

ERICA SCHARRER
309 Machmer Hall
Department of Communication
University of Massachusetts Amherst
Amherst, MA 01003
(413) 545-4765
scharrer@comm.umass.edu

EDUCATION:

- Ph.D. Mass Communications, S.I. Newhouse School of Public Communications, Syracuse University, 1998.
M.A. Public Communication Studies, S.I. Newhouse School of Public Communications, Syracuse University, 1995.
B.A. Communication, State University of New York at Geneseo, 1992.

ACADEMIC EMPLOYMENT HISTORY:

Associate Professor, Department of Communication, University of Massachusetts at Amherst, 2005-present.

Assistant Professor, Department of Communication, University of Massachusetts at Amherst, 1999-2005.

Assistant Professor, Department of Communication, State University of New York at Geneseo, 1998-1999.

Faculty Director, WGSU-FM at State University of New York at Geneseo, 1998-1999.

Research Assistant for Dr. George Comstock, S.I. Newhouse Professor, the S.I. Newhouse School of Public Communications, Syracuse University, 1995-1998.

SCHOLARLY ACTIVITY:

Publications:

Books:

Comstock, G., & Scharrer, E. (1999). *Television: What's On, Who's Watching, and What it Means*. San Diego, CA: Academic Press.

* Nominated by Dr. Maxwell McCombs for the International Communication Association Book Award, 2000-2001.

Comstock, G., & Scharrer, E. (2005). *The Psychology of Media and Politics*. San Diego, CA: Elsevier/Academic Press.

Comstock, G., & Scharrer, E. (2007). *Media and the American Child*. San Diego, CA: Elsevier/Academic Press.

Monograph:

Scharrer, E., Weidman, L., & Bissell, K. (2003). Pointing the finger of blame: News media coverage of popular-culture culpability. *Journalism & Communication Monographs*, 5(2), 49-98.

* Panel presented at the annual meeting of the International Communication Association, Acapulco, 2000.

Refereed journal articles:

Scharrer, E., & Bissell, K. (2000). Overcoming traditional boundaries: The role of political activity in the coverage of First Ladies. *Women & Politics*, 21(1), 55-83.

Scharrer, E. (2001). From wise to foolish: The portrayal of the sitcom father, 1950s-1990s. *Journal of Broadcasting & Electronic Media*, 45(1), 23-40.

Scharrer, E. (2001). Men, muscles, and machismo: The relationship between television violence and aggression in the presence of hypermasculinity. *Media Psychology*, 3(2), 159-188.

Scharrer, E. (2001). Tough guys: The portrayal of aggression and hypermasculinity in televised police dramas. *Journal of Broadcasting & Electronic Media*, 45(4), 615-634.

Scharrer, E. (2002). An "improbable leap:" Newspaper coverage of Hillary Clinton's transition from first lady to Senate candidate. *Journalism Studies*, 3(3), 393-406.

Scharrer, E. (2002). Third-person perception and television violence: The role of out-group stereotyping in perceptions of susceptibility to effects. *Communication Research*, 29(6), 681-704.

Cooks, L., Paredes, M.C., & Scharrer, E. (2003). Creating a space for "every woman" at Oprah.com. *Electronic Journal of Communication*, 13(1).

Scharrer, E., Paredes, M., & Cooks, L. (2003). Media literacy as a community service learning project. *Communication Teacher*, 17(4), 6-8.

Cooks, L., Scharrer, E., & Paredes, M. (2004). Rethinking learning in service learning: Toward a communication model of learning in community and classroom. *Michigan Journal of Community Service Learning*, 10 (2), 44-56.

Sun, C.F., & Scharrer, E. (2004). Staying true to Disney: College students' resistance to criticism of The Little Mermaid. *Communication Review*, 7(1), 35-56.

Bergstrom, A., Paradise, A., & Scharrer, E. (2004). Introducing second graders to media literacy. *Academic Exchange Quarterly*, 8(1), special issue on media literacy, pp. 294-298.

Scharrer, E., Cooks, L., & Ren, Q. (2004). A media literacy project on violence and conflict. *Academic Exchange Quarterly*, 8(1), special issue on media literacy, pp. 256-260.

Scharrer, E. (2004). Virtual violence: Gender and aggression in video game advertisements. *Mass Communication & Society*, 7(4), 393-412.

Scharrer, E. (2005). Hypermasculinity, aggression, and television violence: An experiment. *Media Psychology*, 7 (4), 353-376.

Scharrer, E. (2005). Sixth graders take on television: Media literacy and critical attitudes about television violence. *Communication Research Reports*, 24, 325-333.

Scharrer, E. (2006). "I noticed more violence:" The effects of a media literacy program on knowledge and attitudes about media violence. *Journal of Mass Media Ethics*, 21(1), 70-87.

Scharrer, E., Kim, D.D., Lin, K., & Liu, Z. (2006). Working hard or hardly working?: Gender and performance of chores in television commercials. *Mass Communication & Society*, 9(2), 215-238.

Scharrer, E., & Leone, R. (2006). I know you are but what am I? Young people's perceptions about video game influence. *Mass Communication & Society*, 9(3), 215-238.

Scharrer, E., Bergstrom, A., Paradise, A., & Ren, Q. (2006). Laughing to keep from crying: Humor and aggression in television commercial content. *Journal of Broadcasting & Electronic Media*, 50(4), 615-634.

Scharrer, E., & Cooks, L. (2006). Violence, conflict, and community service-learning: Measuring impact on students and community. *Journal of Higher Education Outreach and Engagement*, 11(1), 71-86.

Boulton, C., & Scharrer, E. (2006). Shifting currents in media awareness. *Academic Exchange Quarterly*, 10(3), 154-159.

Cooks, L., & Scharrer, E. (2006). Assessing learning in community service learning: A social approach. *Michigan Journal of Community Service Learning*, 13(1), 44-55.

Scharrer, E., & Leone, R. (in press). First-person shooters and third-person effects: Early adolescents' perceptions of video game influence. *Human Communication Research*.

Book chapters:

Comstock, G., & Scharrer, E. (2001). Use of television and other film-related media. In D. Singer & J. Singer (Eds.), *Handbook of children and the media*. Thousand Oaks, CA: Sage, pp. 47-72.

Scharrer, E., & Greenfield, T. (2002). Radio. In M.T. Inge & D. Hall (Eds.), *Handbook of American popular culture*, New York, NY: Greenwood Press, pp. 1465-1501.

Cooks, L., Paredes, M., & Scharrer, E. (2002). There's O Place like home: Searching for community on Oprah.com. In M. Consalvo & S. Paasonen (Eds.), *Women and everyday uses of the Internet: Agency and identity*. New York, NY: Peter Lang, pp. 139-167.

Scharrer, E., & Comstock, G. (2003). Entertainment televisual media: Content patterns and themes. In E.L. Palmer & B. Young (Eds.), *Children and the faces of television*. 2nd edition. Mahwah, NJ: Erlbaum, pp. 161-193.

Comstock, G., & Scharrer, E. (2003). The contribution of meta-analysis to the controversy over television violence and aggression. In D.A. Gentile (Ed.), *Media violence and children*. Westport, CT: Greenwood Press, pp. 205-226.

Comstock, G., & Scharrer, E. (2006). Media and popular culture. In I. Sigel & K.A. Renninger (Eds.), *Handbook of child psychology, 6th ed., vol. 4. Child psychology in practice*. New York: John Wiley and Sons, pp.817-863.

Cooks, L., Scharrer, E., & Morgan, M. (2006). Community service-learning, research, and the public intellectual. In K. Kecskes (Ed.), *Engaging departments: Moving faculty culture from private to public, individual to collective focus for the common good*. Bolton, MA: Anker Publishing, Inc., pp. 159-171

Scharrer, E. (2007). Closer than you think: Bridging the gap between media effects and cultural studies in media education theory and practice. In A. Nowak, S. Abel, & K. Ross (Eds.), *Rethinking media education: Critical pedagogy and identity politics*. Cresskill, NJ: Hampton Press, pp. 17-35.

Cooks, L., & Scharrer, E. (2007). Communicating advocacy: Learning and change in the media literacy and violence prevention project. In L. Frey & K. Carragee (Eds.), *Communication activism: Media and performance activism, Vol. 2*. Cresskill, NJ: Hampton Press, pp. 129-154.

Scharrer, E. (2007). Should we be concerned about media violence? In S.R. Mazzarella (Ed.), *20 questions about youth and the media*. New York: Peter Lang, pp. 117-134.

Scharrer, E., Cooks, L., & Paredes, M.C. (accepted, in progress). The media literacy partnership: Putting communication theory into practice. Lowery-Hart, R., & Thomas-Maddox, C. (Eds.), *Models of service-learning in communications*. Boston, MA: Allyn & Bacon.

Scharrer, E., Cooks, L., & Paredes, M.C. (in press). A lesson plan for the analysis of media violence and conflict. In M. Christel & S. Sullivan (Eds.), *Creating media-rich classrooms: New approaches for middle and secondary school teachers*.

Refereed encyclopedia entries:

Comstock, G., & Scharrer, E. (2003). Television, role of: 1975-present. *Encyclopedia of International Media and Communications, Vol. 4*. San Diego, CA: Academic Press, pp. 443-458.

Scharrer, E. (2004). Children's programs. In C. Sterling (Ed.), *Encyclopedia of Radio, vol. I A-E*. New York: Fitzroy Dearborn, pp. 318-323.

Scharrer, E. (2004). Content analysis and television. In *Encyclopedia of Social Measurement*. San Diego, CA: Academic Press, pp. 487-493.

Videotaped media literacy interview:

Invited interview guest for *Game Over*, an educational videotape on video game violence, race, and gender representations produced by the Media Education Foundation.

Non-refereed, invited essay:

Scharrer, E. (2002). Making a case for media literacy in the curriculum: Outcomes and assessment. *Journal of Adolescent & Adult Literacy, 46*(4), 354-358.

Non-refereed, invited encyclopedia entries:

Scharrer, E. (2007). Fathers, media portrayals. In J.J. Arnett (Ed.), *Encyclopedia of children, adolescents, and the media*. Thousand Oaks, CA: Sage, pp. 330-331.

Scharrer, E. (2007). Media education in schools. In J.J. Arnett (Ed.), *Encyclopedia of children, adolescents, and the media*. Thousand Oaks, CA: Sage, pp. 501-503.

Scharrer, E. (2007). Media Education Foundation. In J.J. Arnett (Ed.), *Encyclopedia of children, adolescents, and the media*. Thousand Oaks, CA: Sage, p. 503.

Book reviews:

Scharrer, E. (2002). Review of *The politics of force: Media and the construction of police brutality* by Regina G. Lawrence, 2000, University of California Press, *Journal of Communication, 52*(2), 483-484.

Scharrer, E. (2005). Review of *Violence on television: Distribution, form, context, and themes* by Barrie Gunter, Jackie Harrison, & Maggie Wykes, 2003, Lawrence Erlbaum Associates, *Mass Communication & Society, 8*(1), 64-68.

Reprinted articles:

Scharrer, E. (2002). Making a case for media literacy in the curriculum: Outcomes and assessment. *Journal of Adolescent & Adult Literacy*, 46(4), 354-358. Reprinted in F.W. Parkay & E.J. Anctil (2006). *Curriculum planning: A contemporary approach*. Boston, MA: Allyn & Bacon.

Works submitted or in progress:

Holmes, B., & Scharrer, E. (2007). In search of my “one-and-only”: The contribution of romance media to beliefs in romantic relationship destiny. Submitted to *Media Psychology*

Wosnitzer, R., Sun, C., Scharrer, E., Bridges, A., & Lieberman, R. (2007). Aggression and sexual behavior in best selling pornography: A content analysis update. Submitted to *Mass Communication & Society*

Wosnitzer, R., Sun, C., Scharrer, E., Bridges, A., & Lieberman, R. (2007). Does gender of director matter in the content of pornography? A content analysis. Submitted to *Psychology of Women*

Scharrer, E. (2007). Media exposure and sensitivity to violence in news reports. Evidence of desensitization?

Scharrer, E. (2007). More than “just the facts”? Portrayals of masculinity in police and detective programs over time.

Juried conference papers and posters (including only those not listed above):

Scharrer, E., & Cooks, L. (2006, October). *Viewing violence critically: Assessing a media education and conflict resolution unit for sixth graders*. Action Coalition for Media Education Research Summit, Burlington, VT.

Scharrer, E., & Cooks, L. (2006, May). *In real life, they don't use anvils: A media literacy study on violence and conflict*. Paper presented at the annual meeting of International Communication Association, Dresden, Germany.

Scharrer, E. (2003, May). *Violent media content: A cross-media, longitudinal analysis*. Paper presented at the annual meeting of the International Communication Association, San Diego. Supported by a Faculty Research Grant from the University of Massachusetts (\$5,000).

Scharrer, E., Cooks, L., & Paredes, M.C., & (2002, Oct.). *Measuring learning in community service learning: A research project*. Paper presented at the second annual Service Learning Research Conference, Nashville, TN.

Cooks, L., Paredes, M., & Scharrer, E. (2002, Nov.). *Rethinking learning in service learning: Toward a communication model of learning in community and classroom*. Paper presented at the annual meeting of the National Communication Association, New Orleans, Scholarship of Teaching and Learning (SOTL) Series.

Scharrer, E. (2001, Nov.). *Television violence: The effects and effectiveness of a media literacy program*. Paper presented at the annual meeting of the National Communication Association, Atlanta. Supported by a grant in service learning from the Dean of the College of Social and Behavioral Sciences at the University of Massachusetts (\$1,500).

Scharrer, E. (1998, May). *Measuring up to an ideal? The relationship between television exposure and body image*. Paper presented at the annual meeting of the International Communication Association, Jerusalem, Israel.

Scharrer, E., & Arnold, J. (1996, Aug.). *Style over substance: Coverage of two First Ladies in two major newspapers*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC) National in Anaheim, California.

Scharrer, E. (1996, Nov.). *June Cleaver revisited: The relationship between television exposure and attitudes and behaviors concerning housework*. Paper presented at the annual meeting of the American Association for Public Opinion Research (AAPOR) National in Salt Lake City, Utah.

Scharrer, E. (1995, April). *Influence of soap opera viewing on perceptions regarding sexual activity*. Paper presented at the annual meeting of the Mid Atlantic Graduate Communication Association in College Park, Maryland.

Juried conference panels:

Scharrer, E. (2005, Nov.). *Media literacy*. Paper presented at the annual meeting of the National Communication Association, Boston.

Scharrer, E. (2004, April). *Studying media content*. Paper presented at the annual meeting of the Eastern Communication Association, Boston.

Scharrer, E. (2003, July/Aug.). *Media literacy versus visual literacy*. Paper presented at the annual meeting of the Association for Education in Journalism & Mass Communication, Kansas City.

Scharrer, E. (2002, Nov.). *Virtual bodies: Masculinity, body size, and aggression in video game advertisements*. Paper presented at the annual meeting of the National Communication Association, New Orleans.

Scharrer, E. (2001, May). *Mass media and gender role socialization*. Paper presented at the annual meeting of the International Communication Association, Washington, D.C.

Scharrer, E. (2001, May). *Service learning through media literacy: A program on television violence*. Paper presented at the annual meeting of the International Communication Association, Washington, D.C.

Scharrer, E. (2001, Nov.). *Re-defining learning in community service learning: Radicalizing pedagogical practice*. Paper co-presented (with Leda Cooks) at the annual meeting of the National Communication Association, Atlanta.

Scharrer, E. (1999, Nov.). *Expectations in the academy: Identifying normative roles*. Paper presented at the annual meeting of the National Communication Association, Chicago.

Grants:

External

PI: National Institutes of Health, National Institute of Child Health and Development, 2005, *Exposure to Media Violence and Youth: Effects and Intervention resubmission*, \$1,000,000. Status: Not awarded.

PI: National Institutes of Health, National Institute of Child Health and Development, 2004, *Exposure to Media Violence and Youth: Effects and Intervention*, \$800,000. Status: Not awarded.

PI: William T. Grant Scholars Award, 2004, *Media Violence and Youth: Effects and Intervention*, \$300,000. Status: Not awarded.

PI: William T. Grant Scholars Award, 2003, *Media Violence and Youth: Uses, Opinions, Effects, Interventions*, \$300,000. Status: Not awarded.

PI: Massachusetts Campus Compact, 2001, *In-School Violence Prevention and Media Literacy Program*, \$8,275. Status: Awarded.

Co-PI: Massachusetts Campus Compact, 2000, *Media Literacy Partnership: Building Sustainable University, School and Community Programs*, \$10,000. Status: Not Awarded.

Internal

Recipient, Office of Community Service Learning, CSL Research Fellowship Grant, Fall 2005-Spring 2006, \$1,000.

Recipient, College of Social and Behavioral Sciences Travel Grant, Spring, 2005, \$600.

Recipient, College of Social and Behavioral Sciences Travel Grant, Spring 2004, \$500.

Recipient, College of Social and Behavioral Sciences Research Grant, Spring 2004, \$750.

Recipient, Faculty Research Grant, University of Massachusetts, 2002, \$6,289.

Co-recipient/Co-PI, Departmental Grant for Service Learning from the Provost's Committee on Service Learning at the University of Massachusetts, 2000, \$10,000.

Recipient: Service Learning Grant from the Dean's Office of the College of Social and Behavioral Science at the University of Massachusetts, 2000, \$1,000.

Recipient: Faculty Research Grant, University of Massachusetts, 1999, \$5,000.

Recipient: Service Learning Grant from the Dean's Office of the College of Social and Behavioral Science at the University of Massachusetts, 1999, \$500.

Recipient: College Research Council of SUNY Geneseo, Research Travel Grant, 1999.

Recipient: Faculty Senate at SUNY Geneseo, Senate Small Grant, 1999.

Recipient: The Graduate School of Syracuse University, Refereed Research Grant, 1997.

Recipient: The Graduate School of Syracuse University, Refereed Research Grant, 1996.

Awards, Fellowships, and Nominations

Chancellor's Outstanding Community Service Award, 2006.

Top faculty paper award, *First-person shooters and third-person effects: Early adolescents' perceptions of video game influence*. Mass Communication & Society Division, AEJMC, Aug., 2005 (Co-author: Ron Leone).

Nominee, University Distinguished Teaching Award, 2003-2004, 2004-2005.

Nominee, University Outstanding Advisor Award, 2002.

Research Scholar, Center for Interdisciplinary Research on Families, 2003-2004.

Faculty Research Fellow, Community Service Learning, 2003-2004.

Departmental Teaching Fellow, Community Service Learning, 2001-2002.

Top faculty paper award, *"I noticed more violence:" The effects of a media literacy program on knowledge and attitudes about media violence*, Media Ethics Division, AEJMC, Aug., 2004.

Top faculty paper award, *Hypermasculinity, aggression, and television violence: An experiment*, Mass Communication & Society Division, AEJMC, July/Aug., 2003.

Recipient, Outstanding Teaching Award, College of Social and Behavioral Sciences, 2002-2003.

Lilly Teaching Fellow, 2001-2002.

Teagle Fellow, 2001-2002, Five College community-service learning and community-based education fellowship.

Nominee, College-wide Distinguished Outreach Award, 2001.

Recipient, All-University Doctoral Dissertation Prize, 1999.

Invited address:

Research related:

- “Guns and the Media,” International Training and Development, presentation to secondary school teachers from various countries across the world, June, 2006.
 - “Nutritional Messages in Food Advertising to Children,” A Glimpse of Academic Life, presentation to parents of newly accepted UMass Amherst students, June, 2006.
 - “Girls and the Media: The Other Teacher,” Presentation sponsored by the Parent Teacher Organization, Fort River Elementary School, with Tom Gardner, June, 2006.
 - “Third Person Perception,” Invited to conference on this theme with scholars from across the world, Summer, 2005, Haifa, Israel (could not attend).
 - “Raising and Schooling Kids in the Media Age: Dealing with the ‘Other Teacher’: Boys will be Boys, Media and Male Gender Roles,” Fort River Elementary School, May 5, 2005 (with Tom Gardner).
 - “Raising and Schooling Kids in the Media Age: Dealing with the ‘Other Teacher’: Media, Violence, and Video Games,” Fort River Elementary School, April 7, 2005 (with Tom Gardner).
 - “Children, Media, and Play,” Western Massachusetts Early Childhood Educators and Care Givers, North Adams, MA, February 3, 2005.
 - “What Parents and Caregivers Should Know about Media Violence,” University of Massachusetts Amherst Family Day, October 16, 2004.
 - “The Sopranos,” on MR², an hour-long public affairs talk show hosted by Comparative Literature Professor David Lenson on WMUA, Amherst, MA.
 - “A research agenda exploring issues of media and society,” to the Dean of the College of Social and Behavioral Sciences Advisory Board, January 16, 2004.
 - “Hypermasculinity and television violence,” Personality and Social Psychology Division Fall Colloquium Series, October 24, 2003.
 - “What is media literacy?,” Family drop-in center, UMass Amherst, September 15, 2003.
 - “The impact of media on stereotypical thoughts and attitudes,” Institute for Gay and Lesbian Strategic Studies, September 3, 2003.
 - “Media violence: What’s on, who’s watching, and what it means,” Fulbright Summer Institute, Amherst, MA, June, 2003.
 - “Gender and violence in the media,” University of Massachusetts Amherst Culture of Violence panel, at the University Gallery, April, 2002.
- Interviewed by WFCR radio, WHYN radio, Channel 22’s Reel to Real, *Daily Hampshire Gazette* and *Springfield Union News* after *Washington Post* published a story on my sitcom fathers study, Nov., 2001-Jan., 2002.
- “Television tough guys,” Pizza and Prof. Night, UMass, Spring 2001.
 - “The changing portrayal of the sitcom father,” Westfield State College, Spring 2001.
 - “Men and machismo: Hypermasculinity and media,” New Feminist Scholars Research Panel, UMass, Fall 2000.

- “Politically active first ladies and press coverage,” Five-College Women’s Studies Research Center, Mount Holyoke College, Fall 2000.
- “Gender and the media,” Holyoke Community College, Fall 2000.
- “Of violence and v-chips: A critical analysis of policy decisions regarding television violence,” Center for Public Policy and Administration Colloquium Series, UMass, Spring 2000.
- “Dealing with television violence,” Deerfield Parent Teacher Organization Meeting, Spring 2000.
- “Designing a media literacy program for older children,” Developmental Psychology Colloquium Series, UMass, Fall 1999.
- “From wise to foolish: The changing portrayal of the sitcom father, 1950s-1990s,” Center for the Study of Communication, Department of Communication, UMass, Fall 1999.
- “The Littleton shootings: Teens, families, schools, and society,” SUNY Geneseo, Spring 1999.
- “Men, muscles, machismo, and the media,” Department of Communication Fall Colloquium Series, SUNY Geneseo, Fall 1998.

Teaching and service related:

- “Recently tenured professor remarks,” Center for Teaching Tenure Preparation Seminar, May, 2006.
- “My career path,” Career Day, Hopkins Academy, Hadley, MA, February, 2005.
- “The power of community service learning in communication,” Power of Learning event for Homecoming Weekend, UMass Amherst, October, 2004.
- “About the Communication major,” Autumn Event for high school seniors and their families, UMass Amherst, October, 2004.
- “Engaging students in discussion,” University-wide Teaching Assistant Orientation, Center for Teaching, UMass Amherst, September, 2004.
- “Welcome to UMass,” Welcome Orientation for 500 newly accepted, incoming students, Office of Admissions, April, 2004.
- “Effective group discussions,” University-wide Teaching Assistant Orientation, Center for Teaching, UMass Amherst, August 29, 2003.
- “Managing your academic career,” Syracuse University, S.I. Newhouse School of Public Communications, October, 2002.
- “Getting started with teaching, research, and service,” New Faculty Welcome and Orientation, run by Center for Teaching at UMass Amherst, Fall 2001.

TEACHING:

Courses taught:

At University of Massachusetts:

COMM 397P Television and the Public

COMM 397U Children, Teens, and Media

COMM 497S Television Violence

COMM 494H Media Literacy and Violence Prevention Program Capstone

COMM 620B/621 Quantitative Research Methods

COMM 226 Social Impact of Mass Media

COMM 797F Content Analysis Tutorial
 COMM 891Q Media Effects
 COMM 691E Media Literacy
 HONORS 491E: Public Policy and Citizen Action
 HONORS 292S Research as a Tool for Change

At State University of New York at Geneseo:

COMN 253 Media Advertising
 COMN 261 Radio and Television Writing
 COMN 266 Radio Production
 COMN 280 Electronic Media Practicum
 COMN 353 Advertising as Social Communication
 COMN 366 Media Management

At the Newhouse School at Syracuse University:

COM 755 Communication Theory
 TRF 436/698 Social Effects of Television, team-taught
 COM 500 Media and Public Affairs, team-taught
 COM 605 Research Methods, teaching assistant
 COM 107 Mass Communication and Society, teaching assistant

Advising:

Chair, Dissertations: Angela Paradise, 2005-2006; Andrea Bergstrom, 2006-present, Lori Bindig, 2006-present.

Chair, Master's Theses: Angela Paradise, 2002-2003; Andrea Bergstrom, 2004-2005; Joanne Kostides, 2004-2005, Jeff Steblea, 2007-present.

Chair, Graduate Student Plan of Study Committees: Andrea Bergstrom, 2003-present; Donna Halper, 2004-present; Angela Paradise, 2002-present; Qianqing Ren, 2004-present, Jeff Steblea, 2004-present, Kirsten Wisneski, 2005-present.

Chair, Undergraduate Honors Theses/Projects: Renee Newton, 2000-2001; Alyse Freedman, 2000-2001; Ben Nicotera, 2002-2003; Heather Lavigne, 2003-2004; Stacey Walker, 2004-2005, Megan Siegusmund, 2004-2005.

Committee Member, Doctoral Dissertations: Alisha Crawley (1999-2002, Developmental Psychology), Ali Dagnes (2001-2003, Political Science), Marie Evans (2002-2003, Developmental Psychology), Dara Greenwood (2002-2004, Social Psychology), Bjarne Holmes (2002-2004, Social Psychology), Amy Damico (2002-2003, Communication), Mary Hannah Henderson (2004-present, Anthropology), Jennifer Dobbs (2004-2006, Clinical Psychology), Ahrona Chand (2004-2006, Social Psychology), Lauren Goldstein (2004-2006, Clinical Psychology), Laura Claxton (2005-present, Developmental Psychology), Tiffany Pempek (2006-present, Developmental Psychology), Paula Bylaska-Davies (2006-present, Nursing, UMass Lowell).

Committee Member, Master's Theses: Marie Evans (1999-2001, Developmental Psychology), Anne Frankenfield, 2002-2003, Developmental Psychology), Heather Kirkorian (2003-present, Developmental Psychology), Diana Coryat (Communication, 2004-present), Joanne Kostides (Communication, 2005-present).

Committee Member, Graduate Student Plan of Study Committees: Joanne Kostides, Amy Damico, Jon Lupo, Bryan Baldwin, Ya Zeng, Kennaria Brown, Chris Boulton, Lori Bindig, Fernando Rodriguez.

Committee Member, Graduate Student Comprehensive Exams: Alicia Kemmitt, 2002, Iris Chelaru, 2006, Kennaria Brown, 2005, Lori Bindig, 2006.

Committee Member, Undergraduate Honors Theses: Yolanda Hippensteele, 1999-2000; Bonny Williamson, 2001-2002; Michael Esposito, 2000-2001; Elena Panesis, Honors Project, 2001-2002; Cindy Klubnik [Psych], 2000-2002; Marcelina Abreu [Psych], 2000-2001, Erica Mattison [Psych], 2001-2002, Kate Decker [Psych], 2002-2003, Alexis Lauricella [Psych], 2003-2004, Lauren Murphy [Psych], 2003-2004, Rachel Rausch, 2004-2005, Marina Gorelik, 2004-2005 [History], Cristine Chambers, 2004-2005 [Comparative Literature].

Advisor, Bachelor's Degree with Individual Concentration: Ellen Pangiarelli, 2000-2002; Julie Vagnoni, 2001-2002.

Advisor, University Without Walls: Janice Sorenson, 2002-present.

Chair, Undergraduate Honors Activity: Kristin Nagy, 2001-2002, Bree Duffy-King, 2001-2002.

Other:

Co-facilitated workshop: "The Faculty Fellows Program in Community Service Learning," with Leda Cooks, Art Keene (Anthropology), and John Reiff (Director, Office of Community Service Learning), *Massachusetts Campus Compact Regional Conference*, April 16, 2004.

Led workshop: "Assessing Student Outcomes in Community Service Learning," with Leda Cooks, *Creating the Engaged Campus: A New England Regional Campus Compact Conference*, April 4, 2003, Worcester, MA.

Attended: *Service Learning Research Conference*, Berkeley, CA, October 21-23, 2001.

Attended: *Service Learning Engaged Department Summer Institute*; co-wrote proposal (with Leda Cooks) and participated in Campus Compact-sponsored workshop in Portland, OR on June 6-8, 2001 (one of ten teams chosen throughout the country from all disciplines).

Led workshop: "(Re)Defining Learning in Service Learning," with Leda Cooks and Mari Paredes, *Community Service Learning in Communication Conference*, Minneapolis, MN, March, 2001.

Attended: *Massachusetts Campus Compact Conference*, Summer 2000.

Participated: *The Future Professoriate Program*, Syracuse University, 1997- 1998.

Attended: *Future Professoriate Minnowbrook Conference*, Syracuse University, 1997.

SERVICE:

Positions held/activities:

College/University:

Board Member, Massachusetts Society of Professors, Spring 2006-present.

Member, Center for Interdisciplinary Research on Families, College of Social and Behavioral Sciences, 2003-present.

Member, Steering Committee, Center for Interdisciplinary Research on Families, College of Social and Behavioral Sciences, 12/03-present.

Member, Status of Women Committee, Faculty Senate, Spring, 2003-2005.

Member, College Teaching Award Selection Committee, Spring 2004.

Department:

Undergraduate Program Director, beginning Fall, 2006.

Chair, External Chair Search Committee, 2006.

Member, Graduate Studies Committee, 2004-2005.

Member, Personnel Committee, 2003-2004.

Honors Coordinator, 2000-2003.

Member, Undergraduate Curriculum Committee, 1999-2003.

Member, Graduate Admissions Committee, 2001-2002.

Member, Human Subjects Review Board Committee, 2000-2002, 2003-2004, 2004-2005.

Liaison, Museum of Television and Radio Seminar Series, 2000-2003.

Other:

Advisor for Multiple Student Internship Experiences, 1999-present.

Independent Study Supervisor: Spring 2000 (Alicia Kemmitt, Ainka Outechere-Clepper, Brooke Weissblum); Fall 2000 (Joanne Kostides, Kate Beith); Spring 2001 (Pablo Picker, Barry Gagne); Spring 2002 (Ryan Smith, Siobhan Clune, Lauren Benotti); Fall 2002 (Suzanne Polizzi); Winter session 2002/2003 (Chris Beebe); Spring 2003 (Blake Alcantara, Julie Sherenow, Takesha Bartley, Tara Porter on Media Literacy); Summer 2003 (Jennifer Popko, Children and Media); Fall 2003 (Andrea Bergstrom, Media Effects; Iris Chelaru, Survey Methodology and Information Technologies); Spring 2004 (John O'Neil, Independent Media and Distribution); Fall 2004 (Matt D'Aprile, Survey Research and Attitudes toward Same-Sex Marriage; Chris Boulton, Young People and Media: Assumptions about the Child Audience; Angela Paradise, Young People and Media: Violence, Realism, and Video Games; Daniel Meunier, Video Game Addiction).

Member and organizer of Activision's second annual showcase and symposium for media literacy and community arts, 2001.

Invited participant in Activision: Representation and Self-Expression in Local Media Literacy Projects, workshop and plenary sessions, 2000.

Service to the discipline:

Memberships

Association for Education in Journalism and Mass Communication

Broadcast Education Association

International Communication Association

Editorial board member for journals

Communication Quarterly

Mass Communication & Society

Communication Research

Ad hoc reviewer for journals

Journal of Broadcasting & Electronic Media

Popular Communication

Women & Politics

Media Psychology

Reviewer for conference submissions

Mass Communication division of the Eastern Communication Association
Communication Theory and Methodology, Mass Communication & Society divisions of
the Association for Education in Journalism and Mass Communication
Popular Communication Division, Mass Communication Division, and Entertainment
Studies Interest Group for the International Communication Association

Chair and/or Respondent for sessions in the Popular Communication, Instructional and
Developmental Communication, and Mass Communication and Society Divisions
for the International Communication Association

PROFESSIONAL EXPERIENCE:

Disc jockey at WCGR-AM in Canandaigua, NY, 1994.

Copywriter at WGGY-FM, WKRZ-FM, and WILK-AM in Scranton/Wilkes Barre, PA,
1993.

News director at WDNH-FM and WWCC-AM in Honesdale, PA, 1992.

Stringer reporter for The River Reporter newspaper in Narrowsburg, NY, 1992.

Intern at WOKR-TV 13 in Rochester, NY, 1991.