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Education

Doctor of Philosophy, American Culture Studies, Bowling Green State University, Bowling Green, OH. Conferred August, 1993.

Special emphases through coursework in the departments of Radio-Television-Film and Popular Culture.

 $Special\ emphases\ through\ research\ in\ anthropology,\ sociomusicology,\ semiotics,\ and\ folklore.$

GPA: 3.76.

Dissertation: Jah as Genre: The Interface of Reggae and American Popular Music.

Master of Arts, Political Science, Kent State University, Kent, OH. Conferred December, 1983.

Concentration in Political Theory.

GPA: 3.66.

Thesis: Rock and Roll as Autonomous Art: The Political Dimension of Avant-Garde Popular

Music.

Bachelor of Science, Journalism, Kent State University, Kent, OH. Conferred December, 1978.

Special program: Journalism Internship, Washington, D.C., 1977.

GPA: 3.48 (cum laude).

Bachelor of Arts, Political Science, Kent State University, Kent, OH. Conferred March, 1978.

Special program: Washington Program in National Issues, Washington, D.C., 1977.

GPA: 3.48 (cum laude).

Professional Experience

Professor, Department of Communication Studies, East Stroudsburg University, East Stroudsburg, PA, 1988-present.

Served as Department Chairperson, 1994-2002.

Served as Interim Advisor to WESS-FM, Spring 2003, Spring 2007.

Courses taught: CMST 110 – Basic Skills in Communication

CMST 111 – Speech Communication

CMST 136 - Popular Culture and Communication

CMST 163 - Introduction to Film Study

CMST 219 – Radio Practicum

CMST 315 – Voice for Broadcasting

CMST 330 – Political Communication

CMST 337 - Broadcast Management

CMST 342 – Popular Music as Cultural Text

CMST 364 – Studies in Television Genre

CMST 367 – Advertising and Propaganda

CMST 495 – Seminar in Communication Studies

- Research Intern, Rock and Roll Hall of Fame and Museum, Cleveland, OH, 1987.

 Conducted preliminary research in various areas, including a comprehensive review of extant popular music archives and museums, and recommendations for the Hall of Fame's proposed educational component.
- On-Air Personality, WBGU-TV, Bowling Green State University, 1987.

 Served as popular music critic for <u>Art Beat</u>, a weekly television program focusing on local artists as well as local impact of national and international artists.
- Research Fellow, School of Mass Communication, Bowling Green State University, 1986-87.

 Assigned to WBGU-TV. Involved in administration of projects designed to increase CCTV utilization on the BGSU campus. Local site coordinator for several teleconference projects, including World Food Day 1986.
- On-Air Personality, WBGU-FM, Bowling Green State University, 1985-86.

 Served as developer, co-host, and co-writer for <u>Question This</u>, a phone-in radio talkshow dealing with issues of current popular interest.
- Teaching Fellow, School of Mass Communication, Bowling Green State University, 1985-86.

 Taught Radio Announcing/Writing/Production. Supervised use of electronic newsgathering equipment.
- Graduate Advisor, WBGU-FM, Bowling Green State University, 1985.

 Served as liaison between faculty and undergraduate staff of radio station. Administered Radio Workshop, an independent study section of Radio Announcing/Writing/ Production.
- Field Researcher, Center for American Studies, Bowling Green State University, 1985.

 Conducted material culture fieldwork, including architectural analysis and land title research, as part of a multiple resource nomination of Clyde, OH (Sherwood Anderson's Winesburg, Ohio), to the National Register of Historic Places.
- On-Air Personality, WBGU-FM, Bowling Green State University, 1984-85.

 Served as developer, co-host, and co-writer for Forum, a public affairs interview program featuring a wide array of guests and topics.
- Teaching Fellow, School of Speech Communication, Bowling Green State University, 1984-85.

 Taught Introductory Speech, a course covering dyadic, small group, organizational, and public communication. Administered one section of Radio Workshop.
- Visiting Instructor, Department of Political Science, Kent State University, 1982-84.

 Developed and taught several sections of American National Government, an introductory course dealing with the powers of and interaction among the various governmental and quasi-governmental institutions in the U.S. Taught one section of America In Crisis, an issue-based seminar covering such topics as free speech, elite power, and nuclear war.
- Graduate Assistant, Department of Political Science, Kent State University, 1980-81.

 Served as research assistant to faculty members. Performed various clerical and classroom duties.
- Audio Engineer/Disc Jockey, The Golden Oldies Show, Cleveland, OH, 1975-84.

 Performed a variety of tasks for a live disc jockey show in a wide array of public and private venues (e.g., weddings, nightclubs, reunions, etc.). Musical repertoire ranging from the 1940s to the present.

Professional Affiliations

International Association for the Study of Popular Music Popular Culture Association

Professional Activities/Presentations/Publications

Editorial reviewer, "So Let Me Introduce to You: A Cluster Analysis of the Sgt. Pepper's Lonely Hearts Club Band Album Cover," <u>Pennsylvania Communication Annual</u>, January 2019.

Editorial reviewer, "Water Under the Bridge? Pennsylvania Communication Annual, January 2019.

"Can Bro-Country Kill Your Parents? Using Shifting Musical Taste to Explore the Relationship of Youth and Parent Cultures," to be published in <u>Teaching Popular Music in the Classroom</u>. Edited by David Whitt. Jefferson, NC: McFarland, 2019 (forthcoming).

Editorial reviewer, "The Rhetoric of Entitlements in the 2012 US Presidential Election Campaign," Pennsylvania Communication Annual, April 2018.

Panelist, "Civic and Civil Communication in the Current Age: How Are We Talking to Each Other These Days?" public Forum and Discussion, presented by the Department of Communication, East Stroudsburg University of Pennsylvania, Spring 2018.

"Ad Hominem Ink: Tattoos as Residual Orality," presented to the Popular Culture Association Annual Meeting, Indianapolis, IN. March 2018.

Marketing/Celebrity Endorsement Consultant, Whink Products, Eldora IA, Summer 2017.

Editorial reviewer, "Major League Baseball Crises: Response Strategies and Tactics," <u>Pennsylvania Communication Annual</u>, May 2016.

"Can Country Music Kill Your Parents?" presented to the Popular Culture association Annual Meeting, New Orleans, LA. April 2015.

"The Politics of Nutritional Supplementation," presented to the Popular Culture Association Annual Meeting, Chicago, IL. April 2014.

"The Politics of Nutritional Supplementation," presented to the CETL Mini-Conference on Faculty Research and Scholarly Activity, East Stroudsburg University of Pennsylvania. April 2014.

Sponsoring Faculty Member, "Espionage, Hybrid TV, and 'Agents of S.H.I.E.L.D.': A Genre Analysis," James Philip Carson, Student Research and Scholarly Symposium, East Stroudsburg University of Pennsylvania. April 2014.

Invited panelist, "From Idea to Published Book," Authors Forum Series, ESU University Center, East Stroudsburg University of Pennsylvania. February 2014.

"Media Use in the Classroom: Some Cautionary Tales," presented to the Popular Culture Association Annual Meeting, Washington DC. March 2013.

"Encapsulation in the Digital Age: The New Latin?" presented to the Popular Culture Association Annual Meeting, Boston, MA. April 2012.

"The Team America Loves to Hate," presented to the Cooperstown Symposium on Baseball and American Culture, National Baseball Hall of Fame and Museum, Cooperstown, NY. June 2010.

"The Team America Loves to Hate," presented to the Popular Culture Association Annual Meeting, St. Louis, MO. March 2010.

<u>The Team America Loves to Hate: Why Baseball Fans Despise the New York Yankees.</u> Santa Barbara, CA: Praeger Publishers, 2009.

"Dysfunction Privatized: Reflections on Physical Difference, the Public Realm, and Popular Entertainment," presented to the Popular Culture Association Annual Meeting, San Diego, CA. March 2005.

Recipient of ESU Office of Disability Services Award, April 27, 2004.

"Slowing Down as a Revolutionary Act," presented to the Popular Culture Association Annual Meeting, New Orleans, LA. April 2003.

Member, Collegiate Press Editorial Advisory Board, 2002-present.

"I'm a People Person—Now Get Out of My Room: Implications of the Merging of 'Public' and 'Private' in the Popular Mindset," presented to the Popular Culture Association Annual Meeting, New Orleans, LA. April 2000.

"It's a Faux, Faux World: Reflections on Disneyfication, Themed Environments, and the Search for Authenticity," published in <u>Feedback</u>, Winter 2000 (Vol. 41, No. 1).

Book review of <u>Photojournalism and Foreign Policy: Icons of Outrage in International Crises</u>, by David D. Perlmutter, published in <u>Feedback</u>, Winter 1999 (Vol. 40, No.1).

"Echoes of/Reflections on American Studies", panel discussion participant, New York State Communication Association Annual Convention, Monticello, NY. October, 1998.

"The Death of Spectatorship: Violence, Aggression, and the American Audience," reprise presentation by request to the New York State Communication Association Annual Convention, Monticello, NY. October, 1998.

"The Role of Writing in Human Communication," presented to the Young Writer's Workshop, Eastern Monroe Public Library, Stroudsburg, PA. October, 1998.

"It's a Faux, Faux World: Reflections on Disneyfication and the Search for Authenticity," presented to the Popular Culture Association Annual Meeting, Orlando, FL. April, 1998.

Book review of <u>Electronic Media and Indigenous Peoples: A Voice of Our Own?</u>, by Donald R. Browne, published in <u>Feedback</u>, Winter 1998 (Vol. 39, No. 1).

"The Death of Spectatorship: Violence, Aggression, and the American Audience," presented to the Popular Culture Association Annual Meeting, Las Vegas, NV. March, 1996.

Review of manuscript submission titled "The Universal Language of Black Gospel Music--Content and Context," for the <u>Speech Communication Association of Pennsylvania Annual</u>. May, 1995.

"Computing and Communication in the Classroom," panel chair at the SSHE Conference on the Use of Computers and Computer-based Technology Across the Curriculum, Bloomsburg, PA, May, 1995.

FDR Research Grant in support of materials collection for preparation of instructional media for CMST 342 Popular Music as Cultural Text. Jerome Library Popular Music Archive, Bowling Green State University. January, 1995.

"The Fox Network as Auteur: Some Pedagogical Implications," a presentation in the Media Forum Series of the Speech Communication Association Annual Meeting, New Orleans, LA. November, 1994.

"African Americans and the Republican Party," panel moderator for Diversity, the Curriculum, and the Individual: Overcoming Psychological Barriers, Pocono Manor Resort, Mt. Pocono, PA. September, 1994.

"A Not-So-Hostile Takeover: The Appropriation of the Reggae Aesthetic," presented to the Speech Communication Association Annual Meeting, Miami Beach, FL. November, 1993.

"The Role and Image of African Americans in Rock and Roll," published in <u>America's Musical Pulse:</u> <u>Popular Music in Twentieth-Century Society</u>. Edited by Kenneth J. Bindas. Westport, CT: Greenwood Press, 1992.

"Afrocentricity and the Transformation of University Curricula," presider at the Forum on Multiculturalism: A Scholarly Exchange, Mt. Airy Lodge, Mt. Pocono, PA. September, 1992.

"Bloopers, Home Video, and Reality Television," presented as a guest lecture to the Nonfiction Television Seminar, Department of Telecommunications, Eastern Michigan University, Ypsilanti, MI. March, 1990.

"Report on the Popular Culture Association Annual Meeting," presented to the Smithfields Rotary Club. March, 1990.

"From Virgin to Vampire: Sexual Images of Women in Cinema and Television," panel respondent at the Popular Culture Association Annual Meeting, Toronto, Ontario, Canada. March, 1990.

"The Automobile as Animate Character: A Comparison of My Mother, the Car and Knight Rider," presented to the Popular Culture Association Annual Meeting, Montreal, Quebec, Canada. March, 1987.

"Bloopers: The Self-Conscious Humbling of Television," presented to the Midwest Popular Culture Association Regional Meeting, Chicago, IL. October, 1985.

"Rock and Roll as Autonomous Art," presented to the Wednesday Colloquium Series, Kent State University, Kent, OH. February, 1984.

"Mainstreaming at Kent State University," <u>News for Teachers of Political Science</u>, American Political Science Association. Winter, 1984.