

Curriculum Vitae

March 2011

ELIZABETH MOYER PERSE

Address

Department of Communication
University of Delaware
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Education

Ph.D., Speech Communication: Mass Communication, Kent State University, 1987. Preliminary Paper: A Conceptualization of Media Involvement. Dissertation: *Cognitive and Affective Involvement with Local Television News*.

M.A., Speech Communication: telecommunications, Kent State University, 1985. Thesis: *Soap Opera Viewing by College Students and the Cultivation Process*.

B.A., Northwestern University, Evanston, Illinois, 1971. Major: English Literature.

Employment

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| 2003 – present | Chair, Department of Communication, University of Delaware. Oversee Department of 14 faculty, MA program, and 600 majors. |
| 2002 – 2003 | Acting Chair, Department of Communication, University of Delaware. Oversee Department of 14 faculty, MA program, and 600 majors. |
| 1987 – 2002 | Professor, Department of Communication, University of Delaware.
Teach mass communication courses, direct theses, serve on graduate committees. |
| 1986 – 1987 | University Fellow, Kent State University. Taught telecommunications courses. |
| 1984 – 1986 | Editorial Assistant, <i>Journal of Broadcasting and Electronic Media</i> . Assisted the editor in manuscript review and journal production process. |
| 1983 – 1984 | Review and Criticism Assistant, <i>Journal of Broadcasting</i> .
Graduate Assistant, School of Speech Communication, Kent State University. Taught Radio Production lab sections, supervised student news productions, and research assistant to Alan M. Rubin. |
| 1980 – 1983 | Suburban correspondent, <i>The Cleveland Plain Dealer</i> . Attended and reported on local government meetings, maintained rapport with local government officials. |

Undergraduate Courses Taught

Telecommunications Research	Mass Media Effects
Broadcast Copywriting	Media Message Analysis
Introduction to Mass Communication	Mass Media and Culture
Theories of Mass Communication	Special Topic: The Soap Opera
Experiments in Mass Communication	New Technologies
Communicating Online	Broadcasting History

Graduate Courses Taught

Theories of Mass Communication
Social Impacts of New Communication Technologies

PUBLICATIONS

Books

Rubin, R. B., Rubin, A. M., Perse, E. M., Graham, E. E., Seibold, D. (Eds.). (2009). *Communication research measures, Vol. II*. Mahwah, NJ: Lawrence Erlbaum Associates.

Perse, E. M. (2001). *Media effects and society*. Mahwah, NJ: Lawrence Erlbaum. (2nd ed. in process)

Courtright, J. A., & Perse, E. M. (2001). *Communicating online* (2nd ed.). Mountain View, CA: Mayfield.

Courtright, J. A., & Perse, E. M. (1998). *Communicating online*. Mountain View, CA: Mayfield.

Courtright, J. A., & Perse, E. M. (1998). *The Mayfield quick guide to the Internet for Communication students*. Mountain View, CA: Mayfield.

Refereed Journal Articles (41)

Godlewski, L. R., & Perse, E. M. (2010). Audience activity and reality television: Identification, online activity, and satisfaction. *Communication Quarterly*, 58, 1-22.

Perse, E. M., & Butler, J. S. (2005). Call-in talk radio: Compensation or enrichment. *Journal of Radio Studies*, 12, 204-222.

Ferguson, D. A., & Perse, E. M. (2004). Audience satisfaction among TiVo and Replay TV users. *Journal of Interactive Advertising*, 4(2), <http://jiad.org/vol4/no2/ferguson/>.

Graham, E. E., Barbato, C. A., & Perse, E. M. (2003). Communicating in the family: An examination of the relationship of family communication climate and interpersonal communication motives. *Family Communication*, 3(3), 123-148.

- 14th most downloaded article from *Family Communication*, 2007
- Top 10 Most Downloaded articles of the Journal of Family Communication through May 2010

Perse, E. M., & Ferguson, D. A. (2000). The benefits and costs of Web surfing. *Communication Quarterly*, 48, 343-359.

Ferguson, D. A., & Perse E. M. (2000). The World Wide Web as functional alternative to television. *Journal of Broadcasting & Electronic Media*, 44, 155-174.

- Reprinted in Television: Miller, T. (Ed.). (2003). *Critical concepts in media and cultural studies*. Routledge.

Barbato, C. A., & Perse, E. M. (1999). I don't care if you are 65, you are still my baby: Examining parents' communication motives throughout the life-span. *Communication Research Reports*, 16, 147-156.

McLeod, D. M., Signorielli, N., Perse, E. M., & Courtright, J. A. (1999). Public hostility toward freedom of expression during international conflicts: A case study of public opinion during the Persian Gulf War. *Free Speech Yearbook*, 36, 104-117.

Perse, E. M.. (1998). Implications of cognitive and affective involvement for channel changing. *Journal of Communication*, 48(3), 49-68.

Perse, E. M., & Dunn, D. G. (1998). The utility of home computers: Implications of multimedia and connectivity. *Journal of Broadcasting and Electronic Media*, 42, 435-456.

Perse, E. M., Nathanson, A. I., & Ferguson, D. A. (1997). Gender differences in television use: An exploration of the instrumental-expressive dichotomy. *Communication Research Reports*, 14, 176-188.

Perse, W. M., McLeod, D. M., Signorielli, N., & Dee, J. (1997). News coverage of abortion between *Roe* and *Webster*: Public opinion and real-world events. *Communication Research Reports*, 14, 97-105.

Barbato, C. A., Graham, E. E., & Perse, E. M. (1997). Uses of interpersonal communication motives and humors by elders. *Communication Research Reports*, 14, 48-57.

Perse, E. M. (1996). Sensation seeking the use of television for arousal. *Communication Reports*, 9, 38-48.

- Portions reprinted in Pyrczak, F. (1998). *Interpreting basic statistics* (2nd ed.). Los Angeles: Pyrczak Publishing.

Perse, E. M., Nathanson, A. I., & McLeod, D. M. (1996). The effects of spokesperson gender, PSA appeal, and involvement on evaluations of safe-sex public service announcements. *Health Communication*, 8, 171-189.

Emerson, M.B., & Perse, E. M. (1995). Sports and media events orientations to the 1992 Winter Olympics. *Journal of International Communication*, 2(1), 80-99.

- Pavitt, C., Perse, E. M., & Burggraf, C. S. (1995). The stability of college students' implicit theories of marriage as measured by the Relational Dimensions Instrument. *Communication Quarterly, 43*, 332-341.
- McLeod, D. M., Perse, E. M. (1994). Direct and indirect effects of socioeconomic status on public affairs knowledge. *Journalism Quarterly, 71*, 433-442.
- Perse, E. M. (1994). Uses of erotica and acceptance of rape myths. *Communication Research, 21*, 488-515.
- Perse, E. M., & Ferguson, D. A. (1993). The impact of the newer television technologies on television satisfaction. *Journalism Quarterly, 70*, 843-853.
- Nominated for the 1994 Communication Policy Research Award by the Donald McGannon Communication Research Center, Fordham University.
 - Reprinted in: A. Wells and E. A. Hakanen (Eds.), *Mass Media and Society* (pp. 317-330). Greenwich, CT: Ablex (1997).
- Perse, E. M., Ferguson, D. A., & McLeod, D. M. (1994). Cultivation in the newer media environment. *Communication Research, 21*, 79-104.
- Ferguson, D. A., & Perse, E. M. (1993). Media and audience influences on channel repertoire. *Journal of Broadcasting and Electronic Media, 37*, 31-47.
- Graham, E. E., Barbato, C., & Perse, E. M. (1993). The Interpersonal Communication Motives model. *Communication Quarterly, 41*, 172-186.
- Perse, E. M., Burggraf, C. S., & Pavitt, C. (1993). College students' view of marriage on television. *New Jersey Journal of Communication, 1*, 103-116.
- Perse, E. M., Burton, P. I., Kovner, E. S., Lears, E. E., & Sen, R. J. (1993). Predicting use of electronic mail in a college classroom. *Communication Research Reports, 9*(2), 161-170.
- Perse, E. M., & Courtright, J. A. (1993). Normative images of communication media: Mass and interpersonal channels in the new media environment. *Human Communication Research, 19*, 485-503.
- Barbato, C. A., & Perse, E. M. (1992). Interpersonal communication motives and the life position of elders. *Communication Research, 14*, 516-531.
- Perse, E. M. (1992). Predicting attention to local television news. *Communication Reports, 5*, 40-49.
- Perse, E. M. (1990). Audience selectivity and involvement in the newer media environment. *Communication Research, 17*, 675-697.
- Perse, E. M. (1990). Involvement with local television news: Cognitive and emotional dimensions. *Human Communication Research, 16*, 556-581.

- Perse, E. M. (1990). Media involvement and local television news effects. *Journal of Broadcasting & Electronic Media*, 34, 17-36.
- Perse, E. M., Pavitt, C., & Burggraf, C. S. (1990). Implicit theories of marriage and evaluations of marriage on television. *Human Communication Research*, 16, 387-408.
- Perse, E. M., & Rubin, A. M. (1990). Chronic loneliness and television use. *Journal of Broadcasting & Electronic Media*, 34, 37-53.
- Perse, E. M., & Rubin, R. B. (1989). Attribution in social and parasocial relationships. *Communication Research*, 16, 59-77.
- Perse, E. M., & Rubin, A. M. (1988). Audience activity and satisfaction with favorite television soap opera. *Journalism Quarterly*, 65, 368-375.
- Rubin, A. M., Perse, E. M., & Taylor, D. S. (1988). A methodological investigation of cultivation. *Communication Research*, 15, 107-134.
- Rubin, R. B., Perse, E. M., & Barbato, C. A. (1988). Conceptualization and measurement of interpersonal communication motives. *Human Communication Research*, 14, 602-628.
- Rubin, A. M., & Perse, E. M. (1987). Audience activity and soap opera involvement: A uses and effects investigation. *Human Communication Research*, 14, 246-268.
- Rubin, A. M., & Perse, E. M. (1987). Audience activity and television news gratifications. *Communication Research*, 13, 58-84.
- Perse, E. M. (1986). Soap opera viewing patterns of college students and cultivation. *Journal of Broadcasting & Electronic Media*, 30, 175-193.
- Rubin, R. B., Rubin, R. A., Perse, E. M., Armstrong, C., McHugh, M., & Faix, N. (1986). Media use and meaning of music video. *Journalism Quarterly*, 63, 353-359.
- Rubin, A. M., Perse, E. M., & Powell, R. A. (1985). Loneliness, parasocial interaction, and local television news viewing. *Human Communication Research*, 12, 155-180.

Book Chapters (21)

- Perse, E. M. (2009). Measurement in mass communication. In R. B. Rubin, A. M., Rubin, E. E., Graham, E. M. Perse, & D. R. Seibold (Eds.), *Communication research measures II: A sourcebook* (pp. 94-104). New York: Routledge.
- Perse, E. M. (2009). Cognitive elaboration scale. In R. B. Rubin, A. M., Rubin, E. E., Graham, E. M. Perse, & D. R. Seibold (Eds.), *Communication research measures II: A sourcebook* (pp. 126-129). New York: Routledge.

- Perse, E. M. (2009). Organization-public relationship scale. In R. B. Rubin, A. M., Rubin, E. E., Graham, E. M. Perse, & D. R. Seibold (Eds.), *Communication research measures II: A sourcebook* (pp. 248-251). New York: Routledge.
- Perse, E. M. (2009). Perceptions of television reality. In R. B. Rubin, A. M., Rubin, E. E., Graham, E. M. Perse, & D. R. Seibold (Eds.), *Communication research measures II: A sourcebook* (pp. 267-271). New York: Routledge.
- Perse, E. M. (2009). Presence questionnaire. In R. B. Rubin, A. M., Rubin, E. E., Graham, E. M. Perse, & D. R. Seibold (Eds.), *Communication research measures II: A sourcebook* (pp. 276-283). New York: Routledge.
- Perse, E. M. (2009). Sad film scale. In R. B. Rubin, A. M., Rubin, E. E., Graham, E. M. Perse, & D. R. Seibold (Eds.), *Communication research measures II: A sourcebook* (pp. 331-335). New York: Routledge.
- Perse, E. M. (2009). Self-assessment manikan. In R. B. Rubin, A. M., Rubin, E. E., Graham, E. M. Perse, & D. R. Seibold (Eds.), *Communication research measures II: A sourcebook* (pp. 336-341). New York: Routledge.
- Perse, E. M. (2009). Social presence scale. In R. B. Rubin, A. M., Rubin, E. E., Graham, E. M. Perse, & D. R. Seibold (Eds.), *Communication research measures II: A sourcebook* (pp. 365-368). New York: Routledge.
- Perse, E. M. (2009). Television addiction scale. In R. B. Rubin, A. M., Rubin, E. E., Graham, E. M. Perse, & D. R. Seibold (Eds.), *Communication research measures II: A sourcebook* (pp. 387-394). New York: Routledge.
- Perse, E. M. (2009). Television mediation scale. In R. B. Rubin, A. M., Rubin, E. E., Graham, E. M. Perse, & D. R. Seibold (Eds.), *Communication research measures II: A sourcebook* (pp. 395-401). New York: Routledge.
- Perse, E. M. (2009). Third-person effect. In R. B. Rubin, A. M., Rubin, E. E., Graham, E. M. Perse, & D. R. Seibold (Eds.), *Communication research measures II: A sourcebook* (pp.402-405). New York: Routledge.
- Perse, E. M. (2009). Willingness to censor survey. In R. B. Rubin, A. M., Rubin, E. E., Graham, E. M. Perse, & D. R. Seibold (Eds.), *Communication research measures II: A sourcebook* (pp. 414-431). New York: Routledge.
- Caplan, S. E., Perse, E. M., & Recchiuti, J. K. (2007). Online social interaction technologies. In C. Lin & D. Atkin (Eds.), *Communication technology and social change: Theory, Effects, & Applications* (pp. 39-57). Mahwah, NJ: Lawrence Erlbaum.
- Perse, E. M. (2006). Meta-analysis: Demonstrating the power of mass communication. In R. Preiss, B. Gayle, M. Allen, N. Burrell, & J. Bryant (Eds.), *Media effects research: Advances through meta-analysis* (pp. 467-488). Mahway, NJ: Erlbaum.

- Perse, E. M., Signorielli, N., Courtright, J. A., Samter, W., Caplan, S. E., Lambe, J. L., & Cai, X. (2002). Public perceptions of the functions of the mass media following the attacks of September 11. In B. S. Greenberg (Eds.), *Communication and terrorism* (pp. 39-52). Hampton Press.
- Perse, E. M. (2000). Applying audience activity theories to television promotion. In S. T. Eastman (Ed.), *Promotion: Theory and Research* (pp. 19-53). Mahwah, NJ: Erlbaum.
- Perse, E. M. (1996). Herta Herzog. In N. Signorielli (Ed.), *Women in communication* (pp. 202-211). Westport, CT: Greenwood.
- Reprinted in Eastman, S. T., & Ferguson, D. A. (2006). *Media programming: Strategies and practices (7th ed.)*. Belmont, CA: Thomson Wadsworth.
- Rubin, A. M., & Perse, E. M. (1994). Measures of mass communication. In R. B. Rubin, P. Palmgreen, P., & H. W. Sypher (Eds.), *Communication research measures: A sourcebook* (pp. 37-56). New York: Guilford.
- Perse, E. M., & Ferguson, D. A. (1993). Gender differences in remote control use. In J. R. Walker & R. V. Bellamy (Eds.), *The remote control device in the new age television* (pp. 169-186). New York: Praeger.
- McLeod, D., Perse, E., Signorielli, N., & Courtright, J. (1993). Public perceptions and evaluations of the role of the media in the Persian Gulf War. In B. S. Greenberg & W. Gantz (Eds.), *Desert Storm and the mass media* (pp. 197-212). Cresskill, NJ: Hampton Press.
- Perse, E. M. (1990). Cultivation and involvement with local television news. In N. Signorielli & M. Morgan (Eds.), *Advances in cultivation analysis* (pp. 51-69). Newbury Park: Sage.

Professional Publications (2)

- Perse, E. M. (1991). *Cognitive and affective involvement with local television news*. Research report distributed by the National Association of Broadcasters.
- Rubin, A. M., Powell, R. A., & Perse, E. M. (1986, November/December). Television news: The on-air family. *Image*, pp. 15-18.
- Reprinted in 1987, March, *RTNDA Intercom Digest*, 4(5).

Editorial Activities

Editor, *Electronic Journal of Communication*, Special Issue on Interfacing Mass and Interpersonal Communication, Vol. 11(1), 2001.

Perse, E. M. (2001). Editor's Note and Introduction. *Electronic Journal of Communication*.

Review and Criticism Editor, *Journal of Broadcasting & Electronic Media*, 1994-1997.

- Perse, E. M. (1996). Review and Criticism's Editor Note. *Journal of Broadcasting & Electronic Media*, 40, 509-510.
- Perse, E. M. (1995). Review and Criticism Editor's Note. *Journal of Broadcasting & Electronic Media*, 39, 275-277.
- Perse, E. M. (1995). Review and Criticism Editor's Note. *Journal of Broadcasting & Electronic Media*, 39, 126.
- Rubin, R. B., Palmgreen, P., & Sypher, H. W. (1994). *Communication research measures: A sourcebook*. New York: Guilford.

Associate editor of Mass Communication section. Chapter responsibilities:

- Perse, E. M. Family communication patterns scale (pp. 159-163)
- Perse, E. M. Gratifications sought and obtained scales (pp. 173-177)
- Perse, E. M. Perceived realism scale (pp. 282-285)
- Perse, E. M. Political media gratifications scale (pp. 296-300)
- Perse, E. M. Television affinity scale (pp. 367-370)
- Perse, E. M. Television viewing motives scale (pp. 371-376)
- Rubin, A. M., & Perse, E. M. Measures of mass communication (pp. 37-56)

Book Reviews and Encyclopedia Entries (13)

- Perse, E. M. (2010). Herta Herzog. In W. Donsbach (Ed.), *International encyclopedia of communication*. Blackwell Publishing.
- Perse, E. M. (2009). Media and Internet violence. In J. A. DeVito, *The interpersonal communication book* (12th ed.), p. 165. Boston, Pearson A.B. Longman.
- Perse, E. M. (2008). Elaborated models of media effects. In W. Donsbach (Ed.), *International encyclopedia of communication* (pp. 2896-2900). Blackwell Publishing.
- Perse, E. M. (2008). Strength of media effects. In W. Donsbach (Ed.), *International encyclopedia of communication* (pp. 2900-2904). Blackwell Publishing.
- Perse, E, M (2007). Advertising effects on adolescents. In J. J. Arnett (Ed.), *Encyclopedia of children, adolescents, and the media* (pp. 23-26). Thousand Oaks, CA: Sage.
- Perse, E, M (2007). Depression and media use. In J. J. Arnett (Ed.), *Encyclopedia of children, adolescents, and the media* (pp. 233-235). Thousand Oaks, CA: Sage.
- Perse, E, M (2007). Models of media effects. In J. J. Arnett (Ed.), *Encyclopedia of children, adolescents, and the media* (pp. 813-815). Thousand Oaks, CA: Sage.
- Perse, E, M (2007). Television viewing motivations. In J. J. Arnett (Ed.), *Encyclopedia of children, adolescents, and the media* (pp. 513-516). Thousand Oaks, CA: Sage.

- Perse, E. M. (2007). Media and Internet violence. In J. A. DeVito, *The interpersonal communication book* (7th ed.), p. 88. Boston, Pearson A.B. Longman.
- Perse, E. M. (2005). Review of *Against the Mainstream: The Selected Works of George Gerbner* edited by Michael Morgan. *Journal of Communication*, 55(1), 187-188.
- Perse, E. M. (2002). Review of *Television Violence and Public Policy* edited by James T. Hamilton. *Journal of Communication*, 52(2), 491-492.
- Perse, E. M. (1993). Review of *It's Time for My Story: Soap Opera Sources, Structure, and Response* by Carol Traynor Williams. *Journalism Quarterly*, 70, 725-726.
- Perse, E. M. (1991). Review of *Television in Everyday Life* by Kubey & Csikszentmihalyi. *Contemporary Sociology*, 20, 284-285.

Professional Papers

- Godlewski, L. R., & Perse, E. M. (2007, November). Audience activity and reality television: Identification, online activity, and satisfaction. Paper presented at the National Communication Association annual conference, Chicago.
- Lambe, J., Lipke, M., & Perse, E. (2005, August). A balancing act: Predicting support for requiring Internet filters in public libraries and schools. Paper presented at the Association for Education in Journalism and Mass Communication annual conference, San Antonio, Texas.
- Perse, E. M., Signorielli, N., & Kunzru, R. (2004, November). *Marketing Appeals in Tobacco Advertising*. Paper presented at the National Communication Association annual conference, Chicago.
- Perse, E. M., & Courtright, J. A. (2004, November). *Functional Images of Communication Channels: Mass and Interpersonal Alternatives in a Fragmented Media Environment*. Paper presented at the National Communication Association annual conference, Chicago.
- Ferguson, D. A., & Perse, E. M. (2004, August). *Ad Skipping and Satisfaction among TiVo Users by Length of Ownership*. Paper presented at the Association for Education in Journalism and Mass Communication convention, Toronto.
- Cohen, J., & Perse, E. M. (2003, November). *Different Strokes for Different Folks: An Empirical Search for Different Modes of Viewer-Character Relationships*. Paper presented at the International Communication Association convention, San Diego.
- Perse, E. M., & Ferguson, E. M. (2003, April). *Audience activity and the third generation of TV*. Paper presented at the Broadcast Education Association national convention, Las Vegas.
- Ferguson, D. A., Perse, E. M. (2002, April). *Audience satisfaction among TiVo users: A comparison of two national samples*. Paper presented at the Broadcast Education Association national convention, Las Vegas.
- Graham, E. E., Barbato, C. A., & Perse, E. M. (2001, November). *Communicating in the family: An examination of the relationship of family communication climate and interpersonal*

communication motives. Paper presented at the National Communication Association annual convention, Atlanta. Top Paper Award.

Ferguson, D. A., & Perse, E. M. (2001, November). *An exploration of audience behavior with digital video recorders (DVRs)*. Paper presented at the National Communication Association annual convention, Atlanta.

Ferguson, D. A., & Perse, E. M. (2001, August). Enhanced television viewing with digital video recorders (DVRs): Audience satisfaction in an asynchronous television environment. Paper presented at the Association for Education in Journalism and Mass Communication annual convention, Washington, DC.

Butler, J. S., & Perse, E. M. (May, 2001). *Talk radio: Enhancement or compensation*. Paper presented at the International Communication Association, Washington, DC.

Perse, E. M., & Ferguson, D. A. (2000, November). *Web surfing satisfaction*. Paper presented at the National Communication Association annual convention, Seattle, Washington. Top Paper Award.

Perse, E. M. (2000, June). *Uses and effects of video games*. Paper presented at the International Communication Association annual convention, Acapulco, Mexico.

Perse, E. M. (1999, Chicago). *Applying Audience Activity Theory to the Practice of Promotion*. Paper presented at the National Communication Association annual convention, Chicago.

Perse, E. M., & Signorielli, N. (1999, May). *Heterosexism in television content and research*. Paper presented at the International Communication Association annual convention, San Francisco.

Ferguson, D. A., & Perse, E. M. (1998, November). *The World Wide Web as a functional alternative to television*. Paper presented at the Speech Communication Association annual convention, New York.

Perse, E. M. (1998, August). *Measuring the active audience: Uses and gratifications and the World Wide Web*. Presentation at the Association for Education in Journalism and Mass communication annual convention (Communication Theory and Methodology Division), Baltimore.

Perse, E. M. (1996, November). *Implications of Cognitive and emotional involvement for channel changing*. Paper presented at the Speech Communication Association annual convention, San Diego. Top-three paper, Mass Communication Division.

Barbato, C. A., & Perse, E. M. (1996, November). *I don't care if you are 65. You are still my baby!:* *Examining parents' communication motives throughout the life-span*. Paper presented at the Speech Communication Association annual convention, San Diego.

Barbato, C. A., Perse, E. M., & Graham, E. E. (1995, November). *Interpersonal communication motives and family communication patterns: Interfacing mediated and interpersonal communication*. Paper presented at the Speech Communication Association annual convention, San Antonio.

- Perse, E. M., & Dunn, D. G. (1995, August). *The utility of home computers: Implications of multimedia and connectivity*. Paper presented at the Association for Education In Journalism and Mass Communication convention, Washington, DC.
- Perse, E. M., Nathanson, A. I., & McLeod, D. M. (1995, May). *The effects of spokesperson gender, PSA appeal, and involvement on evaluations of safe-sex public service announcements*. Paper presented at the International Communication Association annual convention, Albuquerque.
- Barbato, C. A., Graham, E. E., & Perse, E. M. (1994, November). *Uses of Interpersonal Communication Motives and humor by elders*. Paper presented at the Speech Communication Association annual convention, New Orleans.
- Ferguson, D. A., & Perse, E. M. (1994, April). *Viewing television without the remote: A deprivation study*. Paper presented at the Broadcast Education Association convention, Las Vegas.
- Emerson, M. B., & Perse, E. M. (1993, November). *Sports and media events orientations to the 1992 Winter Olympics*. Paper presented at the Speech Communication Association convention, Miami.
- Pavitt, C., Perse, E. M., & Burggraf, C. S. (1993, May). *The stability of college students' implicit theories of marriage as measured by the Relational Dimensions Instrument*. Paper presented at the International Communication Association convention, Washington, DC.
- Perse, E. M. (1992, November). *College students' use of erotica and sexual callousness*. Paper presented at the Speech Communication Association convention, Chicago.
- Perse, E. M., & Ferguson, D. A. (1992, November). *Gratifications from newer television technologies*. Paper presented at the Speech Communication Association convention, Chicago.
- Graham, E. E., Barbato, C. A., & Perse, E. M. (1992, November). *The Interpersonal Communication Motives Model: Matters of validity*. Paper presented at the Speech Communication Association convention, Chicago.
- Perse, E. M., Ferguson, D. A., & McLeod, D. M. (1992, August). *Cultivation and the newer television technologies*. Paper presented at the Association for Education in Journalism and Mass Communication convention, Montreal. Top paper award.
- McLeod, D. M., Perse, E. M., Signorielli, N., & Courtright, J. A. (1992, May). *Conflict and public opinion: The impact of the Persian Gulf War on public hostility toward mass media and protesters*. Paper presented at American Association for Public Opinion Research, St. Petersburg Beach, FL.
- Ferguson, D. A., & Perse, E. M. (1992, April). *Influences on channel repertoire in the newer media environment*. Paper presented at the Broadcast Education Association convention, Las Vegas. First-place paper award.
- Barbato, C. A., & Perse, E. M. (1991, November). *Interpersonal communication motives and the life position of elders*. Paper presented at the Speech Communication Association convention, Atlanta.

- Burggraf, C. S., Pavitt, C. Q., & Perse, E. M. (1991, November). *Marital and television schema and judgments of observed television marriages*. Paper presented at the Speech Communication Association convention, Atlanta.
- McLeod, D. M., Perse, E. M., Signorielli, N., & Courtright, J. A. (1991, November). *Media coverage of the Persian Gulf War: The question of censorship*. Paper presented at the Speech Communication Association convention, Atlanta.
- Perse, E. M., & Courtright, J. A. (1991, November). *Functional images of communication media: Mass and interpersonal channels in the new media environment*. Paper presented at the Speech Communication Association convention, Atlanta. Top-four paper award, Mass Communication Division.
- Perse, E. M., Pavitt, C. Q., & Burggraf, C. S. (1991, November). *Effects of color and black-and-white programs on activation of pro- and anti-social schemata*. Paper presented at the Speech Communication Association convention, Atlanta.
- Pavitt, C., & Perse, E. M. (1991, May). *The measurement of stability in communication-relevant implicit theories: A new issue to argue about*. Paper presented at the International Communication Association convention, Chicago.
- Perse, E. M. (1991, May). *Personality influences on audience selectivity in the newer media environment*. Paper presented at the International Communication Association convention, Chicago.
- Rubin, A. M., & Perse, E. M. (1991, April). *Measurement in mass communication*. Paper presented at the Eastern Communication Association convention, Pittsburgh.
- Perse, E. M. (1990, November). *Need for cognition and attention to local television news*. Paper presented at the Speech Communication Association convention, Chicago.
- McLeod, D. M., & Perse, E. M. (1990, August). *An empirical assessment of factors leading to knowledge gaps: Cognitive skills, news use and access, and perceived utility*. Paper presented at the Association for Education in Journalism and Mass Communication convention, Minneapolis.
- Dee, J. L., McLeod, D. M., Perse, E. M., Signorielli, N., & Crohan, M. (1990, May). *News coverage of abortion, public opinion, and statistics: Are they related*. Paper presented at the American Association for Public Opinion Research convention, Lancaster, PA.
- Burggraf, C. S., Pavitt, C., & Perse, E. M. (1990, April). *Further explorations of the relationship between implicit theories of marriage and perception of marriage on television*. Paper presented at the Eastern Communication Association convention, Philadelphia.
- Perse, E. M., Burggraf, C. S., & Pavitt, C. (1990, April). *College students' perceptions of marriage on television*. Paper presented at the Eastern Communication Association convention, Philadelphia.

- Perse, E. M. (1989, November). *Media involvement and local news effects*. Paper presented at the Speech Communication Association convention, San Francisco.
- Perse, E. M. (1989, August). *Audience selectivity and involvement*. Paper presented at the Association for Education in Journalism and Mass Communication convention, Washington, DC. Top-three paper award, Theory and Methodology Division.
- Rubin, A. M., & Perse, E. M. (1989, August). *Analysis of cultivation methodology*. Paper presented at the Association for Education in Journalism and Mass Communication convention, Washington, DC.
- Perse, E. M., Pavitt, C., & Burggraf, C. S. (1989, May). *Implicit theories of marriage and evaluations of marriage on television*. Paper presented at the Eastern Communication Association convention, Ocean City, MD.
- Perse, E. M., & Rubin, A. M. (1988, November). *Loneliness and ritualized television use*. Paper presented at the Speech Communication Association convention, New Orleans. Top three paper award.
- Perse, E. M. (1988, May). *A conceptualization and test of media involvement*. Paper presented at the International Communication Association convention, New Orleans.
- Perse, E. M. (1988, May). *Cultivation and involvement with local television news*. Paper presented at the International Communication Association convention, New Orleans.
- Rubin, A. M., Perse, E. M., Hahn, M., & Taylor, D. S. (1987, August). *A methodological investigation of cultivation*. Paper presented at the Association for Education in Journalism and Mass Communication convention, San Antonio, TX. Top three paper award, Theory and Methodology Division.
- Rubin, R. B., Perse, E. M., & Barbato, C. A. (1987). *The interpersonal uses of communication*. Paper presented at the International Communication Association convention, Montreal, Canada.
- Perse, E. M., & Rubin, A. M. (1987, April). *Audience activity and television program satisfaction*. Paper presented at the Broadcast Education Association convention, Dallas, TX. Top three paper award.
- Perse, E.M. (1987, March). *A conceptualization of media involvement*. Paper presented at the Speech Communication Association, Mass Communication Division, Doctoral Honors Seminar, Athens, GA.
- Rubin, A.M., & Perse, E. M. (1986, November). *Audience activity, parasocial interaction, and soap opera involvement*. Paper presented at the Speech Communication Association convention, Chicago, IL.
- Perse, E. M. (1986, May). *Attributional confidence, cognitive complexity, and parasocial interaction in soap opera viewing*. Paper presented at the International Communication Association annual convention, Chicago, IL.

Rubin, A. M., & Perse, E. M. (1986, May). *Audience activity and television news gratifications*. Paper presented at the International Communication Association convention, Chicago, IL.

Perse, E. M. (1986, April). *College students' use of soap operas and the cultivation process*. Paper presented at the Central States Communication Association convention, Cincinnati, OH.

Rubin, A. M., Perse, E. M., Powell, R. A., & McHugh, M. P. (1985, November). *Parasocial interaction, loneliness, and local television news viewing*. Paper presented at the Speech Communication Association convention, Denver, CO.

Rubin, R. B., Rubin, A. M., Perse, E. M., Armstrong, C., McHugh, M., & Faix, N. (1985, May). *Media use and meaning: A music video exploration*. Paper presented at the International Communication Association convention, Honolulu, HI.

Perse, E. M. (1985, April). *Ritualized viewing, dependency, and the cultivation process*. Top three student paper award, presented at the Broadcast Education Association convention, Las Vegas, NV.

Perse, E. M. (1984, October). *Individual differences as intervening variables in the cultivation effect*. Paper presented at the Speech Communication Association of Ohio convention, Columbus, OH.

Conference Activity

Panelist, "Media Effects: The View from the Bridge Connecting the Winding Road Already Traveled with the Path Ahead," National Communication Association, San Francisco, November, 2010.

Respondent, "Building Bridges: Prime-Time Images and Cultivation Research in the First Decade of the 21st Century," National Communication Association, San Francisco, November, 2010.

Respondent, "Prime-Time Programs in the Fall of 2009: New Horizons or More of the Same?" Eastern Communication Association, Baltimore, April, 2010.

Respondent, "Fall 2008 Prime Time Programs: More of the Same?" Eastern Communication Association, Philadelphia, April, 2009.

Panelist, "Mixing Methodological Metaphors: Measurement Issues In Interpersonal, Family, Intercultural, Media, Instructional, Organizational, Health, and Related Areas," Western States Communication Association, Phoenix, February, 2009.

Participant, "Partnering in Research," Eastern States Communication Association, Philadelphia, 2006.

Participant, "Communication Research Measures," Western States Communication Association, Palm Springs, 2006.

Chair, "Top Three Papers in Mass Communication," National Communication Association, Chicago, 2004.

Chair, "Top Three Papers in Mass Communication," National Communication Association, Chicago, 2004.

Chair, "Competitive Papers on Media Uses and Gratifications," National Communication Association, Miami Beach, November, 2003.

Participant, "Promising New Measures for Communication Research," National Communication Association, Miami Beach, November, 2003.

Participant, "Revealing the Active Audience: Spotlight on the Scholarship of Alan Rubin," National Communication Association, Miami Beach, November, 2003.

Respondent, "Assimilation into the Academy: Merging Theory and Measurement in the Graduate Classroom," Eastern Communication Association, Washington, DC, April, 2003.

Respondent, "Parasocial Interaction, Uses and Dependency Theory, and Channel Choice,: Past, Present, and Future," Eastern Communication Association, Washington, DC, April, 2003.

Participant, "You Take the Rationale and I'll Take the Conclusion": The Challenges of Co-Authorship in the Academy," Eastern Communication Association, New York, April, 2002.

Participant, "From Chalk to Computers and Television: Changing Communication in the Classroom," Eastern Communication Association, Portland, Maine, April 2001.

Respondent, "Merging Theory and Measurement in the Classroom," Eastern Communication Association, Portland, Maine, April, 2001.

Discussant and Chair, "Why We Watch, How We Watch: Third-Person Effects, Priming, and Parasocial Phenomena." International Communication Association, Acapulco, Mexico, June, 2000.

Invited participant, "Learning from our Past, Preparing Our Future: Teaching and Research Issues for Incorporating Distance Education in the Communication Classroom." International Communication Association, Acapulco, Mexico, June, 2000.

Invited participant, "Web-Based Instruction in Communication." Eastern Communication Association annual convention, Pittsburgh, April, 2000.

Discussant, "Researching Media Uses and Effects." Eastern Communication Association annual convention, Pittsburgh, April, 2000.

Discussant, "Ironing out the Wrinkles: Issues in Incorporating Distance Education in the Communication Classroom," National Communication Association annual convention, Chicago, 1999.

Chair, "Competitive Papers in Gender and the Media: Findings from Content Analysis," National Communication Association, Chicago, November, 1999.

Invited participant, "How Will Technology Affect the Future of [Distance] Education?" National Communication Association Summer Conference on Communication and Technology, Washington, DC, July, 1999.

Chair and Respondent, "Audience Relationships with Media Personalities: Further Exploration of Links Between Mass and Interpersonal Communication," International Communication Association, San Francisco, May, 1999.

Discussant, "Distance Education in the Communication Classroom: Exploring our Options for Classrooms without Walls," National Communication Association, New York, November, 1998, (Talk titled: Developing and Distributing Communication Courses via "Syndicated Video.")

Discussant, www.stop&reflect.com: A Roundtable discussion on Computer-Mediated Communication and Distance Learning in the Academy, Eastern Communication Association, Saratoga Springs, NY, April, 1998.

Respondent, "Teens and the Media: Images Relating to Appearance in Three Media," National Communication Association, Chicago, November, 1997.

Respondent, "Competitive Papers in the Effects of Media Violence: The Continuing Controversy," National Communication Association, Chicago, November, 1997.

Participant, "State-of-the-Art Instructional Communication: Computer-Mediated Communication, Cyberspace Education, and Distance Learning," International Communication Association, Montreal, May, 1997.

Discussant, "Interactive Presentation Session," International Communication Association, Montreal, May, 1997.

Discussant, "Images on Prime Time: The Nineties," Eastern Communication Association, Baltimore, April, 1997.

Discussant, "Competitive Papers in Mass Communication," Speech Communication Association, San Diego, November, 1996.

Discussant, "Interpersonal Communication Motives and the Family," Competitive Panel in Interpersonal/Organizational Communication, Eastern Communication Association, New York, 1996.

Chair, "Competitive papers in mass communication: Interactive session," Speech Communication Association, San Antonio, November 1995.

Discussant, "Directions for future research in communication motivation," competitive panel in interpersonal/organizational communication, Eastern Communication Association, Pittsburgh, April, 1995.

Respondent, "Studies in measurement: Validity research," Competitive Panel in Communication Theory, Eastern Communication Association, Pittsburgh, April, 1995.

Panel participant, Kent State University School of Communication Studies, Summer Research Conference, June 24-26, 1994.

Respondent, competitive papers in Mass Communication, Interactive Session, Speech Communication Association convention, Miami, November, 1993.

Respondent, competitive papers in Mass Communication, Interactive Session, Speech Communication Association convention, Chicago, November, 1992.

Panel Chair Mass Communication Division, Speech Communication Association convention, Atlanta, November, 1991, "Individual Differences and Mass Media Use."

Invited respondent, Competitive papers, Ohio University Communication Research Conference, April 1991.

Panel Chair, Mass Communication Division, Speech Communication convention, Chicago, November, 1990, "Exploring Media Use among Divergent Audiences."

Respondent, competitive papers, Ohio University Communication Research Conference, May 1990.

Grants

Perse, E. M., *Oral Communication Fellows: A Pilot Program*. The University of Delaware Center For Teaching Effectiveness and General Education Initiative fund for Instructional Projects Which Support the General Education 10 Goals to Success, July 1 - 2004 – June 30, 2005, \$20,000.

Bernhardt, S. A., Chajes, M. J., Kukich, S. D. S., Perse, E. M., & Harvey, R. K. *Oral and Written Communication for Engineering Disciplines*. Proposal to the National Science Foundation, 3-year grant, \$457,964. (Unfunded)

Perse, E. M., & Begleiter, R. *Broadcast News Enhancement: Course and Campus Enrichment*. The University of Delaware Center For Teaching Effectiveness and General Education Initiative fund for Instructional Projects Which Support the General Education 10 Goals to Success, July 1 – 2003 – June 30, 2004, \$20,000.

Signorielli, N., & Perse, E., *Impact of Mass Media on Adolescents' Sexual Behavior*. Submitted with G. Wingood, The Rollins School of Public Health of Emory University, Atlanta, Georgia.

This grant proposal was for a subcontract to complete the content analysis of adolescents' media choices and involvement with examining the relationships between media use and preferences and adolescents' sexual behaviors. First year direct costs = \$169,848; total costs = \$254,772; direct costs for entire project (5 years) = \$394,469; total costs = \$591,704. It was not funded.

Grant, Center for Teaching Effectiveness, University of Delaware, 1997, \$3000. (Co-investigator with John Courtright)

Grant, University of Delaware College of Arts and Sciences Supplemental Funds, 1994, \$1300.

Grant, University of Delaware College of Arts and Sciences Supplemental Funds, 1991, \$1300.

Grant, University of Delaware College of Arts and Sciences Supplemental Funds, 1988, \$600.

Honors

Identified as in the top 1% of productive communication scholars, 1996-2001 (ranked 36). In M. Hickson, J. Turner, & J. Bodon, *Communication Research Reports*, 20(4), 2004.

Identified as the 36th most prolific active communication scholar from 1915-1995. In "The Status of Research Productivity in Communication: 1915-1995," by M. Hickson, III, D. W. Stacks, & J. Bodon, *Communication Monographs*, 64, 1999.

Identified as one of the most prolific telecommunications scholars from 1985-1995. Ranked third. In "An Analysis of Research Article Productivity by Telecommunications Scholars Over the Past Decade," by D. Atkin & L. W. Jeffres, *Journal of the Association for Communication Administration*, 27, pp. 18-29.

Perse (1986) listed as the ninth most-cited JOBEM article from 1972-1995 by Rice et al., *Journal of Broadcasting & Electronic Media*, 40(4), 1996.

Identified as a notable woman in communication in N. Signorielli, *Women in Communication: A biographical sourcebook*, Westport, CN: Greenwood, 1996.

Listed as one of the top-six women (ranked 3rd) in communication publishing *In Human Communication Research*, L. D. Dinauer & K. E. Ondeck, *Human Communication Research*, 25(4), 1999.

Named among the top 50 most cited Communication scholars in "The Age-Old Query: How to Assess Faculty Scholarship" panel presented at the Eastern Communication Association, Pittsburgh, April, 1995.

Listed among top 3.6% active prolific scholars in communication studies by Hickson, Stacks, and Amsbary, *Communication Education*, 42, 1993.

Named 13th most prolific active woman scholars in Communication (since 1915) in *Communication Quarterly*, vol. 40(4), 1992.

Named as 34th most cited Communication scholar during 1990 in "The Evaluative Use of Citation Analysis of Communication Journals," by E. T. Funkhouser, *Human Communication Research*, 22(4), 1996.

Named 22nd most productive telecommunications researcher between 1985-1990, in *Journalism Quarterly*, 1991.

- Top paper award, 2001 Family Communication Division, National Communication Association:

Graham E. E., Barbato, C. A., and Perse, E. M. (2001, November). *Communicating in the family: An examination of the relationship of family communication climate and interpersonal communication motives*. Paper presented at the National Communication Association annual convention, Atlanta.

- Top three paper award: 2000 Mass Communication Division paper competition, National Communication Association:

Perse, E. M. (2000, November). Web surfing satisfaction. Paper presented at the National Communication Association annual convention, Seattle, Washington.

- Top three paper, 1996 SCA Mass Communication Division, Speech Communication Association annual convention, San Diego, November.

Perse, E. M. (1996, November). *Implications of cognitive and emotional involvement for channel changing*. Paper presented at the Speech Communication Association annual convention, San Diego.

- Top paper award, 1992 Communication Theory and Methodology Division, Association for Education in Journalism and Mass Communication convention, August, 1992 (with D. A. Ferguson & D. M. McLeod).

Perse, E. M., Ferguson, D. A., & McLeod, D. M. (1992, August). *Cultivation and the newer television technologies*. Paper presented at the Association for Education in Journalism and Mass Communication convention, Montreal.

- Top-four paper award, 1991 Mass Communication Division, Speech Communication Association convention, (with J. A. Courtright), November 1991.

Perse, E. M., & Courtright, J. A. (1991, November). *Functional images of communication media: Mass and interpersonal channels in the new media environment*. Paper presented at the Speech Communication Association convention, Atlanta.

- Top three paper award, 1989 Communication Theory and Methodology Division, Association for Education in Journalism and Mass Communication convention, August, 1989.

Perse, E. M. (1989, August). *Audience selectivity and involvement*. Paper presented at the Association for Education in Journalism and Mass Communication convention, Washington, D.C.

- Top three paper award, 1987 Theory and Methodology Division, Association for Education in Journalism and Mass Communication convention, (with A. M. Rubin, M. Hahn, & D. S. Taylor, D. S.), August, 1987.

Rubin, A. M., Perse, E. M., Hahn, M., & Taylor, D. S. (1987, August). *A methodological investigation of cultivation*. Paper presented at the Association for Education in Journalism and Mass Communication convention, San Antonio, TX.

Perse, E. M. (1986). Soap opera viewing patterns of college students and cultivation. *Journal of Broadcasting & Electronic Media*, 30, 175-193.

- Identified as the 9th most frequently cited article published in the *Journal of Broadcasting & Electronic Media* by Rice et al., in *Journal of Broadcasting & Electronic Media*, 40(4).

Perse, E. M., & Ferguson, D. A. (1994). Gratifications from newer television technologies. *Journalism Quarterly*, 70, 843-853.

- Nominated for the 1994 Communication Policy Research Award by the Donald McGannon Communication Research Center, Fordham University.
- Top three student paper award, Broadcast Education Association, Nominated for the 1994 Communication Policy Research Award by the Donald McGannon Communication Research Center, Fordham University.

Top three student paper award, Broadcast Education Association convention, April, 1985.

Graduate Student Senate Dissertation Award, Kent State University, 1987.

Speech Communication Association, Mass Communication Division, Doctoral Honors Fellow, March, 1987.

University Fellowship, Kent State University, 1986-1987.

Graduate Student Senate Research Award, Kent State University, 1986.

David B. Smith Fellowship, Kent State University, 1986.

Editorial Boards

Editorial Board, *American Journal of Media Psychology*, 2007 –

Editorial Board, *Open Communication Journal*, 2007 -

Editorial Board, *Journalism & Mass Communication Quarterly*, 2005 –

Editorial Board, *Communication Research*, 2002-

Editorial Board, *Journal of Broadcasting & Electronic Media*, 1991-

Editorial Board, *Journal of Communication*, 1993-2000, 2001-

Editorial Board, *Communication Research Reports*, 1992-1996, 1998-

Editorial Board, *Media Psychology*, 1998- 2007

Editorial Board, *Communication Yearbook*, 2005-2007

Editorial Board, *Communication Reports*, 2004 -2006

Editorial Board, *Communication Studies*, 2003-2007

Editorial Board, *Journal of Radio Studies*, 2004- 2006

Editorial Board, *Annual Editions in Mass media*, Dushkin Publishing, 1994-2005

Editorial Board, *Communication Quarterly*, 1998-2001

Editorial Board, *Human Communication Research*, 1995-1997

Editorial Board, *Communication Monographs*, 1992-1994

Professional Reviewing Activities

Reviewer, Research Council of Hong Kong, 2011

Reviewer, *Media Psychology*, 2010, 2011

Reviewer, *Social Behavior and Personality: An International Journal*, 2010

Reviewer, Israel Science Foundation, 2010

Reviewer, City University of Hong Kong, Strategic Research Grant submission, 2010

Reviewer, *Western Journal of Communication*, 1997, 2008

Reviewer, *Communication Quarterly*, 2009

Reviewer, *Communication Methods and Measure*, 2007
 Reviewer, *Health Communication*, 2007, 2008
 Reviewer, *Communication Research Reports*, 2007, 2008, 2009
 Reviewer, *Journal of Radio Studies*, 2007
 Reviewer, *Journal of Sociology*, 2006
 Reviewer, *Asian Journal of Communication*, 2005, 2006, 2007, 2009, 2010
 Reviewer, *Mass Communication & Society*, 2005, 2008, 2009, 2010
 Reviewer, *Journal of Social and Personal Relationships*, 2000, 2005, 2006
 Reviewer, *Journalism & Mass Communication Quarterly*, 2003, 2004, 2005
 Reviewer, *Journal of Advertising*, 2002
 Reviewer, National Science Foundation, 1994, 1995, 2002, 2003, 2009
 Reviewer, Bedford St. Martin's Publishers, 2002
 Reviewer, *Telecommunications Policy*, 2002
 Reviewer, *Communication Yearbook*, 2001, 2005, 2007
 Reviewer, *Communication Studies*, 2001
 Reviewer, Houghton-Mifflin, 1999-2003
 Reviewer, Guilford Publishing, 1992, 2000, 2001
 Reviewer, Wadsworth Publishing, 2000-2003
 Reviewer, Atomic Dog Publishing, 2001
 Reviewer, *Journal of Computer-Mediated Communication*, 1998, 2000, 2002
 Reviewer, Mayfield Publications, 1996-2000
 Reviewer, Pine Forge Press, 1997
 Reviewer, West Virginia University Grants Committee, 1995, 1996
 Reviewer, *Human Communication Research*, 1989-1990, 1993, 1995, 1998-2007, 2010
 Reviewer, *Communication Research*, 1988, 1989, 1995, 1996, 1997, 1998, 2000, 2001, 2002
 Reviewer, *Journal of Applied Communication Research*, 1989, 1998 (Special Editorial Board), 2002, 2005, 2006, 2008
 Reviewer, *Political Communication*, 1998, 1999, 2000, 2001
 Reviewer, *Journalism Quarterly*, 1994, 1995, 1999, 2001, 2003, 2004
 Reviewer, Dushkin Publishing Group, 1993
 Reviewer, *Journal of Communication*, 1992, 1993, 2000, 2001
 Reviewer, *Sex Roles*, 1992
 Reviewer, *Pennsylvania Speech Journal*, 1992
 Reviewer, *Critical Studies in Mass Communication*, 1992
 Reviewer, *Journal of Broadcasting & Electronic Media*, 1985, 1987-1991
 Reviewer, Competitive Papers, Ohio University Communication Research Conference, 1990, 1991
 Reviewer, Competitive Papers, Communication Theory and Methodology Division, Association for Education in Journalism and Mass Communication Association, 1990-2001
 Reviewer, Competitive Student Papers, Communication Theory and Methodology Division, Association for Education in Journalism and Mass Communication Association, 1989, 1991
 Reviewer, Competitive Papers, Mass Communication Division, International Communication Association, 1988-2006
 Reviewer, Competitive Papers, Mass Communication Division, National Communication Association, 1999, 2002-2006
 Reviewer, Competitive Papers, Mass Communication Division, Speech Communication Association, 1991-1998
 Program evaluator, Mass Communication Division, Speech Communication Association, 1990, 2002

Reviewer, Competitive Student Papers, Mass Communication and Society Division, Association for Education in Journalism and Mass Communication Association, 1989
Reviewer, Longman Publishing Company, 1989
Editorial Assistant, *Journal of Broadcasting & Electronic Media*, 1984-1986
Review and Criticism Assistant, *Journal of Broadcasting*, 1983-1984

Promotion and Tenure Reviews

External reviewer for promotion and tenure, University of Illinois, Champaign-Urbana, 2011
External reviewer for promotion and tenure, Bowling Green State University, 2010
External reviewer for promotion and tenure, University of Cincinnati, 2009.
External reviewer for promotion and tenure, Drexel University.
External reviewer for promotion and tenure, Kent State University, 2009.
External reviewer for promotion and tenure, Duquesne University, 2009.
External reviewer for promotion and tenure, Texas Christian University, 2008.
External reviewer for promotion and tenure, Temple University, 2005.
External reviewer for promotion and tenure, University of Arkansas, 2005.
External reviewer for promotion and tenure, Kent State University, 2004.
External reviewer for promotion and tenure, Virginia Polytechnic Institute and University, 2004.
External reviewer for promotion and tenure, University of Haifa, 2001.
External reviewer for promotion and tenure, Arcadia University, 2001.
External reviewer for promotion and tenure, University of Alabama, Department of Communication, 2000.
External reviewer for promotion and tenure, Pennsylvania State University, College of Communications, 1998.
External reviewer for promotion and tenure, West Virginia University, Department of Communication Studies, 1998.
External reviewer, Candidate for Promotion and Tenure, Towson State University, 1994
External reviewer, Candidate for Promotion and Tenure, University of Akron, 1993

Professional Service

Convention Theme Committee, NCA, New Orleans conference, 2011.
APR Committee, Department of Electronic Communication Arts, University of Northern Iowa, March, 2007
Everett Lee Hunt Award selection Committee for Eastern Communication Association, 2006.
Eastern Communication Association Committee of Scholars, 2005-2006.
Past Chair, Mass Communication Division, National Communication Association, 2003-2004.
Chair, Mass Communication Division, National Communication Association, 2002-2003.
Member, Legislative Council, National Communication Association, 2002-2004.
Vice-Chair and Program Planner, Mass Communication Division, National Communication Association, 2001-2002.
Vice-Chair-Elect, Mass Communication Division, National Communication Association, 2000-2001.
Member of Committee to investigate establishing an online journal, Broadcast Education Association, 2000-2001.
Chair, Nominating Committee, Mass Communication Division, National Communication Association, 1998-1999.

Nominating Committee, Mass Communication Division, Speech Communication Association, 1995-1997.

Chair, Research Committee, Mass Communication Division, Speech Communication Association, 1993-1994.

Research Committee member, Mass Communication Division, Speech Communication Association, 1991-1993.

Secretary, Mass Communication Division, Speech Communication Association, 1987-1988.

Administrative Experience

Chair, Department of Communication, September, 2003-

Acting Chair, Department of Communication, July, 2002-September, 2003

Chair, Mass Communication Division, National Communication Association 2002-2003

Acting Chair, Department of Communication, Spring 1993

President, Arts and Science College Senate, 1993-1994

Chair, Departmental Search Committee, 1991-1992, 1993-1994

Chair, Research Committee, Mass Communication Division, Speech Communication Association, 1993-1994.

Advertising Manager, *Communication Quarterly*, 1998-2001

Department, College, and University Service

Chair, Women's Studies Chair Search Committee, 2011

Chair, History Department Chair Search Committee, 2007

Member, Search Committee, Associates of Arts Program, 2008

Member, Dean's Budget Council, College of Arts and Sciences, 2002-2004

Member, University Senate Coordinating Committee on Education, 2001-2004.

Chair, Professorial Review Committee, Department of Communication, 2001.

Member, Chair Review Committee, Department of Communication, 2001-2002.

Member, Committee to consider establishing a Center in the Study of New Media, 2001.

Member, Summer College Advisory Board, 2001.

Member, College of Arts and Science Educational Affairs Committee, 1999-2000.

Member, University Senate Research Committee, 1998-2000.

Member, Summer College Advisory Committee, 1998-2000.

Member, University Senate Undergraduate Studies Committee, 1992, 1995-1997.

Member, University Senate Library Committee, 1996-1998.

Member, University of Delaware Center for Teaching Effectiveness Advisory Board, 1996-1998.

President, Arts and Science College Senate, 1993-1994.

Member, blue-ribbon Committee on the Future of the College of Arts and Sciences, 1994.

President-Elect, Arts and Science College Senate, 1992-1994.

Member, College of Arts and Science Dean's Scholar ad-hoc committee, 1996, 1998.

Member, College Budget Council, 1992-1994.

Member, Arts and Science College Senate Executive and Steering Committees, 1992-1994.

Reader, University Scholarship Admissions, 1993.

Member, University Undergraduate Educational Affairs committee, 1992, 1995, 1996.

Member, 10-year Cope (Committee on Program Evaluation), Department of Communication, 1991.

(Prepared departmental documents.)

Committee member, 5-year Evaluation of the Chair of the Department of Communication, 1991.
Arts and Science College Senate member, 1990, 1991, 1992, 1995, 1996, 1997.
Adviser, Undergraduate Communication Student Association, University of Delaware, 1990, 1991,
1992.
Member, Videotape Research Committee, Department of Communication, University of Delaware,
1988, 1991.
Member, Curriculum Committee, Department of Communication, University of Delaware, 1987-1997.
Student member, Graduate Studies Committee, School of Speech Communication, Kent State
University, 1984-1987.
Student member, Faculty Search Committee, School of Speech Communication, Kent State University,
1985.
Member, Student Advisory Committee, School of Speech Communication, Kent State University, 1984-
1985.

Professional Affiliations

Association for Education in Journalism and Mass Communication
Broadcast Education Association
Eastern Communication Association
International Communication Association
National Communication Association