**John Edward Beatty**

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**Education**

1996 **Ph.D.**, Department of Journalism, University of Texas at Austin. Dissertation title: *Talk radio as forum and companion: Listener uses and gratifications in Austin, Texas.* Course work included statistics, cultural and intercultural studies, rhetoric, media sociology, media criticism, persuasion, public opinion.

1988 **M.P.S.** in Communication, Cornell University, Ithaca, N.Y. Thesis title: *Mass Media Time Use and the Colonization of Leisure: 1920-1985*.

1979–83 Ph.D. program, Department of Natural Resources, Cornell University. Majored in resource policy and planning, minored in fisheries and resource economics. Admitted to candidacy, May 1982. Dissertation topic: Bioeconomic management of Lake Ontario fisheries.

1978 **M.Sc.** in Conservation, University College London (UCL). Thesis title: *Interpretive Planning for Nature Reserves with Application to the South-West Region (Scotland) of the Nature Conservancy Council* (NCC). Carried out under contract to the NCC.

1974 **B.Sc.** (Honours) in Arts and Sciences, University of Toronto. Majored in biology.

**Continuing professional education** *at La Salle*

2019 Ultimate CSS Grid Course. Udemy online course.

2019 Bootstrap 4.0. Sitepoint online course

2018 Introduction to R for journalists. Knight Center for Journalism in the Americas online course.

2018 Web and social media analytics AEJMC workshop, Washington, DC.

2017 Introduction to Responsive Design Using Bootstrap, Alison online course.

2017 Data Visualization. AEJMC workshop, Chicago, Ill.

2016 Sass CSS Preprocessing, Sitepoint online course.

2015 GitHub Sitepoint online course.

2015 Bootstrap CSS framework Sitepoint online course.

2015 CSS-Conf, New York, NY, June 2015.

2015 Collaborating Across Boundaries: Preparing Students for the New Newsroom, Dow Jones News Fund workshop, Princeton, N.J., June, 2015.

2014 Teachapalooza, Poynter Institute, St. Petersburg, Fla., June, 2014.

2014 Data Driven Journalism online course, European Journalism Centre, May–June 2014.

2014 Investigative Journalism in the Digital Age online course, Knight Center for Journalism in the Americas, May–June 2014.

2013 Responsive Web Design, Learnable/Sitepoint on-line course.

2012 Collaboration Online Plus, La Salle University, July 2012.

2012 Teachapalooza, Poynter Institute, St. Petersburg, Fla., June, 2012.

2011 jQuery Fundamentals, Learnable/Sitepoint on-line course.

2011 PHP/MySQL Bootcamp, Antharia LLC, Lanham, MD, May, 2011.

2011 Learn CSS3, Learnable/Sitepoint on-line course.

2010 Multimedia Journalism for College Educators, Poynter Institute, St. Petersburg, Fla., February, 2010.

2010 Logo Design, International Webmasters Association on-line course.

2009 Web Videography, International Webmasters Association on-line course.

2009 Understanding WordPress, International Webmasters Association on-line course.

2009 Photoshop, International Webmasters Association on-line course.

2009 Building Community Workshop, American Press Institute seminar.

2009 La Nueva Frontera Digital: A Multimedia Experience for Journalists, NAHJ/PABJ conference.

2007 Web Writing and Editing, International Webmasters Association on-line course.

2005 CSS 2.1 In Depth, International Webmasters Association on-line course.

2005 Intermediate XML, International Webmasters Association on-line course.

2004 Beginning PHP, International Webmasters Association on-line course.

2003 Introduction to JavaScript, International Webmasters Association on-line course.

2003 Introduction to Cascading Style Sheets, International Webmasters Association on-line course.

2003 Intermediate CSS Workshop International Webmasters Association on-line course.

2003 Introduction to ColdFusion Web Development, International Webmasters Association on-line course.

2003 Passed HyperMedia graduate proficiency exam, University of Baltimore, Baltimore, Md.

2001 Web Animation with Macromedia Flash, International Webmasters Association on-line course.

2001 Introduction to XML, International Webmasters Association on-line course.

2001 Website and Resource Development, Lehigh University, Bethlehem, Pa. (3-credit graduate course).

2001 Foundations of JavaScript, Penn State Berks Lehigh Valley, Allentown, Pa. (1.6 CEUs)

2001 Dreamweaver Advanced, Brookwood Media Arts, Philadelphia, Pa.

2000 Macromedia Dreamweaver3, Brookwood Media Arts, Philadelphia, Pa.

2000 Photoshop for the Web, Penn State Berks Lehigh Valley, Allentown, Pa. (2.0 CEUs)

**Continuing professional education** *elsewhere*

1999 Freedom Forum workshop for new journalism faculty (competitive), Indiana University.

1998 College newspaper advisers’ workshop, Cox Institute Management Seminar for College Newspaper Editors, University of Georgia.

1998 New faculty teaching workshop, University of North Carolina system, Western Carolina University.

**Areas of specialization**

Web design, Web development, English composition, American studies, journalism, online journalism, multimedia, editing and publishing, communication.

**Teaching experience** *at La Salle*

2000–2021 Assistant professor, English, Digital Arts and Multimedia Design, American Studies. Promoted to associate, tenured, 2006.

**Courses taught:**

 Spring Fall
2000 ENG330,(3) ENG 108
2001 ENG330,(3) ENG108 ENG330,(2) ENG108, DART371
2002 ENG330,(2) ENG108, DART371 ENG330,(2) ENG108D1,
 ENG308/COM402, FYO
2003 ENG330,(2) ENG108, DART430 ENG330,(2) ENG108D2, AMST400
2004 ENG330, ENG108, ENG330 (2), ENG310, AMST400
 DART430, AMST400
2005 DART230, DART430 DART230, DART430, ENG3103
 ENG330, ENG108
2006 DART230,(2) ENG3303 CSC151, DART430, ENG31032007 COM404, DART230, DART430, ENG108, ENG310
 ENG330, ENG108
2008 DART230, ENG108D4, CSC151, DART430, ENG108D4
 ENG330, ENG410 ENG310, FYO
2009 On sabbatical leave DART430, ENG310, ENG330
2010 COM/ENG402, DART230, DART430, ENG310, ENG330
 ENG330, ENG410
2011 DART230, ENG410, COM444, DART430, ENG310,
 INST/COM/ENG402 ENG330
2012 DART230, DART280, ENG210 DART430, ENG210, ENG310
2013 COM356/ENG402, DART230, DART430, ENG210 (2)
 ENG330
2014 COM356, DART230, ENG310 COM206, DART430, ENG210
 COM444
2015 COM356, DART230, ENG210 DART/ENG230, DART430,
 ENG210
2016 DART/ENG230, DART376 DART/ENG230, DART430
 ENG310 ENG210
2017 DART/ENG230, DART461/462 DART/ENG230, DART430
 ENG210 ENG210
2018 COM356, DART230, ENG210 DART230 (2), ENG210
2019 DART230, ENG210, ENG310 DART230 (2), ENG210
2020 Sabbatical DART230 (2), ENG210
2021 DART230 (2), ENG210

**Courses**: AMST400 Capstone Seminar in American Studies
COM 206 Fundamentals of Journalism
COM/ENG402 Electronic Journalism
COM356/ENG402 Online Journalism
COM404 Mass Communication Seminar
COM444 Undergraduate Research
CSC151 Introduction to Computing Using Packages
DART230 Web Development/Design and Development
DART280 Undergraduate Digital Arts Seminar
DART371 Advanced Web Design
DART376 Emerging Web Technologies
DART430 Advanced Authoring
DART461/462 Internship I and II
ENG108 College Writing II
ENG108D1 College Writing II doubled with BUS100
ENG108D2 College Writing II doubled with COM201
ENG108D4 College Writing II doubled with REL150
ENG210 College Writing II: Research
ENG230 Web Design and Development
ENG308/COM402 Feature Writing for Print and Web
ENG310 Editing and Publishing
ENG330 Web Design and Development/Web Design
ENG410 Electronic Authoring/Publication Design
FYO First Year Odyssey
INST/COM/ENG402 Online Journalism (team taught)
3 Course down as Interim Director, DArt
(Numbers in parentheses indicate multiple sections of a course were taught.)

**Teaching experience** *elsewhere*

1997–2000 Assistant professor, journalism, University of North Carolina at Pembroke. Taught:

* Reporting and Writing I and II
* Editing and Typography
* History of Journalism
* Feature Writing
* Sports Reporting
* Mass Communication Theory and Research
* Editorial Writing
* Media Literacy and Techniques (graduate level).

Supervised Internship and Senior Thesis students.

1996–1997 Radford Visiting Professor, Baylor University, Waco, Texas. Taught Reporting and Writing, Editing.

1995 Instructor, Magazine Editing and Desktop Publishing (summer session), University of Texas at Austin.

1994–96 Teaching assistant, Visual Design. University of Texas at Austin.

1994 Teaching assistant, Copyediting (summer session), University of Texas at Austin.

1994 Teaching assistant, Magazine Editing and Desktop Publishing, University of Texas at Austin.

1993 Instructor, Magazine Editing and Desktop Publishing, University of Texas at Austin.

1991 Teaching assistant, Copyediting (summer session), University of Texas at Austin.

1989–92 Teaching assistant, Magazine Editing and Desktop Publishing, University of Texas at Austin.

1986–88 Lecturer, Department of Communication Studies, SUNY College at Cortland. Taught junior- and senior-level courses in media and society, community journalism, television news issues, interpersonal communication and introductory public speaking. Taught 21 credits both academic years.

1985–86 Teaching assistant, Survey Research, Cornell University.

1985 Teaching assistant, Introduction to Mass Media, Cornell University.

1974 High school science and mathematics teacher (adult education), Algonquin Community College, Ottawa.

**Publicationsxxx** *at La Salle*

*Publications in refereed journals*:

Beatty, J. (in press). American Stereotypes of Chinese: Traits, Values and Media Use. *International Communication Research Journal*.

Beatty, J. (2016). Perceptions of online styles of news video production. Journal of Visual Literacy 35(2), 126–146. doi: 10.1080/1051144X.2016.1270629

Beatty, J.E., & Collins, H. (2012). Team Teaching Online Journalism by Focusing on the Great Migration. *Teaching Journalism and Mass Communication 2*(1). Retrieved from http://aejmc.us/spig/2012/team-teaching-online-journalism. (Online journal, publication of Small Programs Interest Group of national Association for Education in Journalism and Mass Communication)

Beatty, J.E. (2008). Crossing A Virtual Boundary: Trends And Issues Confronting Print Journalism In The Digital Era. *Journal of the International Digital Media and Arts Association* 5(1): 5–13. (International journal, publication of International Digital Media & Arts Association)

Beatty, J.E. (2003). 55’s the Limit. How to use the 55-word short story in a feature writing class. *The Community College Journalist 31*(2): 8–10. (Indexed in ERIC; earlier version of paper was submitted to refereed AEJMC conference)

Beatty, J.E. (2000). From Cooperative to Court Case: Struggles for Community Radio in Austin, Texas. *Journal of Radio Studies* *7*(2): 310-328. (National journal, publication of Broadcast Education Association)

*Reviews in refereed journals:*

Beatty, J. (2016). Review of the book *Digital Shift: The Cultural Logic of Punctuation*, by J. Scheible. *Journalism & Mass Communication Quarterly 93*(1): 255–257.

Beatty, J. (2014) Review of Kobré, Kenneth, *Videojournalism: Multimedia Storytelling*. *Journalism and Mass Communication Educator 69*(2): 211–213.

Beatty, J.E. (2007). Review of Copeland, David A. *The Idea of a Free Press. The Enlightenment and Its Unruly Legacy*. *Journalism & Mass Communication Quarterly 84*(4): 855–857.(Review, top-tier refereed journal)

Beatty, J.E. (2006). Review of Knowlton, Steven R., and Freeman, Karen L. (eds.) *Fair and Balanced. A History of Journalistic Objectivity*. *Journalism & Mass Communication Quarterly 83*(1): 207–208.(Review, top-tier refereed journal)

Beatty, J.E. (2004). Review of Klotz, Robert J. *The Politics of Internet Communication*. *Journalism & Mass Communication Quarterly 81*(2): 457–458.(Review, top-tier refereed journal)

Beatty, J.E. (2004). Review of Kundanis, Rose M., *Children, Teens, Families, and Mass Media. The Millennial Generation*. *Mass Communication and Society 7*(1): 249–251. (Review, second-tier refereed journal)

**Publications** *elsewhere*

*Review in refereed journal:*

Beatty, J.E. (1989). Review of Pollard, George. *Decision Acceptance among Radio Newsworkers*. *Journalism* *Quarterly 66*(4): 1018-1019. (Review, top-tier refereed journal)

*Other academic publications:*

Beatty, J. (2000). “Getting it Right: ‘Credibility’ is the buzzword for media practitioners.” *MC&S News 33*(2): 4-5, 7. (Non-refereed, AEJMC divisional publication)

Beatty, J. (1999). “In Defense of News Quizzes.” *MC&S News 32*(2): 2-3. (Non-refereed, AEJMC divisional publication)

Beatty, J. (1998). “Assessing Student Performance: News Articles.” *MC&S News 32*(1): 4. (Non-refereed, AEJMC divisional publication)

Beatty, J.E. (1978). “Interpretive Planning on Nature Reserves.” *UCL Discussion Paper No. 17,* University College London. (Invited university publication).

**Conference papers** *at La Salle*

Beatty, J. (2021, August). American Stereotypes of Chinese: Traits, Values and Media Use. International Communication Division. Association for Education in Journalism and Mass Communication Conference. (Refereed, full paper)

Beatty, J. (2021, March). American Stereotypes of Chinese: Personality Traits, Cultural Values and Media Use. Open Division. Association for Education in Journalism and Mass Communication Southeast Regional Conference. (Refereed, full paper; Top Faculty Paper, Open Division).

Beatty, J. (2017, September). Perception of news video production styles. International Visual Literacy Association Conference, Cambridge, Mass. (Invited presentation based on published paper)

Beatty, J.E. & Matos, J. (2014, August). Post-television news: perceptions of three forms of online video production. Electronic News Division, Association for Education in Journalism and Mass Communication Conference, Montreal, Canada. (Refereed, full paper, 40% acceptance)

Beatty, J.E. & Matos, J. (2014, March). Post-television news: perceptions of new forms of online video production. Electronic News Division, Association for Education in Journalism and Mass Communication Southeast Regional Conference, Gainesville, Florida. (Refereed, full paper)

McManus, M., Beatty, J. & McCoey, M. (2008, January). IT Strategic Planning: Enhancing Teaching and Learning with New Technologies. EDUCAUSE Mid-Atlantic Regional Conference, Baltimore, Maryland.

Beatty, J.E. (2007, November). Overview of Digital Journalism/What’s it doing? Where’s it Going? International Digital Media and Arts Association, Philadelphia, PA. (Refereed, abstract only)

Beatty, J.E. (2006, June). Motives and Parasocial Interactions of Fan Celebrity Web Site Creators. Communication Technology Division, International Communication Association, Dresden, Germany. (Refereed, full paper, 40% acceptance)

Cech, M. & Beatty, J.E. (2005, August). Fan Websites: Motives, Identification and Site Content. Entertainment Studies Interest Group, Association for Education in Journalism and Mass Communication, San Antonio, Texas. (Refereed, full paper, 50% acceptance)

Beatty, J.E. (2004, October). The Libertarian Party: Communication from the Margins. Middle Atlantic American Studies Association, Bethlehem, Pa. (Accepted based on abstract)

Beatty, J.E. (2003, August). 55’s the Limit. How to use the 55-word short story in a feature writing class. Small Programs Interest Group, Association for Education in Journalism and Mass Communication, Kansas City, Mo. (Refereed, full paper, 50% acceptance)

Beatty, J.E. (2001, November). Harv Morgan, KYW and the origins of talk radio. Radio Division, Popular Culture Association, Philadelphia, Pa. (Accepted based on abstract)

**Conference papers** *elsewhere*

Beatty, J.E. (2000, June). “Civic knowledge, attitudes, behaviors and talk radio listenership.” Mass Communication Division, International Communication Association, Acapulco, Mexico. (Refereed, full paper, 40% acceptance)

Beatty, J.E. (1999, April). “Talking of Talk Radio: Host Discourse and Interviews with Listeners in Austin, Texas.” Aesthetics and Criticism Division, Broadcast Education Association, Las Vegas, Nev. (Refereed, full paper, 15% acceptance)

Beatty, J.E. (1998, August). “Talk Radio as Forum and Companion: Listener Attitudes and Uses and Gratifications in Austin, Texas.” Mass Communication and Society Division, Association for Education in Journalism and Mass Communication, Baltimore, Md. (Refereed, full paper, 35% acceptance)

Beatty, J.E. (1990, May). “American Perception of Chinese Cultural Values.” Intercultural/Development Communication Division, International Communication Association, Dublin, Ireland. (Refereed, full paper, 40% acceptance)

Beatty, J.E. (1989, August). “It’s About Time: Revealing Why and How Some Empiricists Claim TV Wastes Our Time.” Qualitative Studies Division, AEJMC, Washington, D.C. (Refereed, full paper, 40% acceptance)

Beatty, J.E. (1987, November). “Paradigms and Popular Mass Communication Research.” Popular Culture Association, Montreal, Quebec. (Accepted based on abstract)

Beatty, J.E. (1986, November). “What’s Left of Right Thinking About Mass Culture?” Popular Culture Association, Atlanta, Ga. (Accepted based on abstract)

**Honors, awards and grantsx** *at La Salle*

2021 Top Faculty Paper, Open division, Association for Education in Journalism and Mass Communication Southeast Regional Conference.

2021 Top Paper Reviewer, Intercultural Communication Division, International Communication Association.

2013 Summer Faculty Research Grant, La Salle University (project title: “Creating effective video for teaching about health and nutrition”).

2004 Summer Faculty Research Grant, La Salle University (project title “Fan Web Site Creators and their Creations”).

2003 GIFT Scholar (Great Ideas For Teachers), Association for Education in Journalism and Mass Communication.

2000 Faculty Development grant, department of English.

2000 Link-to-Learn grant (contributor) Digital Arts and Multimedia Design program.

**Honors, awards and grants** *elsewhere*

1999 Freedom Forum Teaching Fellow, Indiana University.

1994 Shell research grant, University of Texas at Austin.

1992 Winner, Top 12 Doctoral Student Competition, The Wichita Symposium (Beyond Agendas: New Directions in Communication Research), Wichita State University.

1991 Research grant, Kaltenborn Foundation.

1988 Pre-emptive Fellowship, University of Texas at Austin.

1987 Appointed to Tompkins County Arts Council grant review panel.

1987 Discretionary salary increase (merit), Department of Communication Studies, SUNY Cortland.

1983 Sea Grant Scholarship, Sea Grant Institute of New York.

1981 Summer Fellowship, Cornell University.

1970 Varsity Fund Entrance Scholarship, Victoria College, University of Toronto.

**University service** *at La Salle*

2018–21 Member, Academic Discovery Committee

2017 Sole session facilitator, Winter Institute: **Using Technology in Our Classes in Meaningful Ways, January, 2017**

**2016** Panelist, Teaching Reading and Content in Writing Classes, October 2016

2015–18 Member, Scholarship Review Committee

2014 Chair, Faculty Development Committee

2013–16 Member, Executive Committee, Exploring Nutrition program

2013–15 Member, Faculty Development Committee; liaison with Talking About Teaching program

2013–15 Member, Grow the Major Committee, English department

2011–21 Chair, Scholarship Committee, English department

2009–11 Member Core Advisory Board

2009–13 Member, University Grievance Committee; Chair 2011–2013

2009–12 Member, English department High School Outreach Committee

2007–14 Member, English composition committee

2007–12 Member, English publicity committee

2006–08 Member, Student Funding Advisory Board

2006 Member, search committees for three tenure-track positions, English department

2006 Chair, search committee for director position, Digital Arts and Multimedia Design program

2005–06 Interim Director, Digital Arts and Multimedia Design program; coordinator, internship and co-op programs

2005–09 Member, University Sabbatical Leaves Review Committee

2005–21 Supervisor, Honors senior projects in journalism, Web design, free-lance writing, print to Web conversion, textbook design

2004–08 Member, Arts and Sciences Technology Committee, chair, subcommittee on skills assessment and training

2004–07 Member, University Food Services Committee

2004–21 DArt representative at open houses, DDP days.

2004 Conducted Dreamweaver/Fireworks workshop for La Salle staff and faculty.

2003–04 Member, Department of English publicity committee, futures committee.

2003 Discussion leader, Opening Weekend reading program.

2003 Conducted Web design portion of “Desktop Publishing and Web Authoring” workshop for high school seniors.

2003 Participant, industry roundtable, Digital Arts and Multimedia Design.

2002–03 Chair, Department of English publicity committee; member scholarship committee.

2002 Conducted Web design portion of “Desktop Publishing and Web Authoring” workshop for high school seniors.

2002–21 Reviewer, senior portfolios, Digital Arts and Multimedia Design.

2001–04 Member, Student Press Committee. Chair, 2002–2004.

2001–02 Member, Department of English curriculum committee, technology committee.

2001–02 Coordinated restructuring of Digital Arts and Multimedia Design communication electives block.

2000–15 Web site manager, Department of English.

2000–21 Dow Jones Newspaper Fund Editing Intern Program, test bank monitor.

2000–01 Member, Department of English technology committee, graduate program development committee.

2000 Gave talk, “The Libertarian Party, Natural Law, and Communication,” sponsored by English Department, Lambda Iota Tau and the Undergraduate Research Program.

**University service** *elsewhere*

1999–2000 Chancellor’s Installation Committee, UNC Pembroke.

1999–2000 Dow Jones Newspaper Fund Editing Intern Program, test bank monitor, UNC Pembroke.

1998–2000 Member, Student Affairs and Campus Life Committee, UNC Pembroke.

1998–2000 Departmental search, peer evaluation committees, Department of Mass Communication, UNC Pembroke.

1997–2000 Member, Student Publications Board, UNC Pembroke.

1997–2000 Adviser, *The Pine Needle*, UNC Pembroke student newspaper.

1997–98 Departmental search committee, Department of English, UNC Pembroke.

**Other service**

2013 Interviewed for and quoted in

Timpane, J. “NPR host tweets his mom’s death.” *The Philadelphia Inquirer* 31 Jul. 2013: A1, A14. Print.

2000–10 Fundraising volunteer, WDIY-FM, Bethlehem, PA.

2000–04 Clean and Green program, West Park Community Association, Allentown, PA.

1993–97 President, Austin Friends of Traditional Music; non-profit music promotion, public relations.

1993–97 Organizer, station launch committee, KOOP-FM, Austin.

**Other professional activities** *at La Salle*

*Positions held in academic associations*:

2001–02 Co chair, Research Committee, Association for Education in Journalism and Mass Communication, Mass Communication and Society Division.

2000–01 Secretary/Newsletter editor, Association for Education in Journalism and Mass Communication, Mass Communication and Society Division.

*Activities, planning for academic conferences*:

2020 Research paper competition reviewer, 2021 International Communication Association conference.

2019 Research paper competition reviewer, 2020 International Communication Association conference.

2018 Research paper competition reviewer, 2019 International Communication Association conference, Washington, D.C.

2017 Research paper competition reviewer, 2018 International Communication Association conference, Prague, Czech Republic.

2016 Research paper competition reviewer, 2017 International Communication Association conference, San Diego, Cal.

2015 Research paper competition reviewer, 2016 International Communication Association conference, Fukuoka, Japan.

2014 Research paper competition reviewer, 2015 International Communication Association conference, San Juan, Puerto Rico.

2013 Research paper competition reviewer, 2014 International Communication Association conference, Seattle, Wash.

2012 Research paper competition reviewer, 2013 International Communication Association conference, London, England.

2012 Teaching presentations on online journalism (2), Teachapalooza2012, Poynter Institute, St. Petersburg, FL, June 2012; international audience of journalism educators

2011 Research paper competition reviewer, 2012 International Communication Association conference, Phoenix, Ariz.

2010 Research paper competition reviewer, 2011 International Communication Association conference, Boston, Mass.

2009 Research paper competition reviewer, 2010 International Communication Association conference, Singapore.

2009 Workshop participant, CPATH conference: The Revolution Will be Televised: Revitalizing the Union of Computer Science and the Media, Chicago, Ill., September, 2009.

2009 Research paper referee, AEJMC Midwinter conference, Mass Communication and Society Division, Norman, Oklahoma, March, 2009.

2008 Research paper competition reviewer, 2009 International Communication Association conference, Chicago, Ill.

2008 Research paper competition reviewer, panel discussant, Association for Education in Journalism and Mass Communication conference, Chicago, Ill.

2007 Research paper competition reviewer, 2008 International Communication Association conference, Montreal, Canada.

2007 Research paper competition reviewer, Association for Education in Journalism and Mass Communication conference, Washington, D.C.

2007 Planned and moderated two panels, International Digital Media and Arts Association conference, Philadelphia, Pa.

2006 Research paper competition reviewer, 2007 International Communication Association conference, San Francisco, Calif.

2006 Research paper competition reviewer, panel moderator, paper discussant, Teaching Idea exchange presenter, Association for Education in Journalism and Mass Communication conference, San Francisco, Calif.

2005 Research paper competition reviewer, Communication and Technology Division, International Communication Association 2006 annual conference, Dresden, Germany.

2005 Presenter, Teaching Idea Exchange, Association for Education in Journalism and Mass Communication conference, San Antonio, Texas.

2004 Research paper competition reviewer, Association for Education in Journalism and Mass Communication conference, Toronto, Ontario, Canada.

2003 Panel moderator, research paper competition reviewer, Association for Education in Journalism and Mass Communication conference, Kansas City, Mo.

2002 Discussant for scholar-to-scholar refereed paper session, panel moderator, research paper competition reviewer, Association for Education in Journalism and Mass Communication conference, Miami Beach, Fla.

2001-2002 Co-coordinated research paper competition, preparation of seven panels, awarding of prizes, preparation of program copy for Association for Education in Journalism and Mass Communication 2002 conference, Miami Beach, Fla.

2001 Discussant for scholar-to-scholar refereed paper session, research paper competition reviewer, Association for Education in Journalism and Mass Communication conference, Washington, D.C.

2001 Panel moderator, Popular Culture Association/American Culture Association conference, Philadelphia, PA.

*Manuscript evaluations, consultations, material development*:

2017 Reviewed book proposal, two sample chapters for *Web Programming with HTML5, CSS, and JavaScript* for Jones & Bartlett Learning, January, 2017

2013 Reviewed manuscript “The Voice in the Night Unheard by Scholars: Herb Jepko and the Genesis of National Talk Radio” for the *Journal of Radio and Audio Media*, September, 2013.

2012 Invited judge, websites, Livestock Publications Council 2012 national awards.

2012 Reviewed manuscript “Dear Old Phosporescent Foolishness: End of Life Programs on American Radio” for the *Journal of Radio and Audio Media*, August, 2012.

2009 Reviewed book proposal for *Videojournalism: The Professionals’ Approach* for Focal Press, June, 2009

2006 Reviewed manuscript, “Back to the Future: Allegheny Mountain Radio and Localism in West Virginia Community Radio” for the *Journal of Radio Studies*, January, 2006.

2005 Reviewed manuscript of *Web Design: A Complete Introduction*, by Nigel Chapman and Jenny Chapman for John F. Wiley.

2003 Reviewed manuscript of “Job approval and favorability: The impact of the Monica Lewinsky scandal on public opinion of President Bill Clinton,” for *Mass Communication & Society*.

2002 Reviewed manuscript of “An investigation of Web news: Selectivity, involvement and utility,” for *Mass Communication & Society*.

2002 Writer, test bank for *The Web Wizard’s Guide to Web Design*, Addison-Wesley.

2002 Reviewed manuscript of *The Web Wizard’s Guide to Dreamweaver,* Addison-Wesley.

2002 Reviewed manuscript of *Academic Communities/Disciplinary Conventions*, Prentice Hall.

2001 Reviewed manuscript of *The Web Wizard’s Guide to Web Design*, Addison-Wesley.

2001 Reviewed manuscript of Dreamweaver book proposal, Addison-Wesley.

**Other professional activities** *elsewhere*

*Positions held in academic associations*:

1999–2000 Chair, Professional Freedom and Responsibility Committee, Association for Education in Journalism and Mass Communication, Mass Communication and Society Division.

1998–1999 Member, Teaching Standards Committee, Association for Education in Journalism and Mass Communication, Mass Communication and Society Division.

*Activities, planning for academic conferences*:

2000 Arranged and moderated panels, “Mass Media Research: Limited effects on the Practice of Journalism,” and “Natural Born Killers: Hate Crimes and Ritual Killings in the Wake of the Columbine High School Massacre,” research panel moderator, research paper competition reviewer, Association for Education in Journalism and Mass Communication conference, Phoenix, Ariz.

2000 Research paper competition reviewer, Association for Education in Journalism and Mass Communication Southeast Regional conference, Chapel Hill, N.C.

2000 Research paper competition reviewer, International Communication Association conference, Mass Communication Division, Acapulco, Mexico.

1999 Arranged and moderated panel, “Teaching Teachers to Teach: Enhancing Media Credibility through Better Pedagogy,” research paper competition reviewer, Association for Education in Journalism and Mass Communication conference, New Orleans, La.

1995 Member, elections committee, International Communication Association.

1993 Member, international membership committee, International Communication Association.

**Journalism/broadcasting/publishing experience** *at La Salle*

2004 Designed printed materials for Department of English alumni reunion.

2000–2001 Desktop publisher, editor, *MC&S News*, newsletter of the Mass Communication & Society Division of the Association for Education in Journalism and Mass Communication.

**Journalism/broadcasting/publishing experiencex** *elsewhere*

1999 Desktop publisher, official program, UNC Pembroke Chancellor’s installation.

1997–98 Free-lance contributor, *Austin American-Statesman*.

1994 Desktop publisher, “Toward the Year 2000. What will be the newspaper’s niche in the new information environment?” STUP Management Report in conjunction with The Poynter Institute for Media Studies and The University of Texas at Austin.

1993 Interim assistant (layout) editor, *Coaches’ Corner,* newsletter distributed nationally to newspaper writing coaches.

1993–97 Announcer, music librarian, KOOP-FM, Austin, Texas.

1992–97 Copyeditor, news, neighbor and lifestyle; weekend copy chief, features; lifestyles reporter, *Austin American-Statesman.* Contributed several feature stories including section fronts.

1992 Desktop publisher, *OSR Opinion* for Office of Survey Research, U. of Texas-Austin.

1991–92, 1993–94 Contributing music writer, *The* *Austin Chronicle* weekly.

1990 Assistant to the producer, KLBJ-AM, news-talk radio, Austin (internship).

1989–1993 Announcer, music coordinator, KTSB-FM, Austin, Texas.

1985–88 Contributing writer, *Ithaca Times* weekly, primarily features.

1983–88 Announcer, WVBR-FM, Ithaca, N.Y.

1982–present National touring and studio musician, traditional music promoter and publicist, Ithaca, N.Y., Austin, Texas, Allentown, Pa.

1975 Announcer, CKCU-FM, Ottawa, Ontario.

**Professional/academic memberships**

Association for Education in Journalism and Mass Communication

Broadcast Educators Association

International Communication Association

International Webmasters Association/HTML Writers Guild

Online News Association