ROBERT S. FORTNER

577 Abbey Mill Drive SE • Ada, Michigan 49503 • 616-956-3048
robert.fortner@sbcglobal.net *Or* robtfortner@gmail.com *Or* fortner@hope.edu

EMPLOYMENT

VISITING PROFESSOR OF COMMUNICATION   (2012-2015)
Hope College   *Holland, MI*
Teach undergraduate courses in media. Participate in department meetings and events. Continuing appointment as Research Scholar in the Institute of Communications Research, University of Illinois at Urbana-Champaign.

PROFESSOR OF JOURNALISM AND MASS COMMUNICATION   (2011-2012)
American University in Bulgaria   *Blagoevgrad, Bulgaria*
Teach undergraduate courses in journalism and mass communication. Serve as member of the university Curriculum Committee, and General Education Council. Represent the JMC department to the Dean's Council. Member of the Advisory Board for an undergraduate student-defined peer-reviewed journal.

EXECUTIVE DIRECTOR/SENIOR CONSULTANT   (2009-2011)
International Center for Media Studies/Media Research International   *Grand Rapids, MI*
Direct the activities of ICMS, a non-profit think tank, training and research organization that works in the developing world assisting other non-profit organizations understand their contexts and audiences more completely. Conduct fieldwork, analyze data, produce reports, feasibility studies and white papers on media-related topics, including the adoption rates of new technologies, economics of media, and re-establishment of community in post-conflict situations. ICMS absorbed the Media Research Institute in 2009. I have also been appointed as a Research Scholar in the Institute of Communications Research, University of Illinois at Urbana-Champaign, effective November 2009.

DIRECTOR   (2007-2009)
Media Research Institute   *Grand Rapids, MI*
Direct the activities of the Media Research Institute, a non-profit think tank, training and research organization that works in the developing world assisting other non-profit organizations understand their contexts and audiences more completely. Conduct fieldwork, analyze data, produce reports, feasibility studies and white papers on media-related topics, including the adoption rates of new technologies, economics of media, and re-establishment of community in post-conflict situations.

PROFESSOR OF COMMUNICATION   (1989-2009)
Calvin College   *Grand Rapids, MI*
Taught various graduate & undergraduate courses in the undergraduate & graduate telecommunications & graduate education programs, Served as Chair of the Department of Communication Arts & Sciences 1995-97; served as Director of Graduate Studies 1994-1998; initiated interactive video distance education Spring 1995 & on-line graduate education in Fall 1999. Taught undergraduate courses in communication ethics, media history, broadcast

journalism, communication and mass communication theory, international communication, screenwriting, and media aesthetics. Taught graduate courses in technological change, culture & Christianity, media literacy, strategic communication, and computer applications in education. Tenured 1992.

ASSOCIATE PROFESSOR OF COMMUNICATION (1984-1989)
George Washington University *Washington, DC*
Taught various undergraduate courses in the radio & television program; Served as Director of Radio & Television 1984-87; Served as Founding Chairman of the Department of Communication 1987-89; Served as Chair of Chairs to the Dean of Arts & Sciences 1988-89. Tenured 1989.

ASSISTANT PROFESSOR OF COMMUNICATION (1981-1984)
State University of New York *Plattsburgh, NY*
Taught various undergraduate courses in mass media, including communication ethics, political economy of communication, and a survey course in media. Tenured 1984.

VISITING ASSISTANT PROFESSOR OF JOURNALISM (1979-1981)
Drake University *Des Moines, IA*
Taught various graduate and undergraduate courses in the news-editorial sequence and the core of the journalism master's and baccalaureate programs, including communication law and ethics at both the undergraduate and graduate levels. Served as Director of the Graduate Program in the School of Journalism 1980-81.

ASSISTANT PROFESSOR OF RADIO & TELEVISION (1978-1979)
Northwestern University *Evanston, IL*
Taught various graduate and undergraduate courses in the radio & television program in the School of Speech.

EDUCATION

PH.D., MASS COMMUNICATION RESEARCH 1978
University of Illinois, Institute of Communications Research *Champaign, IL*
Teaching Assistant (2 years) Department of Speech Communication, Research Assistant (1 year) to Professor Clifford Christians, Instructor (1 semester) at Milliken University.

M. A., INTERCULTURAL COMMUNICATION 1972
Indiana University *Bloomington, IN*
Forensics Assistant.

B.A., SPEECH COMMUNICATION & THEATRE 1970
Otterbein College *Westerville, OH*
Member, debate and forensics teams. Graduated with distinction and departmental honors. Mayor's intern, City of Indianapolis, working in the departments of transportation and parks and recreation.

PUBLICATIONS

BOOKS

- *Handbook of Media and Mass Communication Theory*. 2 vols. Edited with P. Mark Fackler. Malden, MA: Wiley-Blackwell Publishers, 2014
- *Handbook of Global Communication and Media Ethics*. 2 vols. Edited with P. Mark Fackler. Malden, MA: Wiley-Blackwell Publishers, 2011.
- *Ethics and Evil in the Public Sphere: Media, Universal Values & Global Development*. Edited with Mark Fackler. Cresskill, NJ: Hampton Press, 2010.
- *Communication, Media & Identity: A Christian Theory of Communication*. New York: Rowman and Littlefield, 2006.
- *Radio, Morality & Culture: Britain, Canada and the United States 1919-1945*. Carbondale, IL: Southern Illinois University Press, 2005.
- *Public Diplomacy and International Politics: The Symbolic Constructs of Summits and International Radio News*. New York: Praeger Publishers, 1994.
- *International Communication: History, Conflict, and Control of the Global Metropolis*. Belmont, CA: Wadsworth Publishing Co., Inc., 1993.

MONOGRAPHS, MANUALS & REPORTS

- Audience Research reports for a variety of non-profit radio stations, radio and television production centers, churches, denominations and other non-profit organizations in Albania, Bulgaria, Democratic Republic of Congo, Ecuador, Indonesia, Hong Kong, Ivory Coast, Kenya, Mongolia, Nepal, Niger, Philippines, Republic of Korea, South Sudan, Thailand, Togo, Turkey, Venezuela, and Uganda.
- *Survey Research Manual*. InterSearch: International Research Associates. 2002.
- *Content Analysis Research Manual to Assess the Somali Journalism Training Project*. Brussels: European Union. 2001.
- *Focus Group Research Manual*. InterSearch: International Research Associates. 2001.
- *Introducing & Marketing New Electronics Technologies: Acceptance Rates & Critical Factors in Consumer Demand and Use*. London: BBC Marketing Department, May 1998.
- Double Side-band, Single Side-band and Out-of-band Short-wave Broadcasting to International Audiences. London: BBC International Broadcasting and Audience Research, December 1991.
- "Analysis of VOA Broadcasting." *Analysis of Voice of America Broadcasts to the Middle East during the Persian Gulf Crisis*. Washington, DC: Center for Strategic and International Studies, May 1991. Pp. 3-56.
- *Antennas, Satellite Broadcasting, and Emergency Preparedness for the Voice of America. A Report Prepared by the Committee on Antennas, Satellite Broadcasting, and Emergency Preparedness for the Voice of America*. Board on Telecommunications and Computer Applications, Commission on Engineering and Technical Systems, National Research Council. Washington, DC: National Academy Press, 1988.
- *A Worldwide Radio Receiver Population Analysis*. Research Report for the Voice of America and the United States Information Agency, May 15, 1986. Washington, DC: Academy for Educational Development/Voice of America, 1986.
- *Influential Acceptance of Nuclear Power Plants in Grundy County, Illinois*. Research

Report for the National Science Foundation, October 1979. Champaign, IL: Department of Architecture, University of Illinois, 1979.

P̲ᴜʙʟɪsʜᴇᴅ Sᴏʟɪᴄɪᴛᴇᴅ Essᴀʏs

- "Shifting Sensibilities: Some Consequences of Digital Technology." *Reflective Practice: Formation and Supervision in Ministry.* 31. (2011).
- "Waking Up in Anaheim." (2010). *Word and World.* 30:3. 265-271.
- "The Media." (2010). *The Blackwell Companion to Religion in America.* Philip Kevin Goff, Ed. Blackwell Publishers. 206-214.
- "Technology: Social Sciences," with Wolfgang Krohn, and "Technology: Theological Ethics," with Jurgen Stein. (2008). *Encyclopedia of Christianity."* Erwin Fahlbusch, Jan Milič Lochman, John Mbiti, Jaroslav Pelikan, & Lukas Vischer, Eds. vol. 5. Grand Rapids, MI: Eerdmans-Brill. 321-325.
- "Reform Journalism," *Encyclopedia of American Journalism.* Stephen L. Vaughn, Editor. New York: Routledge. 2007. 442-444.
- "Political Communication." (2006). *Encyclopedia of Religion, Communication and Media*. Daniel A. Stout, Ed. New York: Routledge. 327-332.
- "Board for International Broadcasting." *Encyclopedia of Radio*, Vol. 1. Christopher H. Sterling, Ed. Chicago: Fitzroy Dearborn Publishers, 2004. 185-186.
- "Cold War Radio". *Encyclopedia of Radio*, Vol. 1. Christopher H. Sterling, Ed. Chicago: Fitzroy Dearborn Publishers, 2004. 344-345.
- "Far East Broadcasting Company." (with Christopher H. Sterling). *Encyclopedia of Radio*, Vol. 2. Christopher H. Sterling, Ed. Chicago: Fitzroy Dearborn Publishers, 2004. 570-571.
- "Frequency Allocation." *Encyclopedia of Radio*, Vol. 2. Christopher H. Sterling, Ed. Chicago: Fitzroy Dearborn Publishers, 2004. 629-631.
- "International Telecommunication Union." *Encyclopedia of Radio*, Vol. 2. Christopher H. Sterling, Ed. Chicago: Fitzroy Dearborn Publishers, 2004. 753-755.
- "Propaganda by Radio." *Encyclopedia of Radio*, Vol. 3. Christopher H. Sterling, Ed. Chicago: Fitzroy Dearborn Publishers, 2004. 1113-1118.
- "Radio Free Asia." *Encyclopedia of Radio*, Vol. 3. Christopher H. Sterling, Ed. Chicago: Fitzroy Dearborn Publishers, 2004. 1168-1169.
- "Radio Monte Carlo." *Encyclopedia of Radio*, Vol. 3. Christopher H. Sterling, Ed. Chicago: Fitzroy Dearborn Publishers, 2004. 1179-1180.
- "Radio Moscow." *Encyclopedia of Radio*, Vol. 3. Christopher H. Sterling, Ed. Chicago: Fitzroy Dearborn Publishers, 2004. 1181-1182.
- "WEAF." *Encyclopedia of Radio*, Vol. 3. Christopher H. Sterling, Ed. Chicago: Fitzroy Dearborn Publishers, 2004. 1493-1495.

B̲ᴏᴏᴋ C̲ʜᴀᴘᴛᴇʀs

- "The Origins of Media Theory: An Alternative View." *International Handbook of Media and Mass Communication Theory.* Robert S. Fortner & Mark Fackler, Eds. Malden, MA: Wiley-Blackwell, 2014. 22-36..
- "Lewis Mumford: Technics, Civilization and Media Theory." *International Handbook of Media and Mass Communication Theory.* Robert S. Fortner & Mark Fackler, Eds. Malden, MA: Wiley-Blackwell, 2014. 210-224.
- "Media, Civil Society and the Public Sphere: History and Current Thinking." *International Handbook of Media and Mass Communication Theory.* With Ann

Snesareva and Ksenia Tsitovich. Robert S. Fortner & Mark Fackler, Eds. Malden, MA: Wiley-Blackwell, 2014. 314-332.

- "Theoretical Perspectives on the Social Construction of Technology." *International Handbook of Media and Mass Communication Theory.* With Darya Yanitskaya. Robert S. Fortner & Mark Fackler, Eds. Malden, MA: Wiley-Blackwell, 2014. 535-551.
- "Looking Ahead to a New Generation of Media and Mass Communication Theory." With P. Mark Fackler. *International Handbook of Media and Mass Communication Theory.* Robert S. Fortner & Mark Fackler, Eds. Malden, MA:Wiley-Blackwell, 2014. 931-947.
- "Journalism Ethics in the Moral Infrastructure of a Global Civil Society." *Handbook of Global Media and Communication Ethics.* (2011). Robert S. Fortner & Mark Fackler, Eds. Wiley-Blackwell. Vol. 1, 481-500.
- "The Ethics of a Very Public Sphere: Differential Soundscapes and the Discourse of the Streets." *Handbook of Global Media and Communication Ethics.* (2011). Robert S. Fortner & Mark Fackler, Eds. Wiley-Blackwell. Vol. 2, 973-991.
- "The Ethics of Privacy in High vs. Low Technology Societies." *Handbook of Global Media and Communication Ethics.* (2011). Robert S. Fortner & Mark Fackler, Eds. Wiley-Blackwell. Vol. 1, 79-97.
- "Ethical Anxieties in the Global Public Sphere."*Handbook of Global Media and Communication Ethics.* (2011). Robert S. Fortner & Mark Fackler, Eds. Wiley-Blackwell. Vol. 1, 376-392.
- "Modernization and Its Discontents: Ethics, Development and the Diffusion of Innovations." *Handbook of Global Media and Communication Ethics.* (2011). Robert S. Fortner & Mark Fackler, Eds. Wiley-Blackwell. Vol. 2, 966-952.
- "Genocide as Civic Engagement: When the Public Sphere Turns Evil," *Ethics and Evil in the Public Sphere.* Robert S. Fortner and Mark Fackler, Eds. Cresskill, NJ: Hampton Press. 2010. 185-207.
- "The Public." *Key Concepts in Critical and Cultural Studies.* Linda Steiner & Clifford G. Christians, Eds. Champaign, IL: University of Illinois Press. 2010.
- "The Media in Evil Circumstances." *The Handbook of Mass Media Ethics.* Lee Wilkins & Clifford G. Christians, Eds. Mahwah, NJ: Lawrence Erlbaum Publishers, 2008. 340-352.
- "Internationalizing Evangelical Media." *Understanding Evangelical Media: The Changing Face of Christian Communication.* Quentin J. Schultze & Robert H. Woods, Jr., Eds. Downers Grove, IL: IVP Academic. 2008. 239-251.
- "Digital Media as Cultural Metaphor." In *New Paradigms for Bible Study: The Bible in the Third Millennium.*, Robert M. Fowler, Edith Blumhofer & Fernando F. Segovia, Eds. New York: T & T Clark International, 2004. 21–48.
- "Separating Wheat from Chaff in Qualitative Studies." (Revised). (co-authored with Clifford G. Christians. *Mass Communication Research and Theory.* Guido H. Stempel, III, David H. Weaver & G. Cleveland Wilhoit, Eds. Boston: Pearson Education , Inc. 2003. 350–361.
- "The Church and the Debate over Radio 1919-1949," *The Media and Religion in American History*, David Sloan, ed. Northport, AL: Vision Press, 1999. 230–243.
- "New Technologies: Access and Impact," *Challenges for International Broadcasting V.* Elzbieta Olechowska & Howard Aster, eds. Oakville, ON: Mosaic Press 1999. 117–119.
- "The Gospel in a Digital Age," *Confident Witness – Changing World.* Craig Van Gelder, ed. Grand Rapids, MI: William B. Eerdmans Publishing Company. 1999. 26–38.

- "New Communication Technologies/1980–Present." *The Age of Mass Communication.* William David Sloan, ed. Northport, AL: Vision Press, 1998. 491–506.
- "The Media and Political Bias." *Contemporary Media Issues,* William David Sloan & Emily Erickson Hoff, eds.. Northport, AL: Vision Press, 1998. 141-155. (2nd edition in press with revised essay)
- "Marketing by Japanese Electronics Manufacturers." *Digital Radio for the World: A Symposium.* T. Dean & Simon Spanswick, eds.. London: BBC World Service, 1994. 79- 89.
- "Mediated Communication Theory." *Building Communication Theories: A Socio/Cultural Approach.* Fred Casmir, ed. Hillsdale, NJ: Lawrence Erlbaum Associates, Publishers, 1994. 209-240.
- "Current Controversies in Technology Transfer." *Advances in Telematics.* 1. Indu Singh & Jarice Hanson, eds. 1991. 149-173.
- "Saving the World? American Evangelicals and Transnational Broadcasting." *Evangelicals and the Mass Media.* Quentin J. Schultze, ed. Grand Rapids, MI: Eerdmans, 1990. 307-328.
- "Separating Wheat from Chaff in Cultural Studies," (co-authored with C. Christians). *Research Methods in Communication.* G. Stempel & B. Westley, Eds. (2nd ed.) 1988. 375-387.

JOURNAL ARTICLES (PEER REVIEWED)

- "Markers of Evil: The Identification and Prevention of Genocide and Ethnic Cleansing." *International Journal of Interdisciplinary Social Sciences.* 1. No. 2 (2006). 149-157.
- "Excommunication in an Information Age." *Critical Studies in Mass Communication.* 12:2 (1995). 133-154.
- "Response to 'New Metaphors for Technology' by Frederick Ferre." *The Ellul Forum.* #14. (January 1995). 8-9.
- "Privacy in Not Enough: Personhood and High Technology." *The Conrad Grebel Review.* 7 (1989). 159-177.
- "Signification and Legitimacy in Public Policy Debate: The Canadian Public and the Politics of Language in Canadian Broadcasting Development." *Journal of Canadian Studies.* 23. (1988/89). 82-108.
- "The Prospects for DBS-Audio in International Communication: Technological, Political and Economic Realities." *Journal of Broadcasting and Electronic Media.* 32 (1988). 183-195.
- "The System of Relevances and the Politics of Language in Canadian Public Policy Formation: The Case of Broadcasting." *The Canadian Journal of Communication.* 12 (1986). 19-35.
- "Physics and Metaphysics in an Information Age: Privacy, Dignity and Identity." *Communication.* 9 (1986). 151-172.
- "High-tech Worship: The Electronic Church as Technology and Cultural Form." *The Reformed Journal* (January 1984). 19-23.
- "The Journalist's Albatross: Objectivity, Critical Reporting and Social Responsibility." *Journal of Communication Inquiry.* 6 (1981). 69-85.
- "The Professional Communicator and the Interplay of History and Ethics: Nuclear Power Plant Development in Grundy County, Illinois." *Journal of Communication Inquiry* 6 (1980). 41-53. Co-authored with Richard L. Hoag.

- "The Canadian Search for Identity, 1846-1914, Part IV: Communication and Canadian- American Relations." *Canadian Journal of Communication.* 7 (1980). 37-53.
- "The Canadian Search for Identity, 1846-1914, Part III: Communication and Regional/Provincial Imperatives." *Canadian Journal of Communication*. 6 (1980). 32-46.
- "The Concern over Nuclear Power," *Illinois Quarterly*. 4 (1979). 5-14. Co-authored with Richard L. Hoag.
- "The Canadian Search for Identity, 1846-1914, Part II: Communication and Canadian National Identity." *Canadian Journal of Communication*. 6 (1979). 43-57.
- "The Canadian Search for Identity, 1846-1914, Part I: Communication in an Imperial Context." *Canadian Journal of Communication*. 6 (1979). 24-31.
- "The Culture of Hope and the Culture of Despair: The Print Media and Nineteenth Century Irish Emigration." *Erie-Ireland*. 13 (1978). 32-48.
- "The Self-Conscious Image and the Myth of an Ethical Press." *Journalism History*. 5 (1978). 46-49+.
- "Persuasion, Christianity and Ethics–A Cultural Perspective." *Christian Scholar's Review.* 7 (1978). 153-164.
- "Strategies for Self-Immolation: The Third World and the Transfer of Advanced Technologies." *Inter-American Economic Affairs*. 31 (1977). 25-50.

REVIEW ESSAYS

- "Review Essay: *The Struggle for Control of Global Communication: The Formative Century,* by Jill Hills, *Political Communication*. In press. Vol. 22:1. (January-March 2005).
- "Review Essay: *The Republic of Mass Culture: Journalism, Filmmaking, and Broadcasting in America since 1941.* by James L. Baughman. *American Journalism*. 10 (1993). 99-100.
- "Review Essay: *Remote Control: Television, Audiences, & Cultural Power.* By Ellen Seiter, Hans Borchers, Gabriele Kreutzner, & Eva-maria Warth. *American Journalism*. 8 (1991). 201-203.
- "Review Essay: Culture and Communication in the Content of Mass Media, 1918-1980. *American Journalism*. 2 (1985). 184-194.
- "New Communications Technologies in Canada." *Critical Studies in Mass Communication.* 1 (1984). 436-438.
- "Horace Newcomb and Robert S. Alley's *The Producer's Medium: Conversations with Creators of American TV." Critical Studies in Mass Communication*. 1 (1984). 326-330.
- "Unfulfilled Promises." A Review of Richard L. Bunce's *Television in the Corporate Interest. Public Telecommunications Review* 6 (1978). 51-53.

PAPER PRESENTATIONS

- "Truth in 2012 Presidential Campaign Advertising: Results from Content Analysis." Presented at the annual meeting of the Association for Practical and Professional Ethics, San Antonio, TX. March 1-4, 2013.

- "Global Ethics: International Contexts and their Implications for Pedagogy," Panel presented at the Annual Meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL, August 2012. (Organizer, moderator and respondent.)
- "Ethics in the Absence of Ethics," Paper to be presented at the Annual Conference of the Association for Practical and Professional Ethics, Cincinnati, OH, March 1-4, 2012.
- "Mythologies of Media and Communication as They Affect Our Understanding of Emerging Technologies Around the Globe," Keynote at the ICMS-sponsored symposium, Emerging Technologies & Media Mythologies: How Globalization and Emerging Technologies are Shaping Our World." Prince Conference Center, Grand Rapids, MI. October 5-6, 2009.
- "The New Media Reality," Presentation at the ICMS-sponsored symposium, Emerging Technologies & Media Mythologies: How Globalization and Emerging Technologies are Shaping Our World." Prince Conference Center, Grand Rapids, MI. October 5-6, 2009.
- "The Deepening Influence of Globalization and Technology in the Developing World," Keynote at the ICMS-sponsored symposium, Emerging Technologies, Globalization and the Developing World, CBS Studio Center, Studio City, CA, April 6, 2009
- "Identity and Community in Media Environments," Presentation at the ICMS-sponsored symposium, Emerging Technologies, Globalization and the Developing World, CBS Studio Center, Studio City, CA, April 6, 2009.
- "Media and Religious Identity: The Issues and Choices Made in Response to Need by Post-Conflict African." Paper was to be presented at the Second International Conference on Religion and Media, Tehran, Iran. (visa denied by Iranian govt., not presented)
- "The Impacts of Technological Adoption and Religious Radio Programming on Information Flow and Communication Patterns in East Africa." Paper presented at the conference, New Media and Religious Transformations in Africa. Reiz Continental Hotel, Abuja, Nigeria. July 10-12, 2008.
- "Genocide as Public Engagement: When the Public Sphere Turns Evil," Paper presented to the Conference on Ethics and Evil in the Public Sphere, Calvin College, April 28-30, 2008.
- "Research Realities in Africa." Paper presented to the Conference of International Broadcasters' Audience Research Services (CIBAR), Radio France Internationale, Paris, France, November 6-8, 2007.
- "The Public." Paper presented to the Symposium on the Scholarship of James W. Carey," University of Illinois at Champaign-Urbana, October 27, 2006.
- "Disconnect: Public Diplomacy, State Behavior & Alternative News Sources." Paper presented to the Conference of International Broadcasters' Audience Research Services (CIBAR), Radio Australia, Melbourne, Australia, October 22-24, 2006.
- "Markers of Genocide," Paper presented to the International Conference on Interdisciplinary Social Sciences, Rhodes, Greece, July 13-17, 2006.
- "Radio Programming in a Post-Modern Environment," Keynote Speaker, Fellowship of European Broadcasters Annual Meeting, Thessalonika, Greece, March 16-18, 2006.
- "Communication, Culture and Christian Commitment, Parts I & II," Keynote Speaker, InterVarsity Regional Academic Conference, University of Illinois, Champaign, IL. March 4, 2006.

- "Trends in Technology that Could Affect Public Diplomacy," Presented to the Global Information and Influence Board of Experts, Meeting convened by Centra Technology, Arlington, VA, March 3, 2006.
- "Public Diplomacy Successes and Failures," Presented to the Global Information and Influence Board of Experts, Meeting convened by Centra Technology, Arlington, VA, March 3, 2006.
- "Leap of Faith: Evaluating Public Diplomacy," Conference of International Broadcasting Audience Researchers (CIBAR), Radio Canada Internationale, Montreal, Canada, November 8-10, 2005.
- "Critical Global Communications Issues," Presented to the Global Information and Influence Board of Experts, Meeting convened by Centra Technology, Arlington, VA, August 12, 2005.
- "Challenge to the Delegates," International Conference on The Ethics of Communication & Conflict," Calvin College, Grand Rapids, MI. October 11-13, 2004.
- "Communication in a Hurting World: Escaping the 'Ivory Tower'" & "Communication & Chaos: Universal Expectations and World Realities," Keynote addresses presented at the National Faculty Leadership Conference, Alexandria, VA, June 24-27, 2004.
- "Reconciling Faith & Theory in Mass Communication: Conceptual Problems with Received Wisdom," Keynote address presented to an International Conference: Challenges for Committed Christians in Communication, Ede, Netherlands, November 12-14, 2002
- "Producing Interactive Radio in an International Context," Paper presented to the Challenges VI conference sponsored by Radio Canada International, May 2000.
- "Critical Factors in Consumer Demand & Use of New Media Technologies: Prospects Worldwide for Digital SW," Paper presented to the Challenges V conference sponsored by Radio Canada International, Ottawa, ON, May 17–20, 1998.
- "Articulating the Value Base of a Communications Curriculum in an Established Private College." Presented at the annual meeting of NCA, Chicago, IL, November 19-23, 1997.
- "Self-Transcended or Self Disembodied? Identity and Computer Networking." Presented at the annual meeting of NCA, Chicago, IL, November 19-23, 1997.
- "Challenges for International Broadcasting: Audience Research and Decision-Making in International Missionary Broadcasting Organizations." Presented to the Challenges III conference sponsored by Radio Canada International, Vancouver, BC, March 20-23, 1994.
- "Japanese Marketing Philosophy in Electronic Equipment and Its Implications for the Development of Satellite-Delivered DAB." Presented to a Digital Audio Broadcasting conference sponsored by the BBC World Service, London, January 29-30, 1994.
- "Mediated Communication Theory." Presented at the annual meeting of SCA, Miami, FL, November 18-21, 1993.
- "Audience Analysis and the Changing Communication Context in Developing Countries." Presented at the annual meeting of ICA, Washington, DC, May 27-31, 1993.
- "Demographics and Random Samples: Judging Success in Venezuela." Presented to the VIII International Broadcasters' Audience Research Conference hosted by Radiodifusao Portuguesa, Lisbon, November 25-27, 1992.

- "Cultural Imperialism and International Radio Broadcasting." Presented at the 50th anniversary of the Voice of America sponsored by VOA and the Smithsonian Institution, Washington, DC, February 13, 1991.
- "Single Side-band Technology and International Audiences." Presented to the VII International Broadcasters' Audience Research Conference hosted by the BBC World Service, London, January 16-18, 1992.
- "Religious Orthodoxy and the Character of Broadcasting: Canada, Great Britain and the United States." Presented at the annual conference of SCA, Atlanta, GA, October 31–November 3, 1991.
- "Symbolic Legitimacy in Public Policy: Early History of Canadian Broadcasting, 1910- 1936," Co-authored with Cynthia Gottshall. Presented at the annual conference of BEA, Las Vegas, NV, April 13-15, 1991. First Place award, History Division Open Papers Competition.
- "The Public Interest Standard in Broadcasting Policy." Co-authored with Cynthia Gottshall. Presented at the annual conference of SCA, May 1990. First Place award, Open Papers Competition.
- "Civilization versus Modernity: Technology and Identity in Cross-Cultural Perspective." Presented to REGIS, Imperial College, London, January 23, 1990.
- "Effectiveness of Religious Radio Broadcasting into Closed Societies: Relevant Trends to the Year 2000." Presented to the Consultation on the Christian Church under Persecution sponsored by the Fieldstead Institute, Glen Eyrie, CO, September 10-14, 1989.
- "Cross-cultural Aspects of Evangelical Broadcasting: Prospects and Difficulties." Presented at the Institute for the Study of American Evangelicals' conference, "Evangelicals, the Mass Media, and American Culture," Wheaton, IL, September 29–October 1, 1988.
- "News Coverage of the Washington Summit: A Cross-National Comparison of International Radio Services." Presented to the annual conference of IAMCR, Barcelona, July 24-29, 1988.
- "Towards 2000," Presented at the Cambridge Radio Course, Cambridge University, Cambridge, UK, July19, 1988.
- "Ethics and the Public Policy Process: A Washington Perspective." Presented at the Ethics and Research conference sponsored by the Department of Communication, University of Massachusetts, Amherst, MA, March 9, 1988.
- "New Technologies and National Sovereignty: The Illusion of State Control over Communication and Culture." Presented at the annual meeting of SCA, Boston, MA, November 1987.
- "Commerce vs. Redemption on Television: Portraying the Family in Sitcoms and Soaps." Presented at the annual meeting of SCA, Chicago, IL, November 12-16, 1986.
- "The Geopolitics of Technology Transfer and Adoption: Democratizing Culture Access and Legitimacy through Circumvention of State Control in the Developing World." Presented at the annual meeting of the Canadian Communication Association, Vancouver, BC, June 5-7, 1986.
- "The Introduction of Participatory Media into the Developing World: Theory and History." Presented to the annual meeting of the African Studies Association, New Orleans, LA, November 22-24, 1985.
- "The Role of Private Broadcasters in the Formation of Canadian Public Policy in Communications." Presented at the annual meeting of BEA, Las Vegas, NV, April 12-14, 1985.

- "Canadian Telecommunications Development in Latin America: A Case Study." Presented at a research conference, "Communication, Mass Media and Development" sponsored by the Program on Communication and Development Studies, Northwestern University, Evanston, IL, October 13-15, 1983.
- "The Depths of Depression: Sin and Salvation as Seen by the Radical Press, 1930-1939." Presented to the annual meeting of AEJMC, University of Oregon, Corvallis, OR, August 6-9, 1983.
- "High-Tech Worship: The Electronic Church as Technology and Cultural Form." Presented to the annual meeting of the Association for Reformed Communication, Trinity College, Palos Heights, IL, June 22-24, 1983.
- "Toward an Ethnography of Television Publics." Presented at the annual meeting of the CCA, Vancouver, BC, June 4-6, 1983.
- "Nuclear Power Plant Siting: the Case of Grundy County, Illinois." Co-authored with Richard L. Hoag. Presented to the annual meeting of the Environmental Design Research Association, Iowa State University, Ames, IA, April 2-6, 1981.
- "Communications Development by the 'Soulless Monopoly': The Canadian Experience 1846-1914." Presented to the annual meeting of AEJMC, Boston University, Boston, MA, August 10-14, 1980.
- "Presumptions versus Definitions: Observations on the Nature of Communication, Culture and Development." Presented to the annual meeting of the African Studies Association, Los Angeles, CA, October 31-November 5, 1979.
- "Influential Acceptance of Nuclear Power Plants in Grundy County, Illinois." Co-authored with Richard L. Hoag. Presented to the West Central Regional Conference, American Collegiate Schools of Architecture, Kansas State University, Manhattan, KS, October 25- 27, 1979.
- "Cultural Values in Telecommunications Policy: The Case of Kenya." Presented to the Conference on Culture and Communication, Temple University, Philadelphia, PA, March 23-25, 1979.
- "Ripples of the News: The Kissinger Shuttles January to March, 1975." Co-authored with Dina Goren & Rozann Rothman. Presented to the annual meeting of ICA, West Berlin, May 29-June 4, 1977.

THESES/DISSERTATIONS

- *Messiahs and Monopolists: A Cultural History of Canadian Communications Systems 1846-1914*. Unpublished Ph.D. dissertation, Institute of Communications Research, University of Illinois, 1978.
- *Communication in the Arena: Christian Democracy versus Marxism in the 1970 Chilean Election. Unpublished M.A. thesis, Indiana University, 1972.*
- *George Campbell's Rhetoric: Eighteenth Century Psychological Principles and Traditional Rhetorical Doctrine*. Unpublished B. A. distinction thesis, Otterbein College, 1970.

GRANTS & CONTRACTS

- Research contract, 3XM & ACT/PEMA, to study the use of 3G+ technology for seb-based video access & audience evaluation of HIV/AIDS programming in Cote d'Ivoire (urban areas), May-June 2014.
- Research Contract, 3XM, to study the impact of satellite-delivered and distributed DVDs in Kyrgyzstan, January 5, 2012.
- Research contract, Studio 865, to study the impact of a weekly television program on

the Bulgarian and Roma people of Bulgaria, November 2010.

- Research contract, Word of Hope, to study the impact of radio and television programs in Ankara and Istanbul, Turkey, May 2010.
- Research contract, 3XM, to study the impact of PEMA/ACT television programs in Ivory Coast and Togo, February–March 2009.
- Research contract, Words of Hope, to study the impact of radio programs in Niger in the French and Hausa languages, July-August 2008
- Research contract, FEBC, to study the impact of short-wave radio programs in the Bugis and Makassar languages on the islands of Selayar and Sulawesi, and the Bahasa Indonesian language on the island of Kalimantan, June–July 2008
- Research contract, The Back to God Hour, to study audience response to several pilot radio programs in the English language, September 2007 – March 2008
- Research contract, Words of Hope, to study the impact of radio programs in the Dinka, Nuer, Luganda, English, Bari, Lukonzo, French, and Lingala languages, June 2007 – February 2008
- Research contract, European Union and BBC, to assess the effectiveness of journalism training in Somalia, June – September 2001
- Research contract, BBC World Service, London, UK, to examine the factors influencing the take-up rates of new media technologies, and to forecast the likely take-up of digital SW consumer receivers worldwide, March-May 1998.
- Research contract, Radio Deutsche Welle, Cologne, Germany, to assess its English-language programming to North America, June-July 1991.
- Research grant, BBC World Service, to study the application of single-sideband technology to international broadcasting via short-wave, July-December 1991.
- Sabbatical research grant, Institute for Advanced Christian Study, July 1989-July 1990.
- Institutional research grant, Embassy of Canada, Washington, DC, February 1988-February 1989 (with Cynthia Gottshall)
- Member, Technical Operations Study Committee, Board on Telecommunications and Computer Applications, National Academy of Sciences, National Research Council Commission on Engineering and Technical Systems, September 1986-March 1989.
- Training coordinator, USIA-funded television production training program for the People's Republic of China, July 1-August 15, 1986.
- Principal Investigator, "Worldwide Radio Receiver Population Analysis," Voice of America, October 15,1985-April 15, 1986. Contracting agency: The Academy for Educational Development, Washington, DC.
- Faculty enrichment grant, Canadian Embassy, Washington, DC, summer 1984.
- Project Director, NSF Research Grant, Department of Architecture, University of Illinois, Champaign, IL, June-August 1978.

CONSULTANCIES

- Consultant to the Church of Uganda on the development of a national radio network June 2004 – (pro bono)
- Curriculum & technology consultant, Program in Mass Communication, Uganda Christian University, June 2004 – (pro bono)
- Consultant on radio programming strategies, commercial considerations in programming, and ministry via radio, Radio Shema, Ankara, Turkey,   December 2002 (pro bono)

- Consultant on technological change and the response of the church, Back to God Hour, Palos Heights, IL, May 1999 (pro bono)
- Consultant to the task force on distance education of the Coalition of Christian Colleges and Universities, 1997 (pro bono)
- Training consultant, Trans World Radio International, Cary, NC, 1994-1999
- Survey research consultant, Trans World Radio Europe, Wetzlar, Germany, on research strategies in Belarus, Russia and Ukraine, 1994 (pro bono)
- Technology assessment and forecasting consultant, BBC World Service, London, UK, 1991-92, 1994, 1995

PROFESSIONAL SERVICE

- Reviewer for International Communication Division of AEJMC, 2013
- Reviewer for the annual Clifford G. Christians Ethics Research Award, Carl Couch Center for Social and Internet Research, 2009-
- Member, Advisory Board, Research Unit for the Study of Society, Law and Religion, The University of Adelaide, Australia, 2010-
- Lecturer on journalism ethics, National Chengchi University, Taipei, Taiwan, November 2008
- Lecturer on journalism ethics, Workshop seminar on the use and impact of interactive radio, FEBC-Russia, Moscow, Russia, February 29 – March 2, 2008
- Lecturer on American journalism, International University, Faculty of Journalism, Moscow, Russia, March 2008
- Lecturer on American journalism and broadcasting, Moscow State University, Moscow, Russia, March 2008
- Lecturer, The Nature of Christian Communication, St. Petersburg Christian University, St. Petersburg, Russia, March 2008
- Member, Board of Experts, Global Information and Influence Team, assembled by Centra Corporation on behalf of the Central Intelligence Agency, 2006-2008
- Lecturer, National University of Mongolia, Ulaanbaatar, Mongolia, October 2005, "Investigative Journalism" and "Western News Values"
- Facilitator, Workshop on Communication Strategies, Church of Uganda, convened at Uganda Christian University, June 2005
- Lecturer, Digital Audio Production, Uganda Christian University, June 2005
- Organizer, Conference on the Ethics of Communication & Conflict, Calvin College, October 11-13, 2004
- Lecturer, Ulaanbaatar University, Ulaanbaatar, Mongolia, June-July 2004, "Principles & Ethics in Journalism."
- Lecturer, New Bulgaria University, Sofia, Bulgaria, June 2004, "Digital Media and the Future of Communication."
- Workshop trainer, radio performance, writing radio drama, for Studio 865, Sofia, Bulgaria, June 2004.
- Lecturer, Uganda Christian University, Mokono, Uganda, June 2004, "Introduction to Digital Audio Editing," & "Strategies in Radio Programming."
- Lecturer, University of Addis Ababa, School of Journalism and Communication. Addis Ababa, Ethiopia, March and May, 2004, "Medium Theory," "Ritual Theory," & "Communication and the Public Sphere," graduate course in Communication Theory.
- Workshop trainer, developing radio audience relationships, for east and central European radio organizations, Budapest, Hungary, and Wroclaw, Poland, January

2002; models of communication, Wroclaw, Poland, January 2002

- Member, Steering Committee & Manuscript Reviewer, Clifford G. Christians Research Award administered by the Carl Couch Center, University of Northern Iowa, 2002 –
- Guest lecturer on the applications of content analysis in mass communication research, Oxford Centre for Mission Studies, July 2001
- Speaker, "Digital Media and the Future of Communication," Center for Applied Christian Ethics," Wheaton College, Wheaton, IL, March 2001
- Instructor, scriptwriting and voicing for radio, Middle East Reformed Fellowship center in Cairo, Egypt, January 22–24, 2001
- Instructor, mass communication theory, news reporting & writing, communication ethics, music programming, radio program production, in Tirana, Albania, January 15–19, 2001
- Instructor, communication theory, writing for the media, communication for evangelism, Middle East Reformed Fellowship study center, Larnaca, Cyprus, January 8–12, 2001
- Keynote speaker, Carmel High School Honors Banquet, Carmel, IN, April 2000
- Keynote Speaker, Critical Issues Symposium, Hope College, Holland, MI, October 2000
- Co-director, workshop on international audience research, National Religious Broadcasters annual meeting, Anaheim, CA, February 7–8, 2000
- Workshop leader, computer applications in missions management, sponsored by the Interdenominational Foreign Mission Association, Colorado Springs, CO, May 1999
- Audience research instructor, Asian radio broadcasters, Manila, Philippines, November 1998, sponsored by FEBC Philippines
- Radio drama instructor for east and central European radio broadcasters, Bucharest, Romania, October–November 1997, coordinated by Trans World Radio Europe, Wroclaw, Poland, November 1998, & Zakopane, Poland, November 1999, coordinated by Impuls Radio Poland
- Workshop leader on economics of distance education, Chicago, IL, sponsored by the Coalition of Christian Colleges and Universities, September 1997
- Workshop leader on faculty development for distance education, Whitworth College, Spokane, WA, sponsored by the Coalition of Christian Colleges and Universities, July 1997
- Lecturer, Newbold College program on radio broadcasting sponsored by Adventist World Radio, Binfield, UK, July 1997
- Workshop leader, donor surveys and donor relationships, sponsored by the Interdenominational Foreign Missions Association, Charlotte, NC, May 1997
- Principal lecturer, Intracare Africa, for east and south African radio producers and management staff, Johannesburg, South Africa, coordinated by Trans World Radio Africa
- Workshop leader on the future of missions, Vienna, Austria (November 1997) and Cary, NC (May 1996), and on leadership in communication in Cary, NC (February 1995)
- Lecturer, communication research and applications, Center for Mission Studies, Oxford University, Oxford, UK, October 1994
- Lecturer, TWR Intracare training, Hilversum, The Netherlands, October-November 1994
- Keynote speaker, "The Potentials and Difficulties of DBS Broadcasting," Consultation on Satellite TV, Religion & the Middle East: Confrontation or Kairos?"

sponsored by the Middle East Council of Churches, Limassol, Cyprus, October 24-27, 1994.
- Member, Editorial Board and contributing writer, *Encyclopedia of Radio*, Christopher Sterling, ed. 1999–2000.
- Member, Editorial Board, *Critical Studies in Mass Communication*, 1993-1996.
- Member, Board of Directors, Far East Broadcasting Company, 1993– 2007
- Chairman of the Board of Directors, FEBC, 1994– 2007
- Journal reviewer; *Harvard International Journal of Press/Politics, Journal for the Scientific Study of Religion*
- Book reviewer, Houghton-Mifflin, Longman, Wadsworth, Kregel Publishers
- Program reviewer at Spring Arbor University, Northwestern College, Bemidji State University, Elizabethtown College, State University of New York at Plattsburgh, University of Wisconsin–Stevens Point, Bethany Lutheran College, Montreat College, and Regent University
- Presenter and resource for the International Broadcasting Conference sponsored by Trans World Radio International, Dallas, TX, September 16-18, 1993
- Chair, Communications Technology Working Group, International Christian Media Conference, Sheffield, England, September 21-25, 1991.
- Member, Steering Committee, Conference on Christianity and Communication, Wheaton College, Wheaton, IL, June 2-4, 1988
- Conference organizer, "Faculty Seminar on International Communication," Broadcast Education Association, held at The George Washington University, Washington, DC, October 30-31, 1987
- Lecturer for the United States Telecommunications Training Institute, Washington, DC, 1985–1989
- Lecturer for USIA and USAID multi-regional programs, Washington, DC, 1986–1989
- Lecturer on "Television and the Political Process," program for European youth sponsored by the European Parliament, Meridien House Visitors Program, Washington, DC, November 2, 1987
- Lecturer and discussion leader for the Center for Foreign Journalists, Reston, VA, 1987–1989
- Keynote speaker, "Privacy, Dignity and Identity: Personhood and High Technology," Conference on Integrity in Information Management sponsored by the Council on Church and Media, Chicago, IL, May 28-30, 1987.
- Expert Reviewer, Agency for International Development-funded research at The Johns Hopkins University Population Information Program, "Radio: Spreading the Word on Family Planning," September 1986.

AWARDS & HONORS

- Pi Kappa Delta, national forensics scholastic honorary society, 1967
- Theta Alpha Phi, national theatre scholastic honorary society, 1969
- Graduate with Distinction and Departmental Honors, Otterbein College, 1970
- Chi Gamma Iota, veterans' scholastic honorary society, 1976
- Kappa Tau Alpha, national journalism scholastic honorary society, 1977
- Phi Kappa Phi, national communications scholastic honorary society, 1977
- Who's Who Among Students in American Colleges and Universities, 1970
- Outstanding Young Men in America, 1972
- Who's Who in the East, added in 1986-1987

- Who's Who in the World, added in 1991-1992
- Who's Who among Professionals, added in 1993-1994
- Who's Who in Education, added in 1994-1995
- Who's Who among Executives and Professionals, added in 2010-2011
- Co-recipient, Clifford G. Christians Ethics Research Award from the Carl Couch Center of Northern Illinois University, 2012

MEMBERSHIPS

- Association for Education in Journalism and Mass Communication
- Association for Practical and Professional Ethics