TANG TANG, Ph.D.

Kolbe Hall 105F Akron, OH 44325-1003

tangt@uakron.edu 330.972.7606

EDUCATIONAL BACKGROUND

Ph.D. Mass Communication, Ohio University Concentrations: New media uses and impacts; audience research; media management and leadership; and research methods	Aug., 2008
Dissertation : Active within structures: An empirical integration of individual, structural and technology adoption determinants in predicting Internet use. Advisor : Greg Newton	
M.A. TV, Film & New Media Production, San Diego State University Concentrations: TV & film writing and production; documentary; new media; and international cinema	Dec., 2003
B.A. Broadcast Journalism, Communication University of China	Jul., 2001
PROFESSIONAL TRAINING/DEVELOPMENT	
Certificate, Distance Education, The University of Akron	Jul., 2012
PROFESSIONAL EXPERIENCE	
Assistant Professor (Tenure-track) School of Communication, The University of Akron	2010-now
Assistant Professor (Tenure-track) Department of Communication, University of Wisconsin Oshkosh	2008-2010
Instructor School of Media Arts and Studies, Ohio University	2007-2008
Instructor School of Communication, San Diego State University	2001-2003
TEACHING EXPERIENCE	

The University of Akron (August 2010 - now)

COMM287 Radio & TV Writing

COMM396 Programming & Audience Analysis

COMM486 Broadcast Sales & Management

COMM603 Quantitative Methods in Communication

COMM625 Theories of Mass Communication

University of Wisconsin Oshkosh (September 2008 – July 2010)

COMM 201 Introduction to Media Business

COMM 234 Writing for Electronic Media

COMM 343 Corporate Electronic Media

COMM 426 Audience Analysis

COMM 437 Radio TV Station Management

COMM 438 Educational Media

COMM 440 Media Leadership

Ohio University (September 2007 – March 2008)

TCOM 105 Introduction to Mass Communication

TCOM 459 Audience Research

San Diego State University (September 2001 – December 2003)

COMM 103 Public Speaking

ACADEMIC PUBLICATIONS - BOOK

Peirce, L. M., & **Tang**, **T.** (2015, Under Contract). *Strategic social media: From marketing to social change*. Hoboken, NJ: Wiley-Blackwell.

ACADEMIC PUBLICATIONS - REFEREED JOURNAL ARTICLES

- **Tang, T.,** & Cooper, R. (Forthcoming). Digital Touchdown: An exploration of cross-platform media uses during the 2012 Super Bowl. *Journal of Broadcasting & Electronic Media*.
- Cooper, R., & **Tang, T.** (2012). Fans, nonfans, and the Olympics: Predictors of audience's multiplatform experience with the 2008 Beijing Games. *Mass Communication & Society*, 15(4), 506-524.
- Peirce, L. M., & **Tang, T.** (2012). Refashioning television: Business opportunities and challenges of Webisodes. *International Journal of Business and Social Science*, *3*(13), 163-171.
- **Tang, T.,** & Cooper, R. (2012). Gender, sports, and new media: Predictors of viewing during the 2008 Beijing Olympics. *Journal of Broadcasting & Electronic Media*, 56(1), 75-91.
- Cooper, R., & **Tang, T.** (2012). Gender and perceived attributes for career success in the media industries. *Journal of Media Education*, 3(1), 5-22.
- **Tang, T.** (2011). Marketing higher education across borders: A cross-cultural analysis of university websites in the U.S. and China. *Chinese Journal of Communication*, 4(4), 417-429.
- **Tang, T.,** & Cooper, R. (2011). The first online Olympics: The interactions between Internet use and sports viewing. *Journal of Sports Media*, 6(1), 1-22.
- Cooper, R., & **Tang, T.** (2010). The attributes for career success in the mass communication industries: A comparison of current and aspiring professionals. *Journalism and Mass Communication Educator*, 65(1), 40-55.
- Cooper, R., & **Tang, T.** (2009). Predicting audience exposure to television in today's media environment: An integration of active-audience and structural theories. *Journal of Broadcasting & Electronic Media, 53*(3), 400-418.
- **Tang, T.**, Newton, G. D., & Wang, X. (2007). Does synergy work? An examination of cross-promotion effects. *The International Journal on Media Management*, 9(4), 127-134.
- **Tang, T**, & Cooper, R. (Invited for Resubmission with Changes). Active within structures: Predictors of audience exposure to television through media diaries. Manuscript submitted to *Mass Communication & Society*.

- Cooper, R., & **Tang, T.** (Invited for Resubmission with Changes). Gender, personality attributes, and predictors of career success in media professions. Manuscript submitted to the *International Journal on Media Management*.
- Peirce, L. M., & **Tang, T.** (Under Review). The digital distribution of public health news surrounding the HPV vaccination: A comparative study between Twitter and Google. Manuscript submitted to *Journal of Health Communication*.

MANUSCRIPTS IN PREPARATION

- **Tang, T.** The role of Internet structures: Development and validation of a new measure. Manuscript to be submitted to *Human Communication Research*.
- **Tang, T.**, & Newton, G. D. User flow in a non-linear environment: An examination of website consumption. Manuscript to be submitted to *Journalism and Mass Communication Quarterly*.
- Cooper, R. & **Tang, T.** Gender and predictors of multiplatform media uses during the 2012 Super Bowl. Manuscript to be submitted to *International Journal of Sport Communication*.
- Cooper, R., & **Tang, T.** Expanding the conceptual functions of Internet use. Manuscript to be submitted to *Journalism & Mass Communication Quarterly*.
- **Tang, T.,** & Cooper, R. Olympics everywhere: Predictors of audience's multiplatform media uses during the 2012 London Olympics. Manuscript to be submitted to *Journal of Broadcasting & Electronic Media*.
- **Tang, T.**, Bakke, E., & Cooper, R. Uses, gratifications, and structures: Towards a comprehensive theoretical model of Internet use. Manuscript to be submitted to *Journal of Communication*.
- Cooper, R., & **Tang, T.** Gender and attributes for career success among news professionals. Manuscript to be submitted to *Journalism & Mass Communication Quarterly*.
- Cooper, R., & **Tang, T.** Active within structures: A theory of post-convergent communication. Manuscript to be submitted to *Communication Theory*.
- Cooper, R. & **Tang, T.** Audience availability to television: Toward a measurement utility to explain audience behavior. Manuscript to be submitted to *Communication Methods & Measures*.

CONFERENCE PAPERS

- **Tang, T.,** & Cooper, R. (2013, June). *Olympics everywhere: Predictors of multiplatform media uses during the 2012 London Olympics*. Paper under review for presentation at the annual meeting of the International Communication Association, London, UK (Competitive Paper).
- Ivic, R., Tang, T., & Graham, E. (2013, June). Preliminary development of a model and measure of eHealth communication competency. Paper under review for presentation at the annual meeting of the International Communication Association, London, UK (Competitive Paper).
- **Tang, T.** (2013, June). *There's an App for that: An examination of audience's mobile experience with the London Olympics.* Paper under review for presentation at the annual meeting of the International Communication Association, London, UK (Competitive Panel).
- Cooper, R., & **Tang, T.** (2013, June). *Gender and attributes for career success among news professionals.* Paper under review for presentation at the annual meeting of the International Communication Association, London, UK (Competitive Paper).
- Ivic, R., & **Tang, T.** (2013, June). *Able or enable: Technology affordance and new media use*. Paper under review for presentation at the annual meeting of the International Communication Association, London, UK (Competitive Panel).
- **Tang, T.** (2013, April). *Is structure relevant anymore?: Development of a new model and measure of social media structures.* Paper under review for presentation at the annual meeting of the Eastern Communication Association, Pittsburgh, PA (Competitive Panel).
- Cooper, R., & **Tang, T.** (2013, April). *Gender and predictors of multiplatform media uses during the 2012 Super Bowl*. Paper accepted for presentation at the annual meeting of the Broadcast Education Association, Las Vegas, NV (**Top 2 Paper, Sports Division**).
- Peirce, L. M., & **Tang, T.** (2013, April). *The digital distribution of public health news surrounding the HPV vaccination: A comparative study between Twitter and Google*. Paper under review for presentation at the annual meeting of the Broadcast Education Association, Las Vegas, NV (Competitive Paper).
- **Tang, T.** (2013, April). Exploring the role of microblogging in cancer prevention and control: A comparative study of the United States and China. Paper accepted for presentation at the annual meeting of the Broadcast Education Association, Las Vegas, NV (Competitive Panel).

- **Tang, T.** (2013, April). *Linking "business" to "creative" in media education: An analysis of the attributes for career success.* Paper accepted for presentation at the annual meeting of the Broadcast Education Association, Las Vegas, NV (Competitive Panel).
- **Tang, T.** (2013, April). *An exploration of NBC's social media promotion strategies during the 2012 London Olympic Games.* Panel presentation accepted for presentation at the annual meeting of the Broadcast Education Association, Las Vegas, NV (Competitive Panel).
- **Tang, T.,** & Cooper, R. (2012, August). *Digital Touchdown?: An examination of audience's multiplatform experience during the 2012 Super Bowl*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL (Competitive Paper).
- Cooper, R., & **Tang, T.** (2012, August). *Gender, personality attributes, and predictors of career success in media professions*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL (Competitive Paper).
- **Tang, T.**, & Cooper, R. (2012, April). Fans, nonfans, and the Olympics: Predictors of audience's multiplatform experience with the 2008 Beijing Games. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV (**Top Paper, Sports Division**).
- **Tang, T.** (2012, April). *Structuring interactive user flow: Constraints or opportunities*. Panel presentation at the annual meeting of the Broadcast Education Association, Las Vegas, NV (Competitive Panel).
- **Tang, T.** (2012, April). The role of structure in Internet use: Preliminary development of a new measure and model. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV (**Top 2 Paper, Interactive Media & Emerging Technologies Division).**
- **Tang, T.,** & Cooper, R. (2012, March). *Structuring new public spheres: An integrated model of online news consumption*. Paper presented at the regional conference of the International Communication Association, Lille, France (Competitive Paper).
- **Tang, T.,** & Peirce, L. (2012, March). *Diversity or repertoire: A study of audience's 360° news experience*. Paper presented at the regional conference of the International Communication Association, Lille, France (Competitive Paper).

- Peirce, L., & **Tang, T.** (2012, March). *Public information dialogue: Understanding information seeking and diffusion behaviors regarding the HPV vaccine*. Paper presented at the regional conference of the International Communication Association, Lille, France (Competitive Paper).
- Peirce, L., & **Tang, T.** (2011, October). *An audience reception study of online video genre*. Paper presented at the annual meeting of the Association of Internet Researchers, Seattle, WA (Competitive Paper).
- **Tang, T.**, & Cooper, R. (2011, May). *Active within structures: Predictors of audience exposure to television through media diaries.* Paper presented at the annual meeting of the International Communication Association, Boston, MA (Competitive Paper).
- Cooper, R., & **Tang, T.** (2011, May). *Predicting Internet use as functional alternative, enhancement and differentiation: An expanded conceptualization of Internet functionality.* Paper presented at the annual meeting of the International Communication Association, Boston, MA (Competitive Paper).
- **Tang, T.** (2011, April). *Active within structures: An examination of webisodes' structural characteristics.* Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV (Competitive Panel).
- **Tang, T.,** & Cooper, R. (2011, April). *Gender, sports, and new media: Predictors of viewing during the 2008 Beijing Olympics*. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV (**Top Paper, Sports Division**).
- **Tang, T.,** & Cooper, R. (2011, April). *The first online Olympics: The interactions between Internet use and sports viewing.* Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV (Invited Panel).
- **Tang, T.** (2011, April). *Refashioning social networks: Opportunities and challenges for higher education.* Paper presented at the annual meeting of the Central States Communication Association, Milwaukee, WI (Competitive Panel).
- **Tang, T.** (2010, November). *Active within structures: An expanded conceptualization of Internet use.* Paper presented at the annual meeting of the National Communication Association, San Francisco, CA (Competitive Paper).
- **Tang, T.,** & Peirce, L. M. (2010, October). *Towards a comprehensive model of seeking health information online: The influence of satisfaction, skill, and structure.* Paper presented at the annual meeting of the Association of Internet Researchers, Gothenburg, Sweden (Competitive Paper).

- **Tang, T.,** & Newton, G. D. (2010, August). *User flow in a non-linear environment: An examination of website consumption.* Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Denver, CO (**Top Faculty Paper, Media Management & Economics Division**).
- **Tang, T.,** & Bakke, E. (2010, August). *Towards a comprehensive model of Internet use: The influence of motivations, gratifications, and structures.* Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Denver, CO (Competitive Paper)
- Peirce, L. M., & **Tang**, **T**. (2010, August). *Refashioning television: A structural analysis of Webisodes*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Denver, CO (Competitive Paper).
- **Tang, T.**, Bakke, E., & Cooper, R. (2010, June). *Uses, gratifications, and structures: A model of Internet use.* Paper presented at the annual meeting of the International Communication Association, Singapore (Competitive Paper).
- **Tang, T.** & Cooper, R. (2010, June). *Active within structures: Choices and constraints in post-convergence*. Paper presented at the annual meeting of the International Communication Association, Singapore (Competitive Panel).
- **Tang, T.** & Cooper, R. (2010, April). *The first online Olympics: The interactions between Internet use and sports viewing.* Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV (**Top Paper, Sports Division**).
- **Tang, T.** (2010, April). *The structured Internet audience: Managing media consumption in a non-linear environment.* Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV (Competitive Panel).
- **Tang, T.** (2009, October). From couch potato to web bug: Reconsidering Internet use through in-depth interviews. Paper presented at the annual meeting of the Association of Internet Researchers, Milwaukee, WI (Competitive Paper).
- **Tang, T.** (2009, August). *Active within structures: An empirical integration*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Boston, MA (Competitive Paper).
- **Tang, T.** (2009, April). The role of Internet structure: Understanding Internet use via structural determinants. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV.

 (**Top 2 Paper, Interactive Media & Emerging Technologies Division**).

- Cooper, R. & **Tang, T.** (2009, April). *Personality attributes as predictors for career success in the media industries: The impact of gender, income and career satisfaction*. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV (Competitive Paper).
- Cooper, R. & **Tang**, **T.** (2008, November). *Audience availability to television: Toward a measurement utility to explain audience behavior*. Paper presented at the annual meeting of the National Communication Association, San Diego, CA (Competitive Paper).
- **Tang, T.** (2008, October). *Understanding user exposure to the Internet: An empirical integration*. Paper presented at the annual meeting of the Association of Internet Researchers, Copenhagen, Denmark (Competitive Paper).
- **Tang, T.** (2008, October). *E-promotion: Marketing through the Beijing Olympics*. Paper presented at the annual meeting of the Association of Internet Researchers, Copenhagen, Denmark (Competitive Panel).
- **Tang, T.** (2008, October). *Chinese Idol: Cultural code and female representations Through "Super Girls' Voice"*. Paper presented at the annual meeting of the Global Fusion, Athens, OH (Competitive Panel).
- Cooper, R. & **Tang, T.** (2008, May). *Individual and structural determinants of audience exposure to television: An empirical integration*. Paper presented at the annual meeting of the International Communication Association, Montreal, Canada (Competitive Paper).
- Cooper, R. & **Tang, T.** (2008, April). *Exploring audience availability to television: An empirical explanation*. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV (**Top 2 Paper, Management & Sales Division**).
- Newton, G. D. & **Tang, T.** (2008, April). *Cross-promotion and local television news branding*. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV (Invited Panel).
- **Tang, T.** (2007, October). *Predicting Internet use with opposing theoretical schools.*Paper presented at the annual meeting of the Association of Internet Researchers, Vancouver, Canada (Competitive Paper).
- **Tang, T.** (2007, August). *Promoting colleges on the Internet: Comparing the visual components of Chinese and American collegiate websites.* Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington, DC (Competitive Paper).

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- **Tang, T.** (2007, August). *Predicting iPod implementation: Use and impact of an iPod.* Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington, DC (Competitive Paper).
- **Tang, T.** (2007, May). *Institutional promotion on the web: A cross-cultural analysis*. Paper presented at the meeting of the Ohio University Research Fair, Athens, OH (**Top 2 Paper**).
- **Tang, T.**, Wang, X., & Newton, G. D. (2007, May). *Does synergy work? An experiment on television and print cross-media promotion effects.* Paper presented at the annual meeting of the International Communication Association, San Francisco, CA (Competitive Paper).
- **Tang, T.** (2007, April). Predicting media use: An examination of audience exposure to television and the Internet. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV (**Top 2 Paper, Management & Sales Division**).
- **Tang, T.** (2007, April). Selling Channel Four through sex: A niche inquiry into British television programming. Paper presented at the Communication Development Graduate Student Conference, Athens, OH (Competitive Paper).
- **Tang, T.** (2006, August). *Promoting television: Synergy effects on cross-media promotions.* Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, San Francisco, CA (Competitive Paper).

GRANTS/FELLOWSHIPS

National Association of Television Program Executives NATPE Faculty Fellowship Nov., 2011

The University of Akron Mar., 2011 \$10,000 faculty research fellowship grant to examine the role of structures in Internet use and develop a new measure and model.

University of Wisconsin Oshkosh

\$7,200 research grant to investigate cross-cultural marketing strategies for higher education to help understand how cultural differences impact information delivery and brand building within higher education.

Mar., 2010

TANG TANG, Ph.D.	Kolbe Hall 105F Akron, OH 44325-1003	tangt@uakron.edu 330.972.7606
National Association of Broadcasters (NAB \$5,000 NAB grant for research in broadcasting promotion effects on local news branding (coonly funds five research projects nationwide expressions).	g to investigate cross med PI with Greg Newton). N	
Ohio University, School of Media Arts and \$500 dissertation research grant to investigate technology adoption factors' impacts on International Control of the Control of t	individual, structural and	Apr., 2007
Ohio University, School of Media Arts and \$1,600 research grant to investigate how chan marketing strategies through Beijing Olympic	ging technologies influence	Mar., 2007
Ohio University \$500 original work grant to investigate synerg programming.	y effects in television	May, 2006
Ohio University, School of Media Arts and \$3,000 research grant to investigate the interaction individual and structural factors and audience media environment. CREATIVE ACTIVITIES	ctions between and among	
 Writer, Director and Editor, American Lov. Officially selected to the San Diego Asian F Officially selected to the Dallas Asian Film Second Place Winner (Comedy), the BESTE 	ilm Festival Festival FEST Film Festival	2004
 Writer, Director, Producer and Editor, Have Officially selected to San Diego Asian Film 		2003
 Writer, Director, Producer and Editor, The First Place Winner (Non-fiction), the BEST Broadcasted at the PBS (Public Broadcasting) Officially selected to the Film School Confidence Filmmaking Achievement Award, ABC San 	FEST Film Festival <i>g Service</i>) – <i>The Short Li</i> dential	2002 st

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HONORS AND AWARDS

Top 2 Paper , the 2013 Broadcast Education Association Paper Competition, Sports Division	Apr., 2013
OCA Distinguished New Teacher of the Year Award, Ohio Communication Association	Oct., 2012
Top Paper , the 2012 Broadcast Education Association Paper Competition, Sports Division	Apr., 2012
Top 2 Paper , the 2012 Broadcast Education Association Paper Competition, Interactive Media & Emerging Technologies Division	Apr., 2012
NATPE Faculty Fellowship , National Association of Television Program Executives	Nov., 2011
Nomination for "Teacher of the Year", Central States Communication Association	Nov., 2011
Top Paper , the 2011 Broadcast Education Association Paper Competition, Sports Division	Apr., 2011
Top Faculty Paper , the 2010 Association for Education in Journalism and Mass Communication Paper Competition, Media Management & Economics Division.	Aug., 2010
Top Paper , the 2010 Broadcast Education Association Paper Competition, Sports Division	Apr., 2010
Top 2 Paper , the 2009 Broadcast Education Association Paper Competition, Interactive Media & Emerging Technologies Division	Apr., 2009
Top 2 Paper , the 2008 Broadcast Education Association Paper Competition, Management & Sales Division	Apr., 2008
Phi Kappa Phi	Mar., 2008
Outstanding Research, Scholarship and Creative Activity Award, Ohio University	Aug., 2007
Top 2 Paper, the Ohio University Research Fair, Ohio University	Apr., 2007

TANG TANG, Ph.D.	Kolbe Hall 105F Akron, OH 44325-1003	tangt@uakron.edu 330.972.7606
Top 2 Paper , the 2007 Broadcast Education Association Paper Competition, Management & Sales Division, Debut		Apr., 2007
Outstanding Documentary Director, San Diego State University		Dec., 2004
Videomaking Achievement, Auburn Film Society		Oct., 2003
Filmmaking Achievement Award, ABC San Diego (KGTV)		May, 2003
Beijing Outstanding Graduate of the Year, Beijing, China		Jun., 2001
Honors Student, Communication University of China		Mar., 2000
PROFESSIONAL SERVICE		
Vice Chair/Paper Competition Chair, Mana Programming Division, Broadcast Education		2011-2012
Reviewer, Journal of Broadcasting & Electronic Media		2010, 2012
Reviewer, Communication Research Reports		2011
Reviewer, International Journal of Sport Management & Marketing		2011
Reviewer, Asian Journal of Communication		2010-2011
Reviewer, competitive papers, Broadcast Education Association, Management, Marketing, and Programming Division		2008-2012
Reviewer, competitive papers, Broadcast Education Association, Student Media Advisors Division		nt 2010-2011
Reviewer, competitive papers, Broadcast Education Association, Gender Division		er 2009
Reviewer, competitive papers, International Communication Association, Mass Communication Division		on, 2007-2010
Reviewer, competitive papers, International Communication Association, Communication and Technology Division		on, 2007-2009
Reviewer, competitive papers, National Communication Association, Mass Communication Division		2009

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Reviewer, competitive papers, Association of Internet Researchers		2009
Panel Chair, International Communication Association, Mass Communication Division		2011
Panel Chair, Broadcast Education Association, Management, Marketing and Programming Division		g 2011
Review Committee Member, Wisconsin Broadcasters Association Foundation Scholarship		2010
Board Member, Wisconsin Broadcasters Association Education Committee		2008-2010
Graduate Student Liaison Coordinator , Management and Sales Division, Broadcast Education Association		2008
University Service		
The University of Akron (August 2010 – now)		
Area Coordinator, Media Studies, School of	Communication	2012
Co-Chair, Curriculum Committee, School of Co	Communication	2011-2012
Faculty Advisory Board, School of Communication		2011-2012
Search Committee, Tenure-track Health Communication Position, School of Communication		ool 2012
Speaker, Research Colloquium, School of Con	nmunication	2012
Graduate Program Steering Committee, Sch	nool of Communication	2010-2011
College Curriculum Committee, College of C	Creative & Professional A	arts 2011-2012
New Media Minor Curriculum Committee , College of Creative & Professional Arts		2010-2012
Search Committee , Tenure-track Sports Mana Education	agement Position, College	e of 2012
Interviewer, Scholarship Program, Honors College		2012

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Invited Speaker, Research for Lunch Event, The University of Akron		2012
University of Wisconsin Oshkosh (September	r 2008 – July 2010)	
UW Oshkosh Representative, Wisconsin Broadcast Association		2008-2010
Faculty Advisor, National Broadcaster Society, UW Oshkosh Chapter		2009
Research Committee, University's Faculty Development Program		2010
Radio TV Film Curriculum Development and Assessment Committee		ee 2009-2010
Radio TV Film Program Promotion Commit	tee	2009-2010
Co-Chair , Search Committee, Tenure-Track Position	Broadcast Journalism	2009
Search Committee, Tenure-Track Electronic News Position		2008
Search Committee, Tenure-Track CNL/Organizational Communication		n 2008
Judge, UW Oshkosh Faculty-Student Collaboration Grants		2009
Judge, UW Oshkosh Provost's Teaching and Learning Summit		2008
ADVISING		
Thesis/M.A. Project Committee Directorsh	ips	
Mills, Hailey L, Avatar creation: The social c University of Akron	construction of beauty, The	e Dec. 2012
Murray, Tina, Title TBA, The University of Akron, May 2014 (Anticipated)		In Progress
Sweitzer, Brandon, Title TBA, The University (Anticipated)	y of Akron, August 2013	In Progress
Zavodny, Nicole, <i>I can't believe she said that about me on Facebook: A study of verbal aggression on social networks</i> , The University of Akron, December 2013 (Anticipated)		•

Thesis/M.A. Project Committee Memberships

Benhaida, Salma, *Putting Akron back on the map: A public relations strategy for revival gallery*, The University of Akron.

May, 2012

Chappuis, Scott, Title TBA, The University of Akron

In Progress

Keppler, Christopher, Title TBA, The University of Akron

In Progress

Miller, Anna, Title TBA, The University of Akron

In Progress

Ward, Megan, Title TBA, The University of Akron

In Progress

Undergraduate Honor Project Directorships

Michaud, Ryan, What makes people laugh: Understanding audience behavior through program testing, The University of Akron.

Jun., 2011

Salyer, Rachel, Title TBA, The University of Akron, May 2013 (Anticipated)

In Progress

Undergraduate Honor Project Committee Memberships

Murphy, Erin, *The disinhibition of online dating*, The University of Akron.

May, 2012

Didato, Alexandra, Title TBA, The University of Akron

In Progress

MEMBERSHIP IN PROFESSIONAL SOCIETIES

Association for Education in Journalism and Mass Communication

Association of Internet Researchers

Broadcast Education Association

Central States Communication Association

International Communication Association

Ohio Communication Association

Updated: November 2012