Positions

Chairperson and Full Professor, Department of Communication (7 tenure-track faculty and 4 adjunct faculty; B.A. and M.A. degrees offered); Department Internship Coordinator; Graduate Coordinator; and University Advisor to WESS Radio, 90.3 FM (1000-watt broadcaster, webcaster, podcaster).

Distinguished Professor Award

2012 Recipient of the Distinguished Professor Award ("The pre-eminent faculty rank bestowed by the University upon members of the university faculty who have made outstanding contributions to the academic life of East Stroudsburg University.").

Education

Ph.D. (1987-90), Speech Communication, Penn State University; Areas of Study: Global Journalism and Mass Communication, Communication Technology; Rhetoric; Dissertation: "Understanding Information Needs and News Technologies of Pennsylvania Radio Stations: A Field Study."

M.A. (1984-87), Speech Communication, Penn State University; Areas of Study: International Mass Communication; Thesis: "Comparing How Americans in Britain and Britons in the United States Access Media for 'Home Country' Information."

B.A. (1980-84), Millersville University, Pennsylvania; Major: History; Minor: Business Administration.

COURSES TAUGHT

East Stroudsburg University of Pennsylvania

- CMST 111: Introduction to Communication (face to face)
- CMST 126: Introduction to Mass Media (face to face, and online)
- CMST 163: Introduction to Film Study (face to face)
- CMST 219: Radio Practicum (face to face)
- CMST 229: Broadcast Journalism (face to face)
- CMST 235: Interpersonal Communication (face to face)
- CMST 253: Public Speaking (face to face)
- CMST 310: Intercultural Communication (online)
- CMST 315: Voice for Broadcasting (face to face)
- CMST 322: Persuasion in Public Communication (face to face)
- CMST 337: Broadcast Management (face to face)
- CMST 340: Critical Analysis of Social Media Use (online)
- CMST 348: Media Criticism (face to face)
- CMST 410: Comparative Media (face to face, and online, and as study-broad in France, England, Sweden, China, Mexico, St. Croix, Puerto Rico, Dominican Republic)
- CMST 429: Criticism of Rhetoric and Public Address (face to face)
- CMST 440: Ethical and Legal Issues in Broadcasting (face to face)
- CMST 485: Independent Study (various areas of study)
- CMST 486: Internship
- CMST 510: Comparative Media (face to face, online)

COURSES TAUGHT (continued)

California State University, San Bernardino

COMM 120: Oral Communication (face to face)
 COMM 202: Mass Media in America (face to face)
 COMM 221: Small Group Communication (face to face)
 COMM 240: Writing for Broadcast Media (face to face)
 COMM 243B: Radio Practicum (face to face)
 COMM 305: Critical Approaches to Communication (face to face)
 COMM 387: Radio Production (face to face)
 HUM 390: MediAmerica (face to face)
 COMM 471: Comparative Communication Systems (face to face)
 COMM 583: Broadcast Management (face to face)
 COMM 591: Internship

The Pennsylvania State University

SPCOM 100: Public Speaking (face to face)
 SPCOM 350: Small Group Communication (face to face)
 SPCOM 381: Introduction to Audio and Video Communication (face to face)
 SPCOM 497.39: Analysis and Impact of Television Advertising (face to face)
 SPCOM 497.48: Communication Role of Rock Music (face to face)

Administrative Experience

Chairperson, Department of Communication, East Stroudsburg University. Responsibilities include: facilitating departmental changes in curriculum design and instructional pedagogy; scheduling faculty teaching assignments; articulating courses from other universities; evaluating faculty performance; mentoring junior faculty; compiling learning-outcomes assessment reports; registering students; mediating student/parent complaints; facilitating department meetings; representing the department to administration, parents, and community; promoting the CMST major and minor to prospective students; approving faculty personal leave days and student grade changes; overseeing annual expenditure of \$6,000 budget; 5/2014-present (elected to second term).

University Advisor to WESS Radio Station (90.3 FM, a 24/7 broadcaster/webcaster/podcaster, winner of 2014 MTV College Radio Woodie Award), East Stroudsburg University. Responsibilities include: developing student job descriptions; soliciting funding; improving the quality of programming; upgrading equipment; and elevating the public profile of the station. Responsibilities include: overseeing annual expenditure of \$29,000.00 budget; acquiring resources; consulting with a student staff of 35-50; ensuring compliance with FCC regulations; 1/1993-present

Internship Coordinator, Communication Department, East Stroudsburg University. Responsibilities include: establishing contacts with radio and television stations and other organizations; announcing internship openings; communicating with internship supervisors about the progress of students; evaluating student assignments; 9/1993-present

Director and Founder of Vintage Radio Project, East Stroudsburg University. Responsibilities include: overseeing expenditure of the donations account; organizing the collection; supervising a project archivist; researching methods of digitizing the collection; coordinating the broadcast of vintage radio programs on WESS Radio; 5/1995-present

Program Director, American Center for Cultural Exchange. Responsibilities included: selecting American host families for visiting French students; planning a program of outdoor and indoor activities; overseeing the expenditure of a \$1400 budget; 5-7/1997

Faculty Advisor to KSSB Radio Station, California State University, San Bernardino. Responsibilities included: overseeing expenditure of approximately a \$20,000.00 budget; acquiring resources for the station; ensuring compliance with FCC regulations; consulting for a student staff of 50+; 9/89-6/1992

Internship Coordinator, Communication Department, California State University, San Bernardino. Responsibilities included: establishing contacts with local radio and television station personnel; announcing internship openings; communicating with internship supervisors about the progress of students; evaluating student journals and experience summaries; 9/1990-6/1992

Leader, EF Student Services, Eastbourne, England. Responsibilities included: teaching conversational English to Italian, Swedish, and Finnish students; arranging logistics and financing of educational field trips; remaining available for emergency situations on a 24-hour basis; summers 1984-1986

Professional Consulting

Saylor Foundation, Washington, DC, "Communications Course Development," non-profit foundation providing open online education to students across the world, 5/2012-4/2013.

Autonomous University of Sinaloa, Mexico, "Designing a Broadcast Curriculum," 5/2008

US Embassy, Mexico City, Mexico, "Ethical Issues Facing Journalists," 1/2007

US Consulate, Juarez City, Mexico, "Media Regulation," 1/2007-6/2007

Department of Media, County College of Morris, New Jersey, "Program Review," 10/1999

Logo Lessons, State College, Pennsylvania, "Instructional Video," 6/1987

Editorial Positions

Editor in Chief, *Feedback*, a quarterly journal published by the Broadcast Education Association (BEA), Washington, DC, 1/1998-2/2001

Editor in Chief, Pennsylvania Communication Association (PCA) *Annual*, a blind-reviewed state journal published by the Pennsylvania Communication Association, 9/1993-10/1996

Managing Editor, *Interpersonal Computing and Technology* journal (online journal), 1/1995-5/1997

Editorial Intern, *Quarterly Journal of Speech*, 6/1987-1/1989

Book Publications

Rounding Some Corners: Observing Life's Oddball Ironies (2018), Southlake, TX: Fountainhead Press.

Comparing Media from Around the World (2006), Boston, MA: Allyn and Bacon (division of Pearson), adopted at over 50 US universities including Rutgers, University of Texas at Austin, and University of Las Vegas, as well as universities in Sweden, Holland, the UK, India, Australia, New Zealand, and Cambodia.

"News" (2004), a 4,500-word Entry in the *Encyclopedia of Radio*, Chicago, IL: Fitzroy Dearborn Publishers.

"The Expository Role of Obscenity in College Radio" (2000), Essay in *The Culture of American College Radio*, edited by Samuel Sauls, Ames, IA: Iowa State Press.

"Images of the US as Perceived by US Students in France" (1999), Chapter in *Images of the U.S. Around the World: A Multicultural Perspective*, edited by Yahya R. Kamalipour, Albany, NY: State University of New York Press, pp. 117-134.

Dictionary Definitions (250 words each) of "Audience Research," "International Radio," "Subliminal Audio," and "Album-Oriented Rock" (1998), for *Historical Dictionary of American Radio*, edited by Donald Godfrey and Frederic Leigh, Westport, CT: Greenwood Publishing Group.

Journal Publications

"Role Depictions of Women and Men in CCTV News Content," (2017) *China Media Research* journal.

"How the National Football League (NFL) Strategically Managed the 1961 Sports Broadcasting Act to Gain Market Supremacy in the USA and a Dominant Market Niche in Mexico" (2012), co-authored with Robert Fleischman, Professor of Sport Management, East Stroudsburg University of Pennsylvania, *Comparative Media Law*, July-December, Number 20, pp. 51-72.

"Comparing News Coverage of Immigration by a Local Newspaper in the United States with a Local Newspaper in Mexico" (2010), co-authored with Arturo Santamaria, Professor of Sociology, Autonomous University of Sinaloa, Mexico, *Comparative Media Law* journal, July-December, Number 16, pp. 73-102.

"El Financiamiento de Los Medios de Comunicación en Suecia, México, Estados Unidos, y China" (2006), *Derecho Comparado de La Información* journal, Julio-Diciembre, pp. 17-44.

"Comparing Media Regulation between France, the USA, México, and Ghana," (2005) *Comparative Media Law* journal, July-December, Number 6, pp. 129-170.

"Contradictions in Obscenity and Indecency Law on U.S. Broadcasting: A Bleeping Critique" (2002), *Feedback* journal, Volume 43, Number 3, pp. 28-34.

"Audience Involvement in the Epideictic Discourse of TV Talk Shows" (2000), *Communication Quarterly* journal, Volume 48, Number 2, pp. 190-203.

"Are We Really Giving Today's Aural Age the Hearing It Deserves?" (1996), *Feedback* journal, Volume 36, Number 4, pp. 25-28.

"Uniting Disparate Cultures with Like-Minded Journalism: A Case Study of *USA Today* and *The European*" (1995), Volume 20, Numbers 1-3, *History of European Ideas* journal, pp. 591-597.

"Establishing a College Cable Radio Station in a Cost-Saving Environment: Variations of the KSSB Model" (1993), *Feedback* journal, Volume 34, Number 4, pp. 5-18.

"Comparing the Breaking TV Newscasts of the 1989 San Francisco Earthquake: How Socially Responsible Was the Coverage?" (1993), *World Communication* journal, Volume 22, Number 1, pp. 13-20

"We Can Do More to Enhance the Electronic Sandbox" (1992), *Feedback* journal, Volume 33, Number 3, pp. 2-6

"A Guide to Establishing Computer-Mediated Communication between a Host Site and a Remote Site, Taken from a Case Study of the JANET-BITNET Gateway" (1991), *Technological Horizons in Education* journal, Volume 18, Number 10, pp. 63-66 (co-authored with Gerald Santoro).

"Understanding Information Needs and News Technologies of Pennsylvania Radio Stations" (1989), *Pennsylvania Communication Association Annual* journal, Volume XLV, pp. 65-74

Book Reviews

Book Review (2001) of *The Radio Broadcasting Industry* (2001) by author Alan B. Albarran and Gregory G. Pitts, in *Feedback* journal, Volume 42, Number 1, p. 24.

Book Review (1994) of *Screening History* (1995) by author Gore Vidal, Cambridge: Harvard University Press, in *History of European Ideas* journal, Volume 21, Numbers 4-6, pp. 1-3.

Book Review (1994) of *Marshall McLuhan: The Medium and the Messenger* (1989) by author Philip Marchand, New York: Ticknor and Fields, in *Interpersonal Computing and Technology* (online journal), vol. 2, n. 2, pp. 28-30.

Book Review (1988) of *Poor Reception: Misunderstanding and Forgetting Broadcast News* (1987) by author Barrie Gunter, Hillsdale, NJ: Lawrence Erlbaum Associates, in *Communication Quarterly*, vol. 37, p. 78.

Book Review (1988) of *The Economics of Television* (1988) by author Richard Collins, Nicholas Garnham, and Gareth Locksley, Hillsdale, NJ: Sage Publications, in *Communication Quarterly*, vol. 37, p. 152.

Popular-Press Publications

OpEd, “Why Can’t We Have Polite Discussions about Politics?,” *Morning Call* newspaper, 2/4/2018

Columnist, *Pocono Record* newspaper, Column Title: “Rounding Some Corners,” Page 3 Anchor Column, 9/2011-7/2014

“The End of This Column,” 7/14/2014

“Passing on Inheritance,” 7/7/2014

“Cranking up Capitalism,” 6/30/2014

“There’s What You Say, Then There’s What You Think,” 6/23/2014

“Reuse Better than Recycling,” 6/16/2014

“Head to the Gym, or Forget the Exercise,” 6/9/2014

“Notifications Mean You Matter,” 6/2/2014

“Inmates Sentenced to 190 Days,” 5/26/2014

“Life on an Elevator—What a Trip,” 5/19/2014

“Opinion Polls Don’t Represent the Public,” 5/12/2014

“Music Brings N-Word to a Crossroad,” 5/5/2014

“Advice Can Be Hard to Swallow,” 4/28/2014

“Ambiguity—A New Life Perspective,” 4/21/2014

“Heart of Radio Keeps Beating,” 4/14/2014

“Concepts Keep You Chasing Your Tail—Infinitely,” 4/7/2014

“Social Media Hopping is Where It’s At,” 3/31/2014

“Maybe ‘Over’ Needs a Makeover,” 3/24/2014

“Diners Dish Out Happiness,” 3/17/2014

“Know-it-Alls Don’t Know This,” 3/10/2014

“A Parallel Universe Does Exist on Earth,” 3/3/2014

“Not That Sick of Being Sick,” 2/24/2014

“The Public Flaw in Megan’s Law,” 2/17/2014

“Computers Could Use a Class on Etiquette,” 2/10/2014

“Eskimos and Stoners Have Impressive Vocabularies,” 2/3/2014

“Hidden Messages Revealed,” 1/27/2014

“Don’t Badmouth Animals for Stupid Human Tricks,” 1/20/2014

“It’s Not All About You,” 1/13/2014

“Confidential. Keep Out!,” 1/6/2014

“No Need to Say Goodbye, Maybe Hello,” 12/30/2013

“We’re Funny About Money,” 12/23/2013

“Winning in Media Costs,” 12/16/2013
 “High School Girls are Talking about Not Talking,” 12/2/2013
 “A Lot of Work That is Fruitless,” 11/25/2013
 “Good Fortune Can Be Its Own Miracle,” 11/18/2013
 “Downloading on Those Power Point Presentations,” 11/11/2013
 “Everyone Likes Bad News a Bit,” 11/4/2013
 “Enjoying a Bit of France in Canada,” 10/28/2013
 “Embrace Spontaneity, Enjoy the Unexpected,” 10/21/2012
 “Think you Kant Understand Philosophy,” 10/14/2013
 “Really, Who Doesn’t Keep Secrets,” 10/7/2013
 “This Yard Sale Says What Some Won’t Say,” 9/30/2013
 “Seeing Our World Through Our Phones,” 9/23/2013
 “Teaching Can Inspire Learning,” 9/9/2013
 “Thanks For All Your Hard Work,” 9/2/2013
 “Talking About Neighborly Race Relations,” 8/26/2013
 “Autocorrect is Impacting Our Livers,” 8/19/2013
 “Men Finding Their Way in a Woman’s World,” 8/12/2013
 “Sophistication Is in the Eye of the Drinker,” 8/5/2013
 “Creepy Crawlies Really Aren’t So Creepy,” 7/29/2013
 “Good Luck Having a Good Night’s Sleep,” 7/22/2013
 “No Free Lunch Still Applies,” 7/15/2013
 “Passage of Time is a Matter of Opinion and Culture,” 7/8/2013
 “Several Parts Don’t Always Make a Whole,” 7/1/2013
 “Wild West Lives On in Truckers,” 6/24/2013
 “Clichés are a Dime a Dozen,” 6/17/2013
 “What Are Bullies Truly Saying,” 6/10/2013
 “Game Time Should be Play Time,” 6/3/2013
 “You Want to Read This, Right?,” 5/27/2013
 “Instead of Abstain, Try Refrain,” 5/20/2013
 “We’re Digging this Digit,” 5/13/2013
 “Update an Old Game with New Twists,” 5/6/2013
 “A Word to Women: Languages Favors Men,” 4/29/2013
 “People—Put Pets in Their Proper Place,” 4/22/2013
 “Home is Where the Tires Are,” 4/15/2013
 “Could Subliminal Messages Affect Us?,” 4/8/2013
 “You Won’t Believe These PA Histories,” 4/1/2013
 “Good Government: Strong and Central,” 3/25/2013
 “Lines and Curves are All It Takes,” 3/20/2013
 “Personal Pleasures Cost So Much,” 3/13/2013
 “You Say You Want a Revolution,” 3/4/2013
 “If Only Your Body Could Talk,” 2/25/2013
 “The American People v. The US Judicial System,” 2/18/2013
 “Congressional Playground Full of Big Kids,” 2/11/2013
 “Sex Education Needs Rethinking,” 2/4/2013
 “All Great in One Way,” 1/28/2013
 “Brainstorming About Nothing,” 1/21/2013
 “Health Hazards Are Hiding In Your House,” 1/14/2013
 “Men and Women Are Just Different,” 1/7/2013
 “Hurry Up and Slow It Down,” 12/31/2012
 “Father Christmas to Some; Santa Claus to Us,” 12/24/2012
 “Rolling Stones Break All the Rules—But One,” 12/13/2012
 “Junk Mail Warfare,” 12/7/2012
 “The Height of Hypocrisy,” 12/3/2012
 “Cocktails Are Growing Up,” 11/26/2012
 “Computing Your Body Problems,” 11/19/2012
 “Introducing the Foolies Award,” 11/12/2012

"Vote for the Qualified Candidate," 11/5/2012
 "Forgot What I Wanted to Remember," 10/29/2012
 "Plan Your Spontaneity," 10/22/2012
 "Political Ads Cost More than Money," 10/15/2012
 "Poetry with a Back Beat," 10/8/2012
 "Pulled in by God Drama," 10/1/2012
 "Solutions Can Come from Hard Knocks," 9/24/2012
 "Customer Service at its Worst," 9/17/2012
 "Oops, on Second Thought," 9/10/2012
 "We're Dying for This Product," 9/4/2012
 "Vacation Blues—Not Enough Time Off in the US," 8/27/2012
 "Cellphone Captivity, Pretty Clever," 8/20/2012
 "Don't Look at Me," 8/13/2012
 "Marketing to Kids Could Raise Revenue," 8/6/2012
 "Broadcasters are Getting the Shaft," 7/30/2012
 "Alright, I Hear You," 7/23/2012
 "Americans Are Clueless About Canada," 7/16/2012
 "How Well Do You Converse," 7/9/2012
 "Let's Heal the English Language," 7/2/2012
 "Zoning Out in a Great Parking Space," 6/25/2012
 "Students in US Can Be Their Own Bosses," 6/18/2012
 "Greasing Wheels of Commerce," 6/11/2012
 "Visit to China Reveals 1.3 Billion People on the Make," 6/4/2012
 "How Long Is Your Leash," 5/28/2012
 "Don't Be a Monkey in the Middle," 5/21/2012
 "Health Care is Almost Worse than Our Illness," 5/14/2012
 "Focus on the Positive, Ditch the Negative," 5/7/2012
 "Roads Rattle Our Bodies," 4/30/2012
 "Technology May Be Our Demise," 4/23/2012
 "Gambling on Casinos to Pay for Government Services," 4/16/2012
 "Burning Your Body One Vain Act at a Time," 4/9/2012
 "Your Buddy, the Radio, is Always there for You," 4/2/2012
 "Everyone Needs to Be Told, 'Yes You Can'," 3/26/2012
 "The Sun Shines Brighter Tomorrow," 3/19/2012
 "How Pesky Technology Steals Your Day Away," 3/12/2012
 "The World's Greatest Invention Goes Around and Around," 3/5/2012
 "Don't Use Your Body to Advertise for Free," 2/27/2012
 "Trying to Escape the Sweet Life," 2/20/2012
 "Show Some Love to the Unloved," 2/13/2012
 "Jokes Can Ease the Trials of the Month," 2/6/2012
 "On the News: Fearing Our Surroundings," 1/30/2012
 "Outing the Seemingly Dubious Liberal Agenda of Professors," 1/23/2012
 "Are You Locked Out of Your Life by Passwords?," 1/16/2012
 "Getting to Know the Real Mexico," 1/9/2012
 "Putting Traditional Graveyards Out to Pasture," 1/2/2012
 "The End of an Era....Or a Year," 12/26/2011
 "Rock Out to Christmas Tunes in Your Head," 12/19/2011
 "Don't Be a Sucker, Shoppers," 12/12/2011
 "Auctioning Off Our Privacy," 11/28/2011
 "Drug Use is Out in the Open," 11/21/2011
 "TV is Just a Big Tease," 11/14/2011
 "Comfort Eating is Increasing, and So Are the Pounds," 11/7/2011
 "Halloween—One Night to Be 'Other' You," 10/31/2011
 "Taking Care of Buildings—Every Day," 10/24/2011
 "Don't Mix Education and Business Metaphors," 10/17/2011
 "Ditch Misleading Columbus Day in Favor of All-Inclusive Game Day," 10/10/2011

“America’s Greatest Art Form is on the Baseball Diamond,” 10/3/2011

“You’ve Got a Friend in Facebook, Sort of,” 9/26/11

“Parents Are Responsible for Kids’ Electronic Media Use,” 9/19/2011

“Cuts to State-Run Schools Will Hurt All,” Letter to the Editor, *Pocono Record* newspaper, 2/27/2012

“Collective Bargaining Helps Protect Workers,” Letter to the Editor, *Pocono Record* newspaper, 4/27/2011

“Revive America’s Public Spaces,” Letter to the Editor, *Pocono Record* newspaper, 2/8/2011

“Do Critics Know What Socialism Means?,” Letter to the Editor, *Pocono Record* newspaper, 8/28/2010

“Don’t Knock Other Countries’ Care,” Opinion Commentary (“My Turn,” *Pocono Record* newspaper, 9/13/2009

“Do You Talk, or Actually Converse?,” Letter to the Editor, *Pocono Record* newspaper, 7/26/2006

“Keep Religious Fervor Private, Please,” Letter to the Editor, *Pocono Record* newspaper, 1/19/2006

“Janet Jackson’s Breast Shows We Live in a Small World,” Letter to the Editor, *Pocono Record* Newspaper, 1/2004

“Why Does the U.S. Population Favor the War Against Iraq, When Most of the Rest of the World is Against It?,” Weekly Professor Article, *Pocono Record* Newspaper, 3/13/2003

“How Do They Come Up with the Ratings for the Top Television Shows?,” Weekly Professor article, *Pocono Record* newspaper, 5/23/2002

“Reader Takes Issue with Bear Hunting Stories,” Letter to Editor, *Pocono Record* newspaper, 12/1999

"Europe's Highways Make Ours Look Sick," Letter to Editor, *Pocono Record* newspaper, 9/1996

"Vintage Radio Research," *Radio Recall* newsletter, pp. 6-8, 2/1996, *Journal*, p. 10

"Cable Television Brings Us Closer to Global Village," OpEd, *San Bernardino Sun* newspaper, pp. D1 and D4, 3/1991

Presentations

Presentation, “Rounding Some Corners as a Viable University Selection for a Common-Read Program,” First-Year-Experience/Common Read conference, Las Vegas, Nevada, 2/2019

Presentation, “The Transformation of College Radio,” Broadcast Education Association conference, Las Vegas, Nevada, 4/2018

Presentation, Summer Study-Abroad Program in Sweden, Provost’s Colloquium, East Stroudsburg University, PA 2/2018

Presentation, “Achieving ‘Relative Objectivity’” in the Classroom, Round Table Discussion Panel on

“Communication (Im)Possibilities in an Age of Trump,” Pennsylvania Communication Association conference, Pittsburgh, 9/17

Presentation, “Ethical Dimensions of Dyadic Communication for Chairs,” Academic Chairs conference, New Orleans, Louisiana, 2/2017

Presentation, “Get Your Radio Station Inspected by Your State Professional Organization,” College Broadcasters Incorporated conference, Minneapolis, Minnesota, 10/2015

Invited Guest Lecture, University of Minnesota, Mankato, “The Rolling Stones and Mass Media,” 10/2015

Presentation, “Learn How to Compete for the mtvU College Radio Woodie Award from the 2014 Winner and a Finalist,” College Broadcasters Incorporated conference, Seattle, Washington, 10/27/2014

Presentation, “The Viability of Terrestrial College Radio in a Mobile Media Age,” Broadcast Education Association reference, Las Vegas, Nevada, 4/2014

Presentation, “Preserving Freedom of Expression in Campus Media,” College Media Advisors conference, New Orleans, Louisiana, 10/2013

Presentation, “Combining Social Media Use with Traditional Media Use,” Social Media Panel Offered during week-long Presidential Inauguration Ceremonies, East Stroudsburg University, Pennsylvania, 4/2013

Presentation, “How the 1961 Sports Broadcasting Act Secured a Niche Market for the NFL in Mexico,” Autonomous University of Sinaloa, Sinaloa, Mexico, 1/2013

Presentation, “The Tenure Process and the Student Media Advisor: Investigating the Possibilities,” Broadcast Education Association conference, Las Vegas, Nevada, 4/2012

Presentation, “Comparing Media from Around the World,” Sidney Albert Albany Jewish Community Center outing, Belfast, Pennsylvania, 7/2011

Presentation, “Comparison of Journalistic Values between Mexico and the United States,” conference sponsored by *Noroeste* Newspaper and the Autonomous University of Sinaloa, Mexico, 6/2011

Presentation, “How New Portable Communication Technologies are Affecting College Radio Content,” Broadcast Education Association conference, Las Vegas, Nevada, 4/2011

Presentation, “The Vital Role of Amateur College Radio in a Homogenous Corporate Radio Paradigm,” Pennsylvania Communication Association conference, East Stroudsburg University, Pennsylvania, 10/2010

Paper Presentation, “Comparing News Coverage of Immigration by a Local US Newspaper with a Local Newspaper in Mexico,” Eastern Communication Association conference, Baltimore, Maryland, 4/2010

Presentation, “Blending Academics with Radio Station Activities,” College Media Advisor’s conference, Austin, Texas, 10/2009

Presentation, “Organizing a Radio Station Constitution,” College Media Advisor’s conference, Kansas City, Missouri, 11/2008

Presentation, “Fostering Critical Thinking in College Radio,” College Media Advisor’s conference, Washington, DC, 10/2007

Keynote Presentation, "Challenges Faced by Journalists in an Electronic World," (Sponsored by the US Consulate in Chihuahua), Conference of Association of Chihuahua Journalists, Autonomous University of Chihuahua, Ciudad Juarez, Mexico, 6/2007

Presentation, "Comparing the Regulation of Media between Mexico and Other Countries," Conference of Information Officers from Chihuahua Municipal Government, Chihuahua State Government, and Mexican Federal Government, Chihuahua Municipal Building, Chihuahua, Mexico, 6/2007

Presentation, "Comparing Regulation of Media Across Eight Countries," Conference on Self-Regulation of Newspapers, Monterrey Technical Institute, Puebla, Mexico, 3/2007

Presentation, "Partiality and Relative Objectivity in Newspapers Across Eight Countries," Workshop for *Excelsior* newspaper, Mexico City, Mexico, 3/2007

Presentation, "Ethical Issues in Journalism," Ombudsman and Self-Regulation of Newspapers conference, Pachuca, Hidalgo, Mexico, 2/2007

Presentation, "Comparing Media from Around the World," College Media Advisers conference, St. Louis, Missouri, 10/2006

Presentation, "Comparing the Financing of Media in Sweden, México, the USA, and China," 6th National and 2nd International Congress of Media Law, México City, México, 11/2005

Presentation, "Comparing Media Regulation Between France, México, the USA, and Ghana," 5th National and 1st International Congress of Media Law, Querétaro, México, 11/2004

Presentation, "Maintaining Continuity and Commitment from Student Volunteers in College Radio," College Broadcasters Incorporated convention, New Orleans, Louisiana, 10/2001

Paper Presentation, "Innovating Educational Programming on College Radio," (2nd place \$100 cash award), Broadcast Education Association conference, Las Vegas, Nevada, 4/2001

Presentation, "Striking the Balance between Student Autonomy and Curricular Offerings in College Radio," College Media conference, Washington, DC, 11/2000

Paper Presentation, "A Critique of Obscenity Law in College Radio," (2nd place \$100 cash award), Broadcast Education Association conference, Las Vegas, Nevada, 4/2000

Presentation, "Talk Radio as Community Affairs Programming," College Media Advisers conference, New York City, New York, 3/2000

Presentation, "The ESU Vintage Radio Project: Bringing Back the Lone Ranger, Fibber McGee and Molly, Jack Benny and Other Classics on WESS Radio 90.3 FM," Friends of Eastern Monroe County Public Library, Eastern Monroe County Public Library, Stroudsburg, Pennsylvania, 3/2000

Presentation, "Forging the New Identity of Correspondence Journal for *Feedback*," Broadcast Education Association conference, Las Vegas, Nevada, 4/1999

Paper Presentation, "Making a Case for Internships with Radio and TV Stations, for Environmental Studies Students at Two-Year and Small Colleges," Broadcast Education Association conference, Las Vegas, Nevada, (co-authored with Kim Rosengrant), 4/1999

Paper Presentation, "Hosting a TV Talk Show: Epideictic Discourse in a Modern Age," President's Colloquium, East Stroudsburg University, Pennsylvania, 11/1998

Presentation, "Shifting the Learning Model for College Radio from "Deejay Training" to

- “Communication Skills,” Broadcast Education Association conference, Las Vegas, Nevada, 5/1998
- Presentation, "Public Speaking Skills for Community Leaders," Pocono Leadership conference, Caesar's Resort, East Stroudsburg, Pennsylvania, 3/1998
- Paper Presentation, "Mass-Mediated Homesickness as a Form of Estrangement Experienced by American Students in France," International Society for the Study of European Ideas conference, Utrecht, Holland, 8/1996
- Paper Presentation, "The Radio Practicum: Where Faculty and Students Meet Halfway," National Communication Association conference, San Antonio, Texas, 11/1995
- Presentation, "The Use of Email in Broadcast Journalism," Computer Technology Day, East Stroudsburg University, Pennsylvania, 10/1995
- Presentation, "Using Email in Broadcast Journalism," Computing Across the Curriculum conference, Bloomsburg University, Pennsylvania, 4/1995
- Paper Presentation, "Engaging Ordinary Citizens in House Sub-Committee Hearings," National Communication Association conference, New Orleans, Louisiana, 11/1994
- Paper Presentation, "Advising a Part 15 Radio Outlet: Regulatory Issues and Campus Benefits," 2nd Place \$200 Cash Award, Broadcast Education Association conference, Las Vegas, Nevada, 3/1994
- Paper Presentation, "Uses of Obscenity in College Radio," National Communication Association conference, Miami, Florida, 11/1993
- Paper Presentation, "A Rhetorical-Structural Analysis of Hypocrisy in *Breaker Morant*," National Communication Association conference, Chicago, Illinois, 10/1992
- Paper Presentation, "Uniting Disparate Cultures with Like-Minded Journalism: A Case Study of *USA Today* and *The European*," International Society for the Study of European Ideas conference, Aalborg University, Denmark, 8/1992
- Paper Presentation, "Comparing Breaking TV Newscasts of ABC, CBS and CNN to Determine How Socially Responsible Their Coverage of the 1989 San Francisco Earthquake Was: A Content Analysis," World Communication Association conference, University of Helsinki, Finland, 8/1992
- Paper Presentation, "Instruction within a Diversified Format: The KSSB Cable Experience," Western Speech Communication Association conference, Phoenix, Arizona, 2/1991
- Presentation, "Preliminary Results of Content Analysis of Network TV News Coverage of the 1989 San Francisco Earthquake," Techniskolan Jacobbsson, Hassleholm, Sweden 12/1990
- Presentation, "The Set-up of Electronic Mail in Penn State's Small Group Discussion Course," Eastern Communication Association conference, Ocean City, Maryland, 5/1989
- Paper Presentation, "Applications of Rhetorical Methods to Mass Communication Research," National Communication Association conference, New Orleans, Louisiana, 11/1988
- Paper Presentation, "Comparing the Use of Media by Americans in Britain and Britons in the United States for Accessing 'Home Country' Information," National Communication Association conference, New Orleans, Louisiana, 11/1988
- Paper Presentation, "The Rhetoric of Liveaid in Britain and America: One Show, Two Versions," National Communication Association conference, New Orleans, Louisiana, 10/1988

Workshop Presentation, "Uses of Electronic Mail in Teaching Small Group Communication," National Communication Association conference, New Orleans, Louisiana, 10/1988

Paper Presentation, "JANET-BITNET: The Anglo-American University Computer Connection," Eastern Communication Association conference, Baltimore, Maryland, 5/1988

Paper Presentation, "Understanding Information Needs and Technologies of PA Radio Stations," Speech Communication Association of Pennsylvania conference, State College, Pennsylvania 10/1987

Workshop Presentation, "Studio Production Techniques as the Key to the Success of the Rolling Stones," Speech Communication Association of Pennsylvania conference, State College, Pennsylvania, 10/1987

Paper Presentation, "Critical-Cultural Studies and the Uses and Gratifications Approach: Integrating an Audience Research Design," Eastern Communication Association conference, Boston, Massachusetts, 5/1987

Professional Performance

Radio Host, "The Talk Show," Tuesdays 5-6pm, WESS Radio (90.3 FM); two hours preparation per show; 9/1992-present

Radio Host, "The Stones Hour," Tuesdays 6-7pm, WESS Radio (90.3 FM), 9/1998-present

Top-of-the-Hour "Legal ID," WESS Radio (90.3 FM), 9/1998-present

Radio Host, "Rhythm Rock," Wednesdays 5-6pm, WESS Radio (90.3 FM), 9/2011-5/2012, 9/2014-12/2016

Voiceover, TV Commercial for ESU, for Blue Ridge Communications TV 13, 8/2011

Voiceover, TV Commercial for ESU's Graduate Programs, for Blue Ridge Communications TV 13, 8/2011

Guest, "Noroeste Newspaper Radio Podcast," on Perceptions of Mexico Created by Mexican Media Coverage, Mazatlan, Mexico, 6/2011

Baseball Color Announcer, ESU Warrior Baseball, 3/2011-4/2011

Voiceover, "Prince Hall Scholarship Golf Tournament" television commercials, 4/2001, 4/2002, 4/2003

Voiceover, "Pennsylvania Association of Councils of Trustees" video, 10/1998

Voiceover, "Orientation to Art Department" video, 10/1997

Voiceover, "ESU's Evening Degree Program," radio commercial aired on WSBG Radio, 4/1996

Poetry Reading, Robert Burns' "To a Mouse," Pennsylvania Communication Association convention, Pittsburgh, Pennsylvania, 10/95

Voiceover, "What Movement Studies and Exercise Science Can Offer You at ESU" video, 11/1994

Voiceover, "A Visitor's Orientation to the Delaware Water Gap Park" video, 10/1993

Executive Producer and Reporter, “Trilogy,” television news magazine, KCSB Cable Television, San Bernardino, CA, 1/1992-6/1992

News Writer, WOYK Radio (1350 AM), 6/1989

Awards/Fellowships

Outstanding Club Advisor (to WESS Radio, 90.3 FM), ESU Student Senate, 5/2015

MTV College Radio Woodie Award Recipient (awarded to WESS Radio, 90.3 FM), awarded to “the best college radio station in the country as determined by peers and a panel of experts,” 3/2014

Distinguished Professor Award Recipient, (“The pre-eminent faculty rank bestowed by the university upon members of the university faculty who have made outstanding contributions to the academic life of East Stroudsburg University, 2012-2013).

Pennsylvania Association of Broadcasters (PAB) Certificate Recipient, Awarded to WESS Radio (90.3 FM) for Compliance with FCC Regulations (includes 3-year waiver from FCC visits), 4/2016, 3/2012, 12/2008

Faculty/Industry Seminar Award Recipient, International Radio and Television Society; Registration, Accommodations and Meals Provided, New York City, NY, 11/2011

Positive Influence Award Recipient, Office of Academic and Institutional Effectiveness, named by several students as an “individual among the most important in making their experience at ESU successful,” 10/2011, 10/2013

Fellowship Recipient (Competitive Selection), National Association of Television Programming Executives (NATPE), to Participate in Annual Conference; Registration, Accommodations and Meals Provided; Las Vegas, NV, 1/2010

Fellowship Recipient (Competitive Selection), National Association for Television Programmers and Executives (NATPE) to Participate in Annual Conference, Registration, Accommodations and Meals Provided; Las Vegas, 1/2002

Fellowship Recipient (Competitive Selection), California State University, San Bernardino, for Collection of Data on CNN TV News Coverage of the San Francisco Earthquake, 10/1989

Outstanding Service Awards, WESS Radio (90.3 FM), repeated recipient, 1993-present

Public Service Award, WIXQ Radio (91.7 FM) Millersville University, for hosting radio talk show, 5/1984

Steinman Communications Scholarship Award (\$200), for Educational Programs Developed for WIXQ Radio (91.7 FM), Millersville University of Pennsylvania, 11/1983 and 4/1984

Honoraria

US Consulate Honorarium Recipient (\$600), for Keynote Speech at Annual Meeting of Chihuahua Association of Journalists, Ciudad Juarez, Chihuahua, Mexico, 6/2007

US Embassy Honorarium Recipient (\$200), México City, to support workshop on “Partiality and

Relative Objectivity in Newspapers” at *Excalibur* newspaper, 2/2007

US Embassy Honorarium Recipient (\$2500), México City, to support travel to present research at the 5th National and 1st International Congress of Media Law, 11/2005

US Embassy Honorarium Recipient (\$3000), México City, to support travel to present research at the 5th National and 1st International Congress of Media Law, 11/2004

Grants

ESU Student Activity Association Grant (\$800), to take ESU Students to Montreal, to Compare Canadian Media with US Media, 11/2016

Pennsylvania Canadian Studies Consortium Grant Recipient (\$500), to take ESU Students to Montreal, Canada, to Compare Canadian Media with US Media, 10/2009

Pennsylvania Canadian Studies Consortium Grant Recipient (\$600), to take ESU Students to Toronto, Canada to Compare Canadian Media with US Media, 10/2008

ESU Summer Mini-Grant Recipient (\$500), for Categorization of Vintage Radio Project program titles into program genres, 5/2004

ESU Summer Research Grant Recipient (\$2000), Faculty Development and Research Committee, for data collection on Mexican and Ghanaian media, 12/2003-5/2004

ESU Summer Research Grant Recipient (\$500), Faculty Development and Research Committee, for data collection on Swedish Media, 6/2003

Community Grant Recipient (\$4000), Pennsylvania Department of Agriculture (\$2000), East Stroudsburg Borough (\$2000), for tree plantings in East Stroudsburg Borough, 1/1999

Project Grant Recipient (\$675), East Stroudsburg University Foundation, for purchase of minidisks for Vintage Radio Project, 11/1998

Research Grant Recipient (\$500), East Stroudsburg University Foundation, for travel to museums in New York, Chicago, and Washington to research how media collections are archived and accessed, 9/1994

Research Grant Recipient (\$750), School of Arts and Sciences (\$500), Faculty Development and Research Committee (\$250), ESU, for Collection of Video Tape Data on House Sub-Committee Hearings at Purdue University Public Archives, 6/1994

Cash Award Recipient (\$100), Broadcast Education Association, for 2nd Place Paper Presented at Student Media Advisor's Panel in Las Vegas, 3/1994

Mini Grant Recipient (\$1,990), California State University, San Bernardino, for Production of "Trilogy," a local TV news magazine aired on KCSB community-access television, 6/1992

Graduate Studies Research Grant Recipient (\$300), Pennsylvania State University, for Collection of Doctoral Dissertation Data, 3/1989-5/1989

Research Grant Recipient (\$1500), Thomas and June Beaver Fellowship, Pennsylvania State University, for Field Study of Pennsylvania Radio Stations, 6/1988-8/1988

Research Grant Recipient (\$1500), Thomas and June Beaver Fellowship, Pennsylvania State University, for Research into Applications of Computer Communications to Pennsylvania Radio Stations,

Television Stations, Daily and Weekly Newspapers, 6/1987-8/1987

Research Grant Recipient (\$1500), Graduate Studies (\$500), Speech Communication Department (\$300), Sociology Department (\$500), School of Communications (\$200), Pennsylvania State University, for Survey of Information Needs and Technologies of Pennsylvania Media, 6/1987-8/1987

Research Grant Recipient (\$200), Graduate Studies, Pennsylvania State University, for Collection of Master's Thesis Data, 5/1986-12/1986

Service to Profession

Manuscript Reviewer, *On-Air: Broadcast Announcing*, Cognella Publishing, 6/2017

Manuscript Reviewer, *Vestnik* (Russian communication journal), 3/2007-9/2009

Paper Reviewer, Broadcast Education Association conference, International Division, 1/2007

Paper Reviewer, Global Media Fusion conference, Chicago, Illinois, 9/2006

Manuscript Reviewer, *Journal of Broadcasting and Electronic Media*, 8/1997-8/2000

Editor, *Feedback* journal, Broadcast Education Association, Washington DC, 1/1998-10/2000

Chair, Student Media Advisors Division, Broadcast Education Association, 4/1996-4/1998

Outside Evaluator of Tenure Candidate, Department of Mass Media, University of Tennessee, Knoxville, 10/1997

Manuscript Reviewer, Pennsylvania Communication Association *Annual* journal, 3/1997-present

Editor, Pennsylvania Communication Association *Annual* journal, 9/1993-10/1996

Vice-Chair, Student Media Advisors Division, Broadcast Education Association 3/1994-4/1996

Chair and Respondent, Competitive Papers Panel, Student Media Advisors Division, Broadcast Education Association convention, Las Vegas, 4/1995

Manuscript Reviewer, *Northwest Communication Journal*, 9/1993-8/1995

Panel Organizer, "Engaging Ordinary Citizens in Political Policy Making," National Communication Association convention, New Orleans, 11/1994

Panel Organizer, "Uses of Obscenity in Academia," National Communication Association convention, Miami, 11/1993

Visiting Scholar-In-Residence, Millersville University, 10/1992

Book Proposal Reviewer, Ablex Publishing Company, 5/1991-9/1991

Panel Organizer, "Four Instructional Models at University Radio Stations," Western Speech Communication Association convention, 2/1991

Panel Chair, "Rhetorical Analyses of Film and Television," Pennsylvania Communication Association convention, 10/1989

Panel Organizer, "The Use of Electronic Mail in Small Group Discussion," Eastern Communication

Association convention, 5/1989

Guest Lecturer on "Audience Research," Wilson College, Chambersburg, Pennsylvania, 10/1988

Workshop Organizer, "Applications of Computers to Speech Education," Pennsylvania Communication Association convention, 10/1988

Chair, Mass Communication Council, Pennsylvania Communication Association, 10/1988-9/1989

Paper Selection Committee Member, Human Information Technologies Interest Group, Eastern Communication Association, 5/1988-10/1988

Paper Selection Committee Member, Human Information Technologies Interest Group, Eastern Communication Association, 5/1987-10/1987

Workshop Organizer, "Sounding Out Methods of Popular Music Criticism," Pennsylvania Communication Association convention, 10/1987

Service to East Stroudsburg University

University Wide

Grant Applicant and Lead Organizer of An Evening at ESU with Chris Visco, "The Queen of Cannabis,"
3/2018

Panel Participant, ESU's One Book, One Campus Program, 10/2018

Chair, Academic Chairs Council (ACC), 5/2017-present

Delegate at Large, Academic Chairs Council (ACC), 5/2016-2/2017

Member, Strategic Planning Committee (Goal Implementation Committee), 9/2015-present

Member, Sustainability Commission, 10/2013-present

Co-Chair, Transportation Committee, a sub committee of the President's Sustainability Commission,
12/2011-12/2013

Member, WESS Administrative Council; 1/1993-present

Member, Transportation Committee, Subcommittee of Sustainability Committee, 9/2008-2012

Representative, Communication Department, University Senate, 9/2008-5/2010

Member, Emergency Preparedness Committee, 7/2007-5/2008

Member, Middle-States Student Services Sub-Committee, 9/2006-5/2007

Chair, International Studies Recommendations Committee, 9/2005-5/2006

Ambassador for ESU's International Programs, Special Projects in Sweden and the UK, 5/2003-6/2003

Member, International Programs Advisory Committee, 4/2001-5/2004

Member, Outcomes Assessment Advisory Committee, 5/1999-5/2002

Co-Director, Center for Teaching and Learning (CTL), 9/1999-12/2001

Member, Committee to Establish and Implement Interdisciplinary Minor in Public Relations, 4/1999-4/2000

Member, Faculty Development and Research (FDR) Committee, 11/1997-5/2001

Member, Publications Task Force, Middle States Accreditation Review, 9/1995-5/1996

Member, Action Planning Group Committee, Community Enhancement, 9/1994-5/1995

Member, Action Planning Group Committee, Extra-Curricular and Co-Curricular Activities, 9/1994-5/1995

School of Arts and Sciences

Instructor Observation, Physics Lab Instructor, 12/2015

Member, Mission Statement Committee, 9/2009-5/2010

Participating Instructor, Learning Communities Program, 1/1997-5/1997

Member, Arts and Letters Operating Procedures Task Force, 9/1994-5/1995

Departments/Programs

Chief Author of 5-Year Assessment Report on the Department of Communication, pending 4/19

Member, Doctoral Dissertation Committee, "Wait, What?: A Descriptive Study Focusing on the Application of Learning Analytics to Media Literacy," Katie Quartuch, College of Education

Author of "Step One Proposal" and "Step Two Proposal" for Master of Arts degree in Communication proposed to the Pennsylvania State System of Higher Education

Chair, CMST Assessment Committee, 8/2014-present

Course Designer, Critical Perspectives on Social Media Use (CMST 240), 1/2014

Chair, Promotion Committee for Professor of Communication, 1/2013-4/2013

Chair, 5-Year Review Committee for Chair of Department of Communication, 1/2013-4/2013

Chair, 5-Year Review Committee for Member of Department of Communication, 1/2013-4/2013

Member, Executive Board, WESS Radio, 1/1993-present

Internship Coordinator, Department of Communication, 9/1993-present

Classroom Observations of Temporary and Tenure-Track Faculty, Communication, 9/1993-present

Acting Chief Operator, WESS Radio, 10/2010-3/2011

Member, Search and Screen Committee for Video Production Specialist, Department of Instructional Resources, 1/2008-5/2008

Chair, Development and Evaluation Committee for Colleague in Department of Communication,

9/2006-9/2008

Member, Promotions Committee, Department of Communication, 9/2008, 5/2009

Chair, Promotions Committee and Tenure Committee for Professor, Department of Theater, 9/2005, 4/2006

Member, Search and Screen Committee, Tenure-Track Position, Department of Communication, 9/2005-5/2006

Scholarship Proposer, East Stroudsburg University Foundation Scholarship Committee, for Station Manager (\$2000 per academic year) and Program Director (\$1000 per academic year), WESS Radio, 11/1998

Chair, Promotions Committee, Department of Art, 10/1998-12/1998

Member, Promotions Committee, Department of Music, 10/1998-12/1998

Member, Search and Screen Committee for Assistant Director of Student Activities, Student Activities Association, 6/1998

Member, Promotions Committee, Department of Art, 10/1997-12/1997

Chair, Recruitment Committee, Department of Communication, 9/1996-5/1997

Member, Promotions Committee, Department of Communication, 9/1996-12/1996

Member, Master's Degree Proposal Committee, Department of Communication, 9/1996-5/1997

Workshop Facilitator on Group Problem Solving, Emerging Leaders Program, Student Activities Association, 10/1995

Volunteer, Student Advising Day, Department of Academic Enrichment and Learning, 4/1995

Member, Ad Hoc Committee, Instructional Resources and Telecommunications, 10/1994-5/1995

Course Designer: Radio Practicum (CMST 219), Comparative Media (CMST 410), Ethical and Legal Issues in Broadcasting (CMST 440), 9/1994

Chair, Search and Screen Committee for Assistant Professor, Department of Communication, 10/1993-4/1994

Chair, Search and Screen Committee for Video Production Specialist, Department of Instructional Resources, 10/1993-4/1994

Service to Community

Member, Shade Tree Commission, East Stroudsburg Borough Council, 1/1999-present

Judge, Public Speaking Contest, Optimist Society, Reading, Pennsylvania, 5/2017

Judge, Public Speaking Contest, Northampton Community College, 11/2015

Annual Arbor Day Workshop for East Stroudsburg Borough, 4/2011-present

Arbor Day Workshop for East Stroudsburg Elementary School, 4/2012

Radio Host of “The Talk Show,” WESS Radio (90.3 FM), 8/1992-present

Chair, Shade Tree Commission, East Stroudsburg Borough, 4/1999-5/2004

Vegetable Judge, West End Fair, 8/2002

Volunteer (Director, Audio Director, Camera Operator), Big Brothers and Big Sisters Telethon, 4/1993, 4/1994, 4/1995, 4/1997, 4/1998

References

References available upon request