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Educational experience

B.A. Skidmore College, 1964—American Studies

M.A. American International College, 1977—Human Technology

Ph.D. University of Massachusetts, 1984—Communication Studies

Work experience

Executive Director, World Affairs Council, 1969-76

Development Officer, American International College, 1977-9

Teaching/research

University of Massachusetts—Rhetoric Dept., 1980-3

M.I.T.—Research Program on Communications Policy, 1983

Western New England College—Marketing Dept., 1984-6

Emerson College—Division of Mass Communication, 1986-7

*Professor, Worcester State University—Communications Dept., 1987-2002

*Nanyang Technological University, Singapore—School of Communications (Fulbright Senior Fellow, 1996)

*Invited resource person to the NGO forum of the United Nations World Conference against Racism (WCAR), Durban, South Africa, 2001

*Fulbright to do AIDS-related research in sub-Saharan Africa (Senegal, 2002)

*Senior Fellow, Northeastern University, 2003-

Author/(co-)editor

1. *Public access cable television: A case study on source, content, audience, producers, and rules-theoretical perspective.* Unpublished dissertation, University of Massachusetts, 1984.

2. *Beyond the stars: Stock characters in American popular film.* (Co-editor, with Paul Loukides). Bowling Green, OH: Popular Press, 1990.

3. *Communicating comfortably: Your guide to overcoming speaking and writing anxieties.* (Co-author, with Lilless McPherson Shilling). Amherst, MA: Human Resource Development Press, 1990.

4. *Beyond the stars II: Plot conventions in American popular film.* (Co-editor, with Paul Loukides). Bowling Green, OH: Popular Press, 1991.

5. *The Cosby Show: Audiences, impact, implications.* Westport, CT: Greenwood Press, 1992.

6. *Beyond the stars III: The material world in American popular film.* (Co-editor, with Paul Loukides). Bowling Green, OH: Popular Press, 1993.

7. *Beyond the stars IV: Locales in American popular film*. (Co-editor, with Paul Loukides). Bowling Green, OH: Popular Press, 1993.
8. *Chocolate fads, folklore, and fantasies* (A marketing study of the “Designer Chocolate” movement.) Binghamton, NY: Haworth Press, 1994.
9. *Community television in the United States: A sourcebook on public, educational, and governmental access*. Westport, CT: Greenwood Press, 1994.
10. *Communicating about communicable diseases*. (Co-editor, with Lillless McPherson Shilling). Amherst, MA: Human Resource Development Press, 1995.
11. *Media-mediated relationships: Straight and gay, mainstream and alternative perspectives*. Binghamton, NY: Haworth Press, 1996.
12. *Beyond the stars V: Themes and ideologies in American popular film*. (Co-editor, with Paul Loukides). Bowling Green, OH: Popular Press, 1996.
13. *Dictionary of quotations in communications*. (Co-compiler, with Lillless McPherson Shilling). Westport, CT: Greenwood Press, 1997.
14. *Women and AIDS: Negotiating safer practices, care, and representation*. (Co-editor, with Nancy L. Roth). Binghamton, NY: Haworth Press, 1998.
15. *Media-mediated AIDS*. (Editor). Cresskill, NJ: Hampton Press, 2003.
16. *National days/National ways: Historical, political, and religious celebrations around the world*. (Editor). Westport, CT: Praeger Press, 2004.
17. *Sport, rhetoric, and gender: Historical perspectives and media representations*. (Editor). New York: Palgrave Macmillan, 2006.
18. *Community media: International perspectives*. (Editor). New York: Palgrave Macmillan, 2007.
19. *Sportscasters/sportscasting: Practices and principles*. New York: Routledge, 2008.
20. *Exercises in sportscasting*. New York: Routledge, 2008.
21. *African women’s unique vulnerabilities to HIV/AIDS: Communication perspectives and promises*. New York: Palgrave Macmillan, 2008.
22. *Sexual sports rhetoric: Historical and media contexts of violence*. (Editor). New York: Peter Lang, 2009.
23. *Sexual sports rhetoric: Global and universal contexts*. (Editor). New York: Peter Lang, 2009.
24. *Tsunami communication: (Inter)personal/intercultural, media, technical, ethical, philanthropic, development, and personal responses*. (Editor). Cresskill, NJ: Hampton Press, 2010.
25. *Women, war and violence: Personal perspectives and global activism* (co-editor, with Robin M. Chandler and Lihua Wang). New York: Palgrave Macmillan, 2010.
26. *The Christian Science Monitor: An evolving experiment in journalism*. Santa Barbara, CA: Praeger, 2011.
26. *The power of global community media*. (Editor). New York: Palgrave Macmillan, 2012.

Civic and professional volunteer experience

Adviser, ThinkActPeace (TAP) Foundation, Masbate, Philippines
 Board of Directors, Child and Family Services, Inc.
 President, Springfield Women's Club, 1986-7
 Wilbraham (MA) Cable Television Commission

Program Committee, Northampton Film Festival
President, Western Massachusetts Fulbright Association
Organizer, Scottish Film Festival, Worcester State University
Chair, Wilbraham (MA) Public Access Cable Television
President, The Cosmopolitan Club (www.CosmoClubMA.org) 2010-12
President, The Century Club (www.CenturyClubMA.org) 2010-12

Media/documentary interviews:

Nobody Knows Us (the homeless). 2007. Director: Max Lewontin
Biography: Bill Cosby (A&E). 2009. Director: David Krejelj

Professional experience

Conference papers:

1. Attitudes in transition: A multi-method approach to retirement (with Bill Lesch), Speech Communication Association (SCA), Edwardsville, IL, 1981.
2. Radio Nederland Wereldomroep: A case study in international propaganda, Popular Culture Association (PCA), Wichita, KA, 1983.
3. Enculturation: An axiomatic theory of mass communication, Fifth International Conference on Culture and Communication, Philadelphia, PA, 1983.
4. Audience measurement methodology, National Federation of Local Cable Programmers (NFLCP), Portland, OR, 1983.
5. Steam Ship Acadia: Journal of Israel Lombard, 1942-3, PCA, Toronto, Canada, 1984.
6. Toward a reconceptualization of television: The potential impact of access, International Communication Association (ICA), San Francisco, CA, 1984.
7. Television of the people, by the people, for the people: Public access. International Television Studies Conference, London, 1984.
8. CMM meets MBO: 'Coordinated Management of Meaning' theory meets 'Management By Objective' model, World Communication Association (WCA), San Juan, Puerto Rico, 1984.
9. Producers of programming for noncommercial television, PCA, Louisville, KY, 1985.
10. Choco-marketing-mania (with William Frost Mobley), PCA, Louisville, KY, 1985.
11. Excellence on television: Research and applications, Western New England College Colloquium, 1985.
12. Television and your children: A positive approach, PTO Group, Agawam, MA, 1985.
13. Measuring your local programming audience, NFLCP workshop, Boston, MA, 1985.
14. Marketing a star to and through the media: The Cosby case, PCA, Atlanta, GA, 1986.
15. Personal hygiene products: A case study in forced compliance, ICA, Chicago, 1986.
16. Television games: Applications and anecdotes, Workshop for the 17th Annual International Simulation and Gaming Association, Toulon, France, 1986.
17. Afternoon delights: The soaps, Junior League of Springfield, MA, 1986.
18. Popular cultural perspectives on western Massachusetts: Architecture, culture, education, history, and recreation, North East Popular Culture Association (NEPCA), Bangor, ME, 1986.
19. Olympics access for women: Athletes, organizers, and sports journalists, The Olympic Movement and the Mass Media Conference, Calgary, Canada, 1987.
20. News viewers in an upper socio-economic community, PCA, Montreal, 1987.

21. If interactive video is the goal, what is the best educational means to achieving it? Writing for the Computer Industry Conference, MIT, 1987.
22. An international terrorism simulation: Extending Hanson's model, NEPCA, Portland, ME, 1987.
23. The rise of radio and its role in our lives, South Church Afternoon Guild, Springfield, MA, 1987.
24. Your relationship to the media, Atalanta Club, Longmeadow, MA, 1987.
25. Terrorism as treated by the *Christian Science Monitor*, 1977-1987, Terrorism and News Media Research Project, Boston, MA, 1988.
26. A profile of radio listenership by elderly, educated women, PCA, New Orleans, LA, 1988.
27. A sociolinguistic survey on the use of the term 'Ms.,' Conference on Research in Gender and Communication, Media, PA, 1988.
28. Audience appeal of *The Cosby Show*: How it cuts across cultural and demographic boundaries, Union for Democratic Communication (UDC), Carlton University, Ottawa, Canada, 1988.
29. Research on ritualistic television-viewing: The loyal audience of *The Cosby Show* worldwide, International Association for Mass Communication Research Conference (IAMCR), Barcelona, Spain, 1988.
30. Considerations and case studies of community access television in the United States, Junta de Andalucia, Union de Consumidores de Espana, RTVA, Seville, Spain, 1988.
31. The baseball movie genre: At bat, or struck out? PCA, St. Louis, MO, 1989.
32. Access to audiences by means of membership, WCA, Republic of Singapore, 1989.
33. Character conventions in American popular film: Cultural illuminators and indicators, NEPCA, Killington, VT, 1989.
34. Access to grassroots media: Public access cable television in the U.S, UDC, NY, 1989.
35. The business of sportscasting, International Conference on Sports Business, University of South Carolina, Columbia, S.C., 1989.
36. *Cosby* in the Caribbean: Audience data on *The Cosby Show*, Intercultural and International Communication Conference (IICC), Miami, FL, 1990.
37. Games in 'Mortal Games,' PCA, Toronto, Canada, 1990.
38. Hollywood's housekeepers: Maids in American popular film, New England Women's Studies Association, Kingston, RI, 1990.
39. Images of Olympians in film, ICA, Dublin, Ireland, 1990.
40. An American audience for the Seoul Summer Olympics, IAMCR, Lake Bled, Yugoslavia, 1990.
41. Tiananmen as treated by the *Christian Science Monitor*, Media and Crisis Conference, Quebec City, Canada, 1990.
42. An audience research technique that teaches about the community, SCA, Chicago, IL, 1990.
43. The potential impact of new technologies on access, Northeast Region NFLCP Spring Conference, East Hartford, CT, 1991.
44. Singapore's 24th National Day: A participant observer's analysis of August 9, 1989, IICC, Miami, FL, 1991.
45. Film methodology: Is the genre approach dead? PCA, San Antonio, TX, 1991.

46. Singapore cinema: Case study of a burgeoning industry, WCA, Jyvaskyla, Finland, 1991.
47. The media of Wilbraham and McKnight, Massachusetts Foundation for the Humanities 'Sense of Place' Study Group, Springfield, MA, 1991.
48. Balancing special interest groups, Northeast Region NFLCP Fall Conference, Greenfield (MA) Community College, 1991.
49. Reaching the right target market about AIDS: The Magic touch, Communication Association of Massachusetts, Emerson College, Boston, MA, 1992.
50. The media of Nintendo, PCA, Louisville, Kentucky, 1992.
51. 'Getting Gays' through the classifieds, PCA, Louisville, Kentucky, 1992.
52. Teaching about new communications technologies, NBS/AERho Convention, Washington, D.C., 1992.
53. 'Monitoring' the Soviet coup, Temple University's 13th Annual Discourse Analysis Conference, Philadelphia, PA, 1992.
54. Reporters' rights to the locker room, UDC, Trent University, Peterborough, Ontario, Canada, 1992.
55. Music, sport, and comedy—moderator, ICA, Miami, Florida, 1992.
56. Magic in the media: An analysis and survey on the sports story of our times, International Society for Comparative Physical Education and Sport Conference, University of Houston, Texas, 1992.
57. Comedy across cultures: A case study of *The Cosby Show*, 10th International Humor Congress, Paris, France, 1992.
58. Outreach to special interest groups—moderator, NFLCP, St. Paul, Minnesota, 1992.
59. Sportstalk/wartalk/patriotismtalk/mentalk: Super Bowl XXV, IAMCR, Guaruja, Brazil, 1992.
60. WTV-46: Wilbraham's community television, IAMCR, Guaruja, Brazil, 1992.
61. Remembering radio: Work in progress on oral history, IAMCR, Guaruja, 1992.
62. *Gremlins* in Yugoslavia: A cross-cultural cinematic experience, NEPCA, Brookline, MA, 1992.
63. South America as cinematic scene-stealer: Recent reflections on the rain forest, IICC, Miami, FL, 1993.
64. Instructing about imbedded advertising in film, National Broadcasting Society/AERho, St. Louis, MO, 1993—*First place winner in faculty competition.
65. Management of community television, Northeast Regional Convention, The Alliance for Community Media (ACM), Pittsfield, MA, 1993.
66. In a league of its own: Penny Marshall breaks into the baseball film genre for women, PCA, New Orleans, LA, 1993.
67. AIDS as (filmic) entertainment, Eastern Communication Association (ECA), New Haven, CT, 1993.
68. U.S. community television: Concerns, controversies, and case studies, IAMCR, Dublin, Ireland, 1993.
69. Images of Africa in popular film, WCA, Pretoria, South Africa, 1993.
70. Communication Strategies for AIDS, SCA, Miami, FL 1993.
71. A report on research about health communication. Turkish Communication Association, Istanbul, Turkey, 1993.

72. Learning about Latino cinematic Stereotypes: A pedagogical proposal, IICC, Miami, FL, 1994.
73. Chicago sportscasters, PCA, Chicago, IL, 1994.
74. Participant observation of a town's cable television: Democracy in the making, ECA, Washington, D.C., 1994.
75. Channeling controversy: Technology, target markets, censorship and content on community television, IAMCR, Seoul, Korea, 1994.
76. Doubly excluded from the dialogue: Depictions of women in AIDS films, International Association for Mass Communication Research, Seoul, Korea, 1994.
77. How much like 'McCarthyism' is 'Political Correctness'? ICA, Sydney, Australia, 1994.
78. Making the connection between media literacy and PEG access, ACM, Honolulu, Hawaii, 1994.
79. Hollywood and HUAC: A review of motion pictures about McCarthyism, NEPCA, Lewiston, ME, 1994.
80. Media gridlock: The culture of violence, Faculty Forum, Worcester State University, 1994.
81. Entertainment entrepreneurship: Singapore cinema, 16th Annual Ohio University Film Conference, Asian Cinema: Poetics & Politics, Athens, OH, 1994.
82. Interpreting media violence for your children, Springfield College Child Development Center, Springfield, MA, 1994.
83. Media stereotypes of Middle Easterners: A case study of movie terrorists, IICC, Miami, FL, 1995.
84. The Hutchins Commission vis-à-vis community TV: An alternative accounting of the five ethical standards, UDC, Austin, TX, 1995.
85. The not-so-'Rocky' road: Philadelphia films about sports, PCA, Philadelphia, 1995.
86. The 'Sultan of Swat' on the silver screen, A Conference Commemorating the 100th Birthday of Babe Ruth, Hofstra University, Hempstead, NY, 1995.
87. Borders as a cinematic convention: Canada as a case study, 13th Biennial World Communication Association conference, Vancouver, British Columbia, Canada, 1995.
88. Eliza Wright Osborne (1830-1911): Another important female friend of Elizabeth Cady Stanton, The Life and Leadership of Elizabeth Cady Stanton Conference: A Centennial Celebration of The Woman's Bible, Columbia, SC, 1995.
89. WWAs (Women With AIDS), SCA, San Antonio, TX, 1995.
90. The future of mass media, Taped interview with students from National University of Singapore (NUS), 1996.
91. Images of image-consciousness in the Singapore press, Talk Show—Video Production 11, Nanyang Technological University (NTU), Singapore, 1996.
92. The motion picture industry, from Hollywood to Singapore, Rotary Club of Marina City-Singapore, 1996.
93. Our bodies, our (Singapore) selves: Messages to women in the Singapore media, Association of Women for Action and Research (AWARE), Singapore, 1996.
94. Media messages and representations of HIV/AIDS, Centre for Mass Communication Research, University of Leicester, England, 1996.

95. 'Di AS, penduduk boleh tonton siri hobi, mesyuarah,' Interview with Nooraini Hamzah on Singapore's community television debut at the opening of the Tampines East Community Center in *Berita Minggu* (May 5, 1996): 3.
96. Cultivation analysis applied to relationship-seeking, Informal Faculty Forum presentation, School of Communication Studies, NYU, Singapore, 1996.
97. Working toward a national cinema for Singapore, Rotary Club of Queenstown-Singapore, 1996.
98. Hookers, heroin Users, and helpless victims: The rhetoric of women with HIV/AIDS, WOKS (women's service organization), Singapore, 1996.
99. Emerging technologies: Impact on the media and public relations profession, Institute of Public Relations of Singapore, 1996.
100. The singles scene of the 1990s: From *Sleeping in Seattle* to Singapore, Rotary Club of Bugis Junction, Singapore, 1996.
101. Developing grassroots community media in Singapore, Asian Mass Communication Research and Information Centre (AMIC) 25th Anniversary, Singapore, 1996.
102. Singles in the 1990s: How swinging? American Women's Association (of Singapore), 1996.
103. Communication skills in medicine, Workshop for medical and nursing staff, Kuala Lumpur, Malaysia, 1996.
104. 'Personals,' planning, and perspectives for 90s Relationships, Social Development Unit (SDU.), Singapore, 1996.
105. Cultural communication similarities and differences in relationship-seeking: A report on the U.S. and Japan, 26th Annual Convention, Communication Association of Japan, Tokyo, Japan, 1996.
106. Government as corporate beast: The case of Singapore's first foray into grassroots media, UDC, Chicago, 1996.
107. When a national characteristic becomes popular culture: The case of Singapore's 'Kiasuism,' NEPCA, Quinnipiac College, Hamden, CT, 1996.
108. Advertising appeals to Asian women: A head-to-toe analysis of media aimed at Singaporean and Japanese consumers, 61st Annual Convention, Association for Business Communication (ABC), Chicago, IL, 1996.
109. Singaporeans searching for social relationships: Applications from both interpersonal and mass communications, IICC, Miami, FL, 1997.
110. Trekking rhetoric: Magazine accounts of the May, 1996 Mount Everest disaster, PCA, San Antonio, TX, 1997.
111. Privacy, freedom, regulation—moderator, Technologies of Freedom: Emerging Media in Modern Culture Conference, MIT, Cambridge, MA, 1997.
112. Remembering Ithiel de Sola Pool, Media in Transition project, MIT, Cambridge, MA, 1997.
113. Canadian mints: Images of Canada in popular film, Society for Cinema Studies (SCS), Ottawa, Canada, 1997.
114. Ruling out racism in multi-racial Singapore, WCA, San Jose, Costa Rica, 1997.
115. Top-down community television: The case of Singapore, ACM, Milwaukee, Wisconsin, 1997.
116. *Monitoring* the O.J. Simpson vase vis-a-vis domestic violence, Northeast Popular Culture Association, Wentworth Institute of Technology, Boston, MA, 1997.

117. Is it a board of directors, or a producers' meeting? Northeast Regional Conference, ACM, North Adams, MA, 1997.
118. Transcending theory: A dialogue on communication strategies for HIV/AIDS education and service delivery for marginalized communities, NCA Chicago, 1997.
119. A century of immigrant images in film, IICC, Miami, FL, 1998.
120. Disney's ducks: A film series to advertise an NHL franchise, PCA, Orlando, 1998.
121. Initiating an I-net: Incorporating educational access, Northeast Regional Conference, ACM, Brockton, MA, 1998.
122. Pagers, phones, personal computers and plans for more: Telecommunications usage of Singaporean P/R professionals, ICA, Jerusalem, Israel, 1998.
123. Starting Singapore on the road to community TV: A participant observational report, IAMCR, Glasgow, Scotland, 1998.
124. Independent efforts of women filmmakers and videographers in the AIDS pandemic, IAMCR, Glasgow, Scotland, 1998.
125. Martha Coffin Wright (1806-1875): Presider at the 1848 Women's Rights Convention, Seneca Falls, NY, Organization for the Study of Communication, Language & Gender, Portland, Maine, 1998.
126. Political implications of the AIDS/breastfeeding issue, NCA, NY, 1998.
127. Heather in the highlands: Images of Scotland in popular film, IICC, Miami, 1999.
128. Single-sex health clubs: Political, economic, psychological, and socio-cultural implications. Women's Studies for a New Millennium colloquium. Southern Connecticut State University. New Haven, CT, 1999.
129. A pedagogical precedent: Interactive distance-learning among seven educational institutions, IAMCR, Leipzig, Germany, 1999.
130. AIDSfilms: Motion picture depictions of the HIV/AIDS pandemic, NCA, Chicago, IL, 1999.
131. Ethnic communications in Massachusetts: A descriptive history of information and entertainment, fairs and festivals, ethnic media, native sons and daughters, ethnic organizations, and telecommunications, Distance Learning, Amherst, MA, 1999.
132. Telecommunications concentration, Cultural Environment Movement (CEM), Athens, OH, 1999.
133. The friendship between Paul Robeson and W.E.B. DuBois, PCA, Orlando, 1999.
134. Interactive, interdisciplinary distance learning: A participant observation, Massachusetts Education Computing Conference, Springfield, MA, 1999.
135. Nationalism and national celebrations, IICC, Miami, FL, 2000.
136. The gym/gyn health club issue, PCA, New Orleans, LA, 2000.
137. How far should/would comic strips go?: The case of breast cancer in *Funky Winkerbean*, IAMCR, Singapore, 2000.
138. The culture of violence/the rhetoric of sports violence, IAMCR, Singapore, 2000.
139. From 'Dummy' to 'Disabled': Images of deafness in the motion pictures. NEPCA, Springfield, MA, 2000.
140. AIDS in African cinema, with a focus on francophone films. SCS, Washington, DC, 2001.
141. Miller time? Time (and ratings) will tell how long Dennis Miller will rate as a sportscaster on MFN. PCA, Philadelphia, PA, 2001.

142. Community media: International perspectives on 'Our Media, Not Theirs.' ICA, Washington, DC, 2001.
143. Workshop on ethnicity. NGO forum of the United Nations World Conference against Racism (WCAR), Durban, South Africa, 2001.
144. Genre, VIH/SIDA, et pauvreté, panel sponsored by L'Association Femme, Enfant Lutte Contra La Pauvreté and Le Ministre de la Famille et de la Petite Enfance, International Woman's Day, Dakar, Senegal, 2002.
145. (Double+) victimization at play for women athletes, IAMCR, Barcelona, Spain, 2002.
146. Resilience and restraint: Coverage of 9/11 by *The Christian Science Monitor*, IAMCR, Barcelona, Spain, 2002.
147. Global medical injustice: HIV/AIDs in developing countries. UDC, State College, PA, 2002.
148. (Un)necessary roughness: A review of sports violence. NEPCA, Worcester State University, Worcester, MA, 2003.
149. Teaming gender with the language of sport. NCA, Miami, FL, 2003.
150. Ethical issues for western feminists researching AIDS. Feminist Issues Colloquium Series, Northeastern University, Boston, 2003.
151. Gender scholarship workshop. Northeastern University, Boston, 2004.
152. Fictionalizing (American) football: A case study of the TV show *Playmakers*. IAMCR, Porto Alegre, Brazil, 2004.
153. The politics and process of critiquing African AIDS films. Keynote, Screen Media and Sexual Politics Conference, Plymouth State College, NH, 2004.
154. An international newspaper with unique reportage on women and women's issues: *The Christian Science Monitor*. Northeastern University, Boston, 2004.
155. Gay bishops, gay marriage, gay news: The treatment of 'homosexuality' in *The Christian Science Monitor*. NEPCA, Newbury College, Boston, 2004.
156. Searching for sex, love, and romance in the media. NCA, Chicago, 2004.
157. Vixens, victims, and virtuous women: Media images of HIV/AIDS. World AIDS Day, Northeastern University, Boston, 2004.
158. Jockocracy revisited and re-visioned: A case study of a 30-years-ago sports media panic. IAMCR, Taipei, Taiwan, 2005.
159. Communication about nationalism: Assessing the health of the discipline in addressing national issues. NCA, Boston, MA, 2005.
160. Yao: Celebrity support of HIV/AIDS education in China. World AIDS Day, Northeastern University, Boston, 2005.
161. The warlike, violent language of sport. Women's Studies, Northeastern University, Boston, 2005.
162. Networking nationalism: Cross-national communication research approaches. ICA, Dresden, Germany, 2006.
163. Wartime rape: A filmic chronology. Northeastern University, Boston, MA, 2006.
164. Sports celebrity-hood seen in a positive light: The case of Yao Ming and HIV/AIDS in China. PCA, Atlanta, Georgia, 2006.
165. Violence vs. women: Representations in war, domestic settings, and the media. Women, War, and Violence conference, Northeastern University, Boston, MA, 2006.
166. Gendered media. Northeastern University, Boston, MA, 2006.

167. Outsourcing: Concepts, controversies, and popular culture. The Cosmopolitan Club, Longmeadow, MA, 2007.
168. Visual representations of sport, rhetoric, and gender. PCA, Boston, MA, 2007.
169. Celebrating the scholarship of George Gerbner. Chair, roundtable. ICA, San Francisco, CA, 2007.
170. Pat Tillman: Sport hero/martyr as militaristic symbol of the Iraq/Afghanistan war. IAMCR 50th Anniversary Conference, Paris, France, 2007.
171. The spicy, gendered language of sport. NCA, Chicago, IL, 2007.
172. How far gone? A review of Ishmael Beah's *A long way gone: Memoirs of a boy soldier* (NY: Farrar, Straus and Giroux, 2007). College Club of Boston (CCB), Boston, MA, 2008.
173. Community media: An active means of social impact. ICA, Montreal, 2008.
174. African grandmothers: HIV/AIDS and 'Skip-generation' parenting. IAMCR, Stockholm, Sweden, 2008.
175. Community media: An alternative to global divides. IAMCR, Stockholm, 2008.
176. Community media in Africa: An alternative voice in the HIV/AIDS pandemic. Our Media 7, Accra, Ghana, 2008.
177. Humanism, humanitarianism, and human rights relative to media representations of child soldiers. Media, War and Conflict Resolution conference, Bowling Green, Ohio, 2008.
178. Women in the military: Today's girl child soldier. Connecticut Valley Historical Museum, Springfield, MA, 2008.
179. Community-building and combating HIV/AIDS in Africa through community media. World Association Christian Communication (WACC). Cape Town, South Africa, 2008.
180. Framing a Flaming Issue: The Beijing Olympic Torch Topic. PCA, New Orleans, Louisiana, 2009.
181. Communication is Key to AIDS in Africa. World Affairs Council (WAC), Springfield, MA, 2009.
182. Synchronizing sport into the global communication/social change discussion. ICA, Chicago, IL, 2009.
183. Interview: Young Sportscasters of America (YSA), Natick, MA, 2009.
184. Looking at the Five Rings in a whole new light: The Olympic Games, Kiwanis Club of Springfield, MA, 2009.
185. Gender markings, male generics, naming conventions, descriptive linguistics, and the metaphorical language of sport. NCA, Chicago, IL, 2009.
186. Human rights, health, gender equity, and peace-building: Girls' and women's issues in SfD (Sport for Development), Northeastern University, Boston, 2010.
187. The power of sport for peace-building, International Sport for Development and Peace Association (ISDPA), Northeastern University, Boston, MA, 2010.
188. Matters of communication from the tsunami of 2004: (Inter)personal/intercultural, mass media, ICTs, and other responses, ICA, Singapore, 2010.
189. Darwinism: Much more than natural selection and evolution. The Cosmopolitan Club, East Longmeadow, MA, 2010.
190. Media-mediated images of women in war. Gender Matters Series, Northeastern University, Boston, MA, 2011.

191. The Singapore girl: (De)construction of a global icon. ICA, Boston, MA., 2011.
192. Moving to multi-platform formats: An update on local, national, and international community media movements. Keynote, ACMNE, Springfield, MA, 2011.

Journals and books:

1. *The Recorder*: An observational study of a community newspaper, *Newspaper Research Journal*, 4. (Spring, 1983): 25-32.
2. Developing survey instruments for assessing community programming, *Community Television Review*, 7 (Spring, 1984): 18.
3. The constitutionality of cable technology. In Ray B. Browne and Glenn J. Browne (Eds.), *Laws of our fathers: Popular culture and the US constitution* (Bowling Green, OH: Popular Press, 1986): 114-122.
4. Access and First Amendment rights, *Northeast Regional Report*, NFLCP (Winter, 1985): 8.
5. Managerial involvement in community affairs: Economic and ethical implications. *Press Concentration and Monopoly Research*, Association for Education in Journalism and Mass Communication (AEJMC), 1985.
6. International propaganda via shortwave: The Dutch example from an American perspective, *World Communication* 15 (Fall, 1986): 143-154.
7. Television viewing rules vs. television viewing behavior. *Communication and Simulation*. England: Multi Lingual Matters, 1987.
8. Researching women and the Olympics, *The Starting Line*, Canadian Association for the Advancement of Women and Sport (Summer, 1987): 11+.
9. Olympics access for women: Athletes, organizers, and sports journalists. *The Olympic movement and the mass media: Past, present, and future issues*. International Conference Proceedings, University of Calgary. Hurford Enterprises Ltd., 1987, 4/9-4/18.
10. *Springfield, MA: Microcosm of popular culture*, Orono, ME: National Poetry Foundation/University of Maine, 1988.
11. Terrorism as treated by the *Christian Science Monitor*, 1977-1987, *Political Communication and Persuasion* 5 (1988): 121-137.
12. Systems-theoretical aspects of popular culture and mass communication. In Ray B. Browne and Marshall W. Fishwick (Eds.), *Symbiosis: Popular culture and other fields* (Bowling Green, OH: Popular Press, 1988): 137-145.
13. The baseball movie genre: At bat or struck out?" *Play & Culture* 3 (Feb, 1990): 64-74
14. From servile to sassy: A look at Hollywood's 'Maids.' In Paul Loukides and Linda K. Fuller (Eds.), *Beyond the stars: Stock characters in American popular film* (Bowling Green, OH: Popular Press), 1990: 110-119.
15. Book reviews: Regina Barreca (Ed.), *Last laughs: Perspectives on women and comedy* (Gordon and Breach, 1988) and Nancy Walker, *A very serious thing: Women's humor and American culture* (U. Minnesota Press, 1988), *Quarterly Journal of Speech* 4 (November, 1990): 453+.
16. Producers of programming for noncommercial television, *Medienpsychologie*, 4 (December, 1990): 302-314.
17. How children's television deals with death, *Media and Values*, No. 52-3 (Fall, 1990/Winter, 1991): 28.

18. 'Triumph of the Underdog' in baseball films. In Loukides and Fuller (Eds.), *Beyond the stars II: Plot conventions in American popular film* (Popular Press, 1991): 53-60.
19. Tiananmen as treated by the *Christian Science Monitor*, *Political Communication and Persuasion* 8 (1991): 79-91.
20. Taking terrorism into the classroom, *Journal of Popular Culture*, Vol. 25, No. 1 (Summer, 1991): 93-98.
21. Membership methodology: A means for accessing media research, *Massachusetts Journal of Communication*, 1992.
22. Teaching about new communications technologies, *Signals*, 1992.
23. Reporters rights in the locker room, *Feminist Issues*, 12: 1 (Spring, 1992): 39-45.
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