

## David S. Birdsell, School of Public Affairs

### 1. EDUCATION

<u>Degree</u>	<u>Institution</u>	<u>Field</u>	<u>Dates</u>
Ph.D.	University of Maryland	Public Communication	1986
MA	University of Virginia	Speech Communication	1981
BA	University of Virginia	History	1979

### 2. FULL-TIME ACADEMIC EXPERIENCE

Baruch College	Dean	School of Public Affairs	4/06-present
Baruch College	Interim Dean	School of Public Affairs	9/05-4/06
Baruch College	Executive Director of Academic Programs	School of Public Affairs	7/99-8/05
Baruch College	Professor	Public Affairs	1/99-Present
Baruch College	Associate Professor	Public Affairs	9/94-12/98
Baruch College	Associate Professor	Speech	1/91-9/94
Baruch College	Assistant Professor	Speech	9/86-12/90
University of Virginia	Lecturer/Director of Forensics	Speech Communication	9/80-8/83

### 3. PART-TIME ACADEMIC EXPERIENCE

<u>Institution</u>	<u>Rank</u>	<u>Field</u>	<u>Dates</u>
Temple University	Visiting Associate Professor	Communication	2/93-6/93
New York University	Adjunct Assistant Professor	Speech	9/89-12/89
American University	Adjunct Lecturer	Government & Public Affairs	9/85-6/96
University of Maryland	Adjunct Lecturer	Speech	9/84-8/86
Piedmont Virginia Community College	Adjunct Lecturer	Humanities	1/82-5/82
University of Virginia	Adjunct Lecturer and Debate Coach	Speech Communication	9/79-5/81

#### **4. NON-ACADEMIC EXPERIENCE**

<u>Place of Employment</u>	<u>Title</u>	<u>Dates</u>
New York Public Library	Consultant	1999-2005
Brooklyn Public Library	Consultant	1998-2004
Interagency Council for MR & DD	Consultant	2000
Science, Industry & Business Library of NYPL	Consultant	1996-2000
United States Information Agency	Consultant	1996-1998
Congressional Management Foundation	Consultant	1984-2005
American Council on Education	Writer/Researcher	1984
Lindsay Dorrier for Congress	Speech Writer	1982

#### **5. EMPLOYMENT RECORD AT BARUCH**

<u>Rank</u>	<u>Date</u>
Dean	4/06-present
Interim Dean	9/05-4/06
Full Professor	1/1/99-present
Associate Professor	1/1/91-1/1/99
Assistant Professor	9/1/86-12/31/90

#### **6. PUBLICATION IN FIELD OF EXPERTISE**

##### A. Books

*The McGraw-Hill Guide to Presentation Graphics* (New York: McGraw-Hill, 1997).

Carol Winkler, William Newnam, and David S. Birdsell, *Lines of Argument: Core Volume* (Dubuque: Brown and Benchmark, 1993).

Carol Winkler, William Newnam, and David S. Birdsell, *Lines of Argument for Policy Debate* (Dubuque: Brown and Benchmark, 1993).

Carol Winkler, William Newnam, and David S. Birdsell, *Lines of Argument for Value Debate* (Dubuque: Brown and Benchmark, 1993).

Kathleen Hall Jamieson and David S. Birdsell, *Presidential Debates: The Challenge of Creating an Informed Electorate* (New York: Oxford University Press, 1988).

##### B. Papers in Professional Journals

###### 1. Articles

David S. Birdsell and Leo Groarke, "Outlines of a Theory of Visual Argument," *Argumentation and Advocacy*, forthcoming (22 pp. ms).

David S. Birdsell, "George W. Bush's Signing Statements: The Assault on Deliberation," *Rhetoric and Public Affairs*, 10, 2 (Summer 2007), pp. 335-360.

The Racine Group (David S. Birdsell, Diana P. Carlin, Shawn Parry-Giles, Edward Hinck, Kathleen Kendall, Michael Leff, Kathryn Olson, and David Zarefsky), "The Future of Research on Presidential Debates," *Argumentation and Advocacy*, (Fall 2002), pp. 1-28.

David S. Birdsell, Douglas Muzzio, David Krane, and Amy Cottreau, "Web Users are Looking More Like America," *Public Perspective* (April/May 1998), pp. 33-35.

Douglas Muzzio and David Birdsell, "The 1996 'Net Voter,'" *Public Perspective* (December/January 1997), pp. 44-45.

David S. Birdsell and Leo Groarke, "Toward a Theory of Visual Argument," *Argumentation and Advocacy*, 33 (Summer 1996), pp. 1-10.

David S. Birdsell, Douglas Muzzio, Humphrey Taylor, and David Krane, "A New Political Marketplace: The Web Snares Voters," *Public Perspective* (June/July 1996), pp. 33-36.

"Kenneth Burke at the Nexus of Argument and Trope," *Argumentation and Advocacy*, 29 (Spring 1993), 178-185.

"Beyond the Debate Analogy," *Argumentation and Advocacy*, 27 (Winter 1991), 97-99.

"Ronald Reagan on Lebanon and Grenada: Flexibility and Interpretation in the Application of Kenneth Burke's Pentad," *Quarterly Journal of Speech*, 73 (1987), 267-279; also published in Bernard L. Brock, Robert L. Scott and James W. Chesebro, eds., *Methods of Rhetorical Criticism: A Twentieth-Century Perspective*, 3/e (Detroit: Wayne State University Press, 1990), and in Carl R. Burghardt, *Readings in Rhetorical Criticism* (State College, PA: Strata Publishing Company, 1995), 227-239.

## 2. Refereed Proceedings

"Using All There is to See: A Response to Mark Vorobej," Proceedings of the Fourth Biennial Conference of the Ontario Society for the Study of Argumentation, CD-ROM, 1998.

David S. Birdsell, Douglas Muzzio, Richard Treitman, Kevin Shin Ogino, and Kevin Cancienne, "Using the World Wide Web to Facilitate Course-Related Communication," *Proceedings of the 1997 Ed-Media/Ed-Telecom Conference* (Charlottesville, VA: Association for the Advancement of Computing in Education, 1997), 2034-2037, CD-ROM.

"Argumentation in Urban Public and Not-for-Profit Management," in Sally Jackson and Scott Jacobs, eds., *Proceedings of the Ninth Biennial SCA/AFA Conference on Argumentation* (Annandale: The Speech Communication Association, 1996), pp. 71-74.

“Enthymemes in Intermediated Public Argument,” in Frans H. van Eemeren, Rob Grootendorst, J. Anthony Blair and Charles A. Willard, eds., *Proceedings of the Third International Conference on Argumentation Analysis and Evaluation* Vol. II (Amsterdam: SicSat, 1995), pp. 158-167.

“An Enthymematic Approach to Response and a Responsive Approach to Enthymemes,” in Raymie McKerrow, ed., *Argument and the Postmodern Challenge: Proceedings of the Eighth Biennial SCA/AFA Conference on Argumentation* (Annandale: Speech Communication Association, 1993), 162-165.

“Thinking Globally, Acting Locally: A Response to Muir, Harris and Depoe,” in Donn W. Parson, ed., *Argument in Controversy: Proceedings of the Seventh Biennial SCA/AFA Conference on Argumentation* (Annandale: Speech Communication Association, 1991), 342-44.

“Critics and Technocrats,” in Bruce Gronbeck, ed., *Spheres of Argument: Proceedings of the Sixth Biennial SCA/AFA Conference on Argumentation* (Annandale: Speech Communication Association, 1989), 16-19.

Herbert W. Simons and David S. Birdsell, “What if Arguers Could as Easily Show as Tell?” in Bruce Gronbeck, ed., *Spheres of Argument: Proceedings of the Sixth Biennial SCA/AFA Conference on Argumentation* (Annandale: Speech Communication Association, 1989), 296-300.

#### C. Chapters in Books

“Kathleen Hall Jamieson,” in Nancy Signorielli, ed., *Women in Communication* (Westport: Greenwood Press, 1996), pp. 228-235.

“The Technologies of Relatedness,” in Julia T. Wood and Richard B. Gregg, eds., *The Future of the Field* (Cresskill, NJ: Hampton Press, 1995), pp. 81-100.

“What Should Debates Be? Standards of Public Discourse,” in Arthur H. Miller and Bruce E. Gronbeck, eds., *Presidential Campaigning and America's Self Images* (Boulder: Westview Press, 1994), pp. 128-142.

“Carrie Lane Chapman Catt,” in Karlyn Kohrs Campbell, ed., *Women Public Speakers in the United States, 1800-1925* (Westport: Greenwood Press, 1993), 321-338.

#### D. Government and Foundation Publications

David S. Birdsell and Douglas Muzzio, “Small Business Resource Center Final: National Telecommunications and Information Administration Technology Opportunities Program Grant Evaluation,” (New York Public Library, September 2006)

David S. Birdsell and Douglas Muzzio, "Small Business Resource Center Wave 3: National Telecommunications and Information Administration Technology Opportunities Program Grant Evaluation," (New York Public Library, July 2006)

David S. Birdsell, "Civic Affairs and Civic Engagement in New York City: Types of Programs, Patterns of Support, and Comparisons with National Efforts" (The New York Community Trust, 2005).

David S. Birdsell and Douglas Muzzio, "The Science, Industry and Business Library's 'SmallBiz': Demand for Small Business Services in New York City (New York Public Library/Technology Opportunities Program of the National Telecommunications and Information Administration, January 2005).

David S. Birdsell and Douglas Muzzio, "The Next Leaders," (United Way of New York City, October 2003).

David S. Birdsell and Douglas Muzzio, "Bridging the Digital Divide: Click on @ the Library Workshop Participant Survey," Wave 3 (New York Public Library/Picower Foundation: January 2003).

David S. Birdsell and Douglas Muzzio, "Bridging the Digital Divide: Click on @ the Library Workshop Participant Survey," Wave 2, (New York Public Library/Picower Foundation: July 2002).

David S. Birdsell and Douglas Muzzio, "Bridging the Digital Divide: Click on @ the Library Workshop Participant Survey, Wave 1 (New York Public Library/Picower Foundation: January 2001).

David S. Birdsell and Douglas Muzzio, "Branch Library Survey, 2001," (New York Public Library: December 2001).

David S. Birdsell and Douglas Muzzio, "Characteristics, Habits, and Opinions of Patrons Using the Research Collections of the New York Public Library," (New York Public Library, December 2000).

David S. Birdsell, Rapporteur's Report, Markle Foundation Conference on Universal Access, February 11, 1999. Available online at [http://www.markle.org/news/proj\\_index.html](http://www.markle.org/news/proj_index.html)

David Birdsell and Douglas Muzzio, "Universal Service Baselines," Research Paper prepared for the Markle Foundation's Conference on Internet Access, February 11, 1999. Available online at [http://www.markle.org/news/proj\\_index.html](http://www.markle.org/news/proj_index.html)

David Birdsell and Douglas Muzzio, "Government Programs Involving Citizen Access to Internet Services," Research Paper prepared for the Markle Foundation's Conference on Internet Access, February 11, 1999.

David S. Birdsell, "Universal Service Scenarios: New York Stories," Research Paper prepared for the Markle Foundation's Conference on Internet Access, February 11, 1999.

David S. Birdsell and Herbert W. Simons, "Basic Research Goals: A Comparison of Political Ideologies," Washington, D.C.: Office of Technology Assessment, 1991, NTIS# PB91-166579.

#### E. Book Reviews

Review of Darin Barney, *Prometheus Wired* (University of Chicago Press, 2000), *Contemporary Sociology*, (Spring 2002), pp.

### 7. OTHER PUBLICATIONS

David Birdsell and Leo Groarke (eds.), "Visual Argument Revisited," special, double edition of *Argumentation and Advocacy* (forthcoming).

David Birdsell and Douglas Muzzio, "A 'Customer' Survey for the City," (Gotham Gazette, April 9, 2007), <http://www.gothamgazette.com/article/fea/20070406/202/2141>.

David S. Birdsell and Rahima Wade, "Student Voices in the Community," National Curriculum for the Annenberg Public Policy Center's Student Voices Program, August 2002.

"View News Critically," The PBS Democracy Project, September 2000. Available online at <http://www.pbs.org/democracy/readbetweenthelines/news.html>

*CivicExchange: A Policy Forum for the Nation*, <<http://www.baruch.cuny.edu/civicexchange>>, co-developed with the Whitman Center for the Study of Democratic Culture. (Inactive site)

*Vox New York: A Policy Forum for the City*, <<http://www.baruch.cuny.edu/voxnewyork>>, co-developed with the BCTC and the Office of the Public Advocate of the City of New York. (Inactive site)

"No Room for Perot," *The New York Times*, Op-Ed, September 18, 1996, p. A-21.

David Birdsell and Leo Groarke (eds.), "Visual Argument," special, double edition of *Argumentation and Advocacy* (Summer and Fall, 1996).

Ed., "Presidential Debates: Beyond the Debate Analogy," special edition of *Argumentation and Advocacy*, 27 (Winter 1991).

"The Status of Minorities in Higher Education," Reginald Wilson and Sarah Melendez, eds. (Washington, D.C.: The American Council on Education, 1984).

## **8. PRESENTED PAPERS, LECTURES, EXHIBITIONS AND PERFORMANCES**

“Presidential Primary Debates,” Baruch Alumni Meeting, Boynton Beach, January 2008

“The ‘Pipeline’ Metaphor and Professional Opportunity,” National Urban Fellows Mid-Year Conference, Minneapolis, January 2008.

“Making Sense of the Nonprofit Leadership Literature,” Conference on Nonprofit Leadership, Center for Nonprofit Strategy and Management, Baruch College, December 2007

“The Difficulty of Assessing Public Demand: Broadband Provisioning in New York City,” Presented at the Shanghai Jiao Tong University Conference on Public Service Delivery, June 2007. Extended versions of paper presented in lectures at Tongji University and Shanghai University for Finance and Economics, July 2007.

David S. Birdsell and Ann Ruecker, “Community Partnerships in Executive Education: Opening the Umbrella,” Annual Meeting of the National Association of Schools of Public Affairs and Administration, Minneapolis, MN, October 20, 2006.

Testimony on Int. 625-A, Establishing a Broadband Task Force, The New York City Council Committee on Technology and Government, June 10, 2005.

Testimony on the DOITT/EDC Telecommunications Infrastructure and Economic Development Report, The New York City Council Committee on Technology and Government, May 2, 2005.

Testimony on Use of New York City’s Publicly Owned Cable Television Outlets, The New York City Council Committee on Technology and Government, February 14, 2005.

Respondent, “Trends, Technology and Communication in American Politics,” New York City Women’s Club, January 27, 2005.

Testimony on Behalf of Int. 17 and Int. 27, The New York City Council Committee on Technology and Government, December 9, 2004.

“New York’s Next Nonprofit Leaders,” Annual Meeting of the Alliance for Nonprofit Management, August 2004.

“Globalization and Media,” Forum for Fulbright Scholars, June 28, 2004.

“Nonprofit Leadership,” Bayer Center for Nonprofit Management, March 4, 2004.

“Leadership Development,” Workforce Development Summit of the Addiction Technology Transfer Center Network, January 27, 2004.

“The Next Leaders,” Joint Baruch College-United Way of New York City Conference on Executive Development in the Nonprofit Sector, October 23, 2003

“Trends in Executive Turnover,” The New York Regional Association of Grantmakers, June 6, 2003

“Consultant-Client Relationships: Who Expects What from Whom?” Bayer Center for Nonprofit Management, February 28, 2003.

Panelist, Roundtable II: NCA White Paper on Presidential Debates, National Communication Association Convention, New Orleans, LA, November 24, 2002.

Panelist, Roundtable I: NCA White Paper on Presidential Debates, National Communication Association Convention, New Orleans, LA, November 21, 2002.

“Assessing Community Technology Programs,” Community Technology Symposium, Columbia University, October 24, 2002.

“Student Voices in New York City,” American Political Science Association, Boston, MA, August 31, 2002.

“Who Expects What from Whom? Consultant-Nonprofit Relationships,” Alliance for Nonprofit Management, with Doug Muzzio, June 14, 2002.

“Understanding Behaviors and Needs of Patrons at the Branch Libraries,” New York Public Library, with Doug Muzzio, March 2002.

“Consultant-Nonprofit Relationships,” New York Nonprofit Network, December 13, 2001.

Panelist, Presidential Debate Symposium, Racine, Wisconsin, September 20-23, 2001.

Moderator, “Politicians and Media in the 2000 Election,” Teaching Matters, Inc., City Hall, New York City, October 2000.

“The Internet in New York’s Service Delivery,” The City Club of New York, May 12, 2000.

“Adapting the MPA Curriculum to E-Government” the American Society for Public Administration, Eastern Regional Meeting, New York, October 1999, with Dan Williams.

“Access to the Internet at Public Sites,” the American Society for Public Administration, Eastern Regional Meeting, New York, October 1999.

“MN-Politics: Argumentative Practices on a Political Listserv,” Public Address in an Electronic Age: The Sixth Biennial Conference on Public Address, University of Iowa, Iowa City, IA, September 24-27, 1998.

“Politics on the World Wide Web,” Forum for Fulbright Scholars, New York University, July 28, 1998

“Structured Political Argument on the World Wide Web,” presented at the Fourth International Conference on Argumentation, International Society for the Study of Argumentation, Amsterdam, the Netherlands, June 16-19, 1998.

“It’s Not the Machine, It’s the Pedagogy: Rejecting Technological Determinism in Projecting Faculty Workloads,” presented at the NCSCBHEP Annual Conference, New York, NY, April 20-21.

“The Internet: Looking More Like America,” presented at Government and Politics on the Web: Questions of Access, March 17, 1998.

David Birdsell and Douglas Muzzio, “Political Uses of the World Wide Web in the 1996 US Presidential Campaign,” Images of Politics, Amsterdam, October 23-26, 1997.

“Using the World Wide Web for Course-Based Collaboration,” 57<sup>th</sup> Street Computing Center, City University of New York, October 9, 1997.

David Birdsell, Douglas Muzzio, Richard Treitman, Shin Ogino, and Kevin Cancienne, “Using the World Wide Web to Facilitate Course-Related Communication,” The EDMEDIA/EDTELECOMM Annual Conference of the Association for Computing in Education, Calgary, Ontario, June 14-20, 1997.

“The Role of the New Media: The World Wide Web in Politics and Governance,” the Miller Center Policy Forum, University of Virginia, Charlottesville, VA, May 9, 1997.

“Response to Vorobej,” the Annual Meeting of the OSSA, St. Catherine’s, Ontario, May 14-17, 1997.

David Birdsell, Douglas Muzzio, Humphrey Taylor and David Krane, “The World Wide Web in Campaign ’96,” New York AAPOR, October 9, 1996.

“Personal, Political and Policy Identities on the World Wide Web in the U.S. Presidential Primary Campaign of 1996,” The ISSA-Wake Forest Conference on Argumentation, Venice, Italy, June 23-28, 1996.

“The World Wide Web in the Social Science Classroom,” The BCTC Spring Computer Seminars, Baruch College, February 28, 1996.

“Representation in Political Television: Expression and Denotation,” The Annual Meeting of the Speech Communication Association, New Orleans, LA, November 19-22, 1994.

“Enthymemes in Intermediated Public Argument,” The Third International Conference on Argumentation, International Society for the Study of Argumentation, Amsterdam, The Netherlands, June 21-24, 1994.

“An Enthymematic Approach to Response and a Responsive Approach to Enthymemes,” The Eighth Biennial SCA/AFA Conference on Argumentation, Alta, Utah, August 4-8, 1993.

“Academic Envy: A Conversation With/Response to John Rodden,” The Art of Conversation, Temple University, Philadelphia, PA, March 25-27, 1993.

“The 1992 Presidential Debates: Argument and Visual Literacy,” The Annual Meeting of the Modern Language Association, New York, NY, December 27-29, 1992.

“Response to Burnett, et al.,” The Annual Meeting of the Speech Communication Association, Chicago, IL, October 28-November 1, 1992.

“Presidential Debates,” The New School for Social Research, July 6, 1992.

“Language and Visual Representations: Le Corbusier,” The University of Maryland Communication Lecture Series, April 24, 1992.

“Argument into Trope/Trope into Argument,” The Annual Meeting of the Speech Communication Association, Chicago, IL, November 1-4, 1991.

“Response to Muir, Harris and Depoe,” The Seventh Biennial SCA/AFA Conference on Argumentation, Alta, Utah, August 1-4, 1991.

“Architectural Principles and Built Form in the Work of Le Corbusier: Writing a New World,” The Annual Meeting of the Speech Communication Association, Chicago, Ill., November 1-4, 1990.

“Character Evidence in Presidential Debates,” The Annual Meeting of the Speech Communication Association, San Francisco, CA, November 18-21, 1989.

“Critics and Technocrats,” The Sixth Biennial SCA/AFA Conference on Argumentation, Alta, Utah, August 3-6, 1989.

Herbert W. Simons and David S. Birdsell, “What if Arguers Could as Easily Show as Tell?” The Sixth Biennial SCA/AFA Conference on Argumentation, Alta, Utah, August 3-6, 1989.

“Character Evidence in Presidential Debates,” The Annual Meeting of the Eastern Communication Association, Ocean City, MD, May 4-7, 1989.

“Argumentation as a Framework for Analysis and Training in Business Communication,” The Eastern Regional Conference of the Association for Business Communication, New York, NY, March 31, 1989.

“Evidence and Format in Presidential Debates: Evolving Standards of Performance and Evaluation,” The Presidential Debates Symposium, University of Massachusetts, Amherst, MA, December 2, 1988.

“Interpreting Evidence in the 1988 Presidential Debates,” The Temple Conference on Discourse Analysis, November 11, 1988.

“The History of Political Debates: A Guide to Contemporary Practices,” The Wisconsin Colloquium, Department of Communication, The University of Wisconsin, Madison, WI, February 5, 1988.

“Narratives, Fantasy Themes and Argumentative Judgment,” paper presented at the Speech Communication Association Annual Convention, Boston, MA, November 6-8, 1987.

“Published Debate Judging Philosophies: The Ethics of Evaluation,” paper presented (by proxy; I was ill and could not attend) at the Eastern Communication Association Annual Meeting, Syracuse, NY, May, 1987.

“Issues and Images in the Presidential Campaign of 1984,” Paper presented at the Speech Communication Association Annual Convention, Chicago, IL, November 13-16, 1986.

“Topological Dimensions of Evidence in Public Policy Argument,” Paper presented at the Conference on Case Studies in the Rhetoric of the Human Sciences, Temple University, Philadelphia, PA, April 10-12, 1986.

“The History of TV Political Spots,” Lecture presented at The American Film Institute's Faculty Development Workshop on Politics and the Media, Washington, D.C., June 17-21, 1985.

“A Synecdochic Approach to Burke's Master Tropes,” Paper presented at the Speech Communication Association Annual Convention, Chicago, IL, November, 1984.

“Act as Coordinating Term,” Paper presented at the Burke Conference, Temple University, April, 1984.

## **9. WORK IN PROGRESS**

A. Papers Submitted to Journals (none)

B. Other completed Papers (none)

David S. Birdsell and Ann Ruecker, “Community Partnerships in Executive Education: Opening the Umbrella”

C. Research in Progress: Completing survey of nonprofit technology utilization with funding from the Clark Foundation. William J. Ferns, co-investigator.

## **10. PROFESSIONAL HONORS, PRIZES, FELLOWSHIPS**

Community Partnership Award, United Way of New York City, 2007

Young Leaders Forum, American-Swiss Foundation, 2000

Presidential Service Award, Baruch College, 1999  
 Presidential Teaching Award Nominee, 1989, 1996, 1998, 1999  
 Teaching Award, University of Maryland, 1985-86  
 Provost's Fellow, University of Maryland, 1983-85  
 Public Service Award, Virginia State University, 1980

## **11. GRANTS IN AID**

The Clark Foundation, Operating Support for Nonprofit Group, 2007  
 The New York Community Trust, Evaluation of Civic Spending in New York, 2005  
 The United Way of New York City, Leadership Development, 2002-2004  
 The Clark Foundation, Technology Programs for Nonprofits, 2003  
 The Annenberg Foundation & Pew Charitable Trusts (subcontract), Revision of Student Voices (Justice Talking) National Curriculum, 2002  
 The Clark Foundation, Technology Programs for Nonprofits, 2001-2002  
 The Annenberg Foundation & Pew Charitable Trusts (subcontract), Revision of Student Voices National Curriculum, 2002  
 The Clark Foundation, Technology Programs for Nonprofits, 2001-2002  
 The Annenberg Foundation & Pew Charitable Trusts (subcontract), Student Voices & Justice Talking, 2001-2002  
 The JP Morgan-Chase Foundation, Lincoln Douglas Debates, 2001-2002  
 The Clark Foundation, "Consultant Relationships in the Nonprofit Sector," 2001  
 The Clark Foundation, "Technology Planning for Nonprofits," 1999-2000  
 PricewaterhouseCoopers Fund for the Business of Government, "Internet Access in NYC," 1999  
 The Markle Foundation (subcontract), Research Reports on Universal Service, 1999  
 New York State Library (subcontract), Internet Access Training, 1998-1999  
 The Clark Foundation, "The World Wide Web in Nonprofit Administration," 1998-1999  
 The Markle Foundation (subcontract), CivicExchange, 1998  
 Graduate Research Technology Initiative, "Laboratory for the Study of Computerization in Nonprofit Management," 1996, with Baruch Match.  
 Funded Research Incentive Award, Baruch College, Spring 1994  
 Funded Research Incentive Awards (2), Baruch College, Fall 1992  
 Moody Grant, the Lyndon Baines Johnson Foundation, 1987-88  
 Graduate Research Grant, the University of Maryland, Spring 1986  
 Graduate Research Grant, the University of Maryland, Fall 1984  
 Graduate Research Grant, the University of Maryland, Spring 1984  
 Provost's Fellow, the University of Maryland, 9/83-6/85

## **12. INSTITUTIONAL SERVICE (selected)**

### A. Service to the Speech Department

Search Committee, 1998  
 Search Committee, 1995-96  
 Corporate Communication Lab Design, 1994  
 Speech ESL Lab Design, 1994

Chair of Corporate Communication Search Committee, 1994  
 Study of Computer and Equipment Needs, 1993-94  
 Business Communication Club Advisor, 1993-94  
 Executive Committee, 1991-94  
 Curriculum Committee, 1986-94  
 Textbook Coordinator, 1987-92  
 Student Debate Advisor, 1987-92  
 Library Committee, 1989-91

## B. Service to the School

### SPA (as a faculty member)

Interim Dean, 2005-2006  
 Student Advisor, 2000-2005  
 Executive Director of Academic Programs, 1999-2005  
 Curriculum Coordinator, 1998-2004  
 Faculty Mentoring, 1996-2004  
 Representative to College UG Coordinating Committee, 1996-2004  
 P&B Committee, 1994-2004  
 Executive Committee, 1994-2004  
 Representative to WSAS, 1994-2005  
 Curriculum Committee, 1994-2005  
 GRTI Proposal (funded for \$170,000), 2001-2002  
 Curriculum Subcommittee Chair, 1994-98  
 Grants Coordinator, 1997-98  
 Moderator, New York Elections by the Numbers, October 1998  
 Graduate Curriculum Committee Representative, 1995-97  
 Chair, Technology Coordinator Search Committee, 1997  
 Panel Moderator, "What Do the Results of the November Election Mean for the Future of New York?" 1997  
 Panel Moderator, "The 1997 Mayoral Campaign," 1997  
 Chair, Director of Graduate Recruitment Search Committee, 1997  
 "Internet Track" Proposal for *BusinessWeek*, Baruch-Harris Survey Unit, 1997  
 Design and Oversight of the Lab for Computerization in Nonprofit Administration, 1996-97  
 Faculty Search Committees (More than Two-Dozen Positions), 1994-2000  
 Coexistence Project Proposal, "A Day on MTV," 1996  
 Formulation and Coordination of Communication Coursework for the Consortium for Worker Education, 1996  
 Community School Board Project, 1996  
 THINC Proposal for Baruch-Harris Survey Unit, 1996  
 Federation of Protestant Welfare Associations Proposal for Baruch-Harris Survey Unit, 1995  
 Graduate Curriculum Committee Alternate, 1994-95

### SLAS (WSAS)

SLAS (WSAS) Parliamentarian, 1986-93  
 Globus Committee, 1989-92

Liberal Arts Summer Advisement, 1987-92  
 SLAS Delegate to SBPA, 1986-87

C. Service to the College

Chair, AVP for Finance Search, 2006  
 Schwartz Institute Search, 2005  
 Chief Communication Officer Search 2005  
 Co-Chair, Facilities Task Force, 2004-2005  
 AVP for Facilities Search, 2005  
 College Parliamentarian, 1995-2005  
 Sexual Harassment Committee, 1995-2002  
 VP for Information Technology Search, 2001-2002  
 Public Relations Manager Search, 2001  
 Vertical Campus Technology Committee, 1995-2001  
 Management Information Team, 1998-2000  
 President Search, 1999-2000  
 Middle States Committee and Task Force Chair, 1998-2000  
 Member, Faculty Committee on Educational Computer Policy, 1999-2000  
 Chair, General Faculty Committee on Educational Computer Policy, 1997-1998 & 2000-2001  
 Vertical Campus Classroom Design Committees, 1997-2001  
 Panelist, Sexual Harassment Committee, 1995-2001  
 Chair, Communication Task Force, 1997-1998  
 Provost's Committee on Departmental Labs, 1997-1998  
 Communication Intensive Course Project, 1997-1998  
     Faculty Trainer, 1997-1998  
     Faculty Resource Liaison, 1997-1998  
 Ad-hoc Committee on the Media Center, 1995-98  
 College Committee on Public Affairs, 1995-97  
 Member, Task Force on Communication Skills, 1994-98  
 Search Committee for Director, BCTC, 1996  
 Open Systems Lab Development, 1995-96  
 Member, Middle States Interim Assessment, 1994-96  
 Co-Chair, Task Force II on the School of Public Affairs, 1994  
 Search Committee for a Media Analyst/Producer in Media Services, 1994  
 Search Committee for Associate Director of the Grants Office, 1994  
 Search Committee for Coordinator of Training and Publications for the Computer and  
     Technology Center, 1994.  
 Conference Director, "Globalization and Diversity: Challenges for Affirmative Action," 1994  
 Title III Committee, 1994  
 FIPSE Grant Proposal, 1994 (2 proposals)  
 Task Force I on the School of Public Policy, 1993-94; Chair, Subcommittee on Structure, 1993-  
     94, and Co-author (with Douglas Muzzio) of the Joint Report of the Committees on  
     Mission and Structure, January, 1994  
 Affirmative Action Committee, 1992-96; Chair, Conference Subcommittee, 1993-94  
 Weissman Center Director Search Committee, 1993  
 Baruch College Association, 1992-94

Title III Committee, 1992-93  
 Faculty Marshall, 1988-93  
 FIPSE Grant Proposal, 1992  
 Liberal Arts Summer Advisement, 1987-92  
 Coordinator, Faculty-Student Debates, 1989, 1991, 1992  
 Baruch Scholar Review, 1987-97  
 FIPSE Grant Proposal, 1991  
 Title III Committee, 1990-91  
 AAC Grant Proposal, 1990  
 Associate Dean (SLAS) Search Committee, 1990

D. Service to the Graduate Center (none)

F. Service to City University

CUNY Representation at Federal Service Education Conference, Princeton, November 2007  
 CUNY Program for the Mexican Consulate, 2006 and 2007  
 CUNY Task Force on Academic Technology, 2000-2002  
 Faculty Senate Committee on Technology, 1999-2002

### **13. OFFICES HELD IN PROFESSIONAL SOCIETIES**

Chair: Committee on Executive Education, NASPAA, 2007-2008

Memberships:

National Association of Schools of Public Affairs and Administration  
 Association for Public Policy and Management  
 American Forensic Association  
 International Communication Association  
 National Communication Association

### **14. OTHER PROFESSIONAL ACTIVITIES AND PUBLIC SERVICE**

Press Source and Commentator on Political Debates, Political Rhetoric, New York City Politics, and Political Uses of the Internet; Print citations include *The New York Times*; *The New York Sun*; *Newsday*; *The New York Post*; *The New York Daily News*, *The Washington Post*; *The Los Angeles Times*; *The Miami Herald*; *U.S. News and World Report*; *The Gotham Gazette*; newspapers associated with the Reuters, Knight-Ridder and Newhouse services; *The Cleveland Plain Dealer*; *The Philadelphia Inquirer*; *The Houston Chronicle*; *The New Orleans Times-Picayune*; *The Omaha World Herald*; *the Raleigh News and Observer*; *The St. Petersburg Times*; *The Hartford Courant*, and *The Atlanta Journal-Constitution*. International papers and magazines include *Focus* (Germany); *Telerama* (France); *Weekendavisen* (Denmark); *The Yomiuri Shimbun* (Japan). Appearances include CBS; CNBC; CNN; MSNBC; NBC; Fox News; New York 1; PBS; WABC-TV; WNBC-TV; Fox-5 TV; WB-11 TV; NPR; NBC Radio; International News Network; the Christian Science Monitor Broadcast System; Radio Pacifica; KFYI Radio, Phoenix, AZ; WTAE Radio, Pittsburgh, PA; KCBS Radio, Nashville, TN; WABC Radio, NY; WNWS Radio, Miami, FL; Bloomberg News Service.

Manuscript Referee for:

Journals: *Political Communication*, *Argumentation*, *Argumentation and Advocacy*, *Informal Logic*, *Communication Theory*, *Qualitative Research Reports*, *Rhetoric and Public Affairs*, *The Journal of Business Communication*, *The Western Journal of Speech Communication*, and *Sex Roles*.

Presses: University of Chicago Press; Oxford University Press; New York University Press; the Houghton Mifflin Company; McGraw-Hill Publishers; State University of New York Press, Guilford Publishers, and William C. Brown Company.

Member, Broadband Advisory Committee of New York City (City Council Appointee)

Advisory Board, Computer Center for Visually Impaired People

Editorial Boards: *Argumentation and Advocacy*; *Communication Theory*

## **15. TEACHING ACTIVITIES AT BARUCH**

### A. Courses Taught

COM 1010 Speech Communication  
COM 3020 Communication and Advocacy in Business and Public Affairs  
COM 3061 Speech Composition and Delivery  
COM 3070 Persuasion  
COM 3071 Argumentation and Debate  
COM 3102 Speech for Executives  
PAF 3120 Communication in Public Organizations  
COM 5000 Independent Study  
IDC 4050 Feit Seminar (Television and Politics)  
PAF 9103 Communication in Public Settings  
PAF 9108 Communication and Information Technology  
PAF 9137 Telecommunications Policy  
PAF 9139 Communication Strategy  
BUS 9550 Management Communication

### B. New courses/programs developed

PAF 9103  
PAF 9108  
PAF 9139  
BS in Public Affairs (together with others)  
Tracks in MPA (together with others)  
Nonprofit Certificate Programs (together with others)