

STEVEN A. SEIDMAN
Roy H. Park School of Communications
Ithaca College
Ithaca, New York 14850 USA
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EDUCATION

- 9/82 Ph.D., Indiana University, Bloomington
Major: Instructional Systems Technology
Minors: Curriculum, Mass Communications
- 1/78 M.S., Education, Indiana University, Bloomington
Major: Instructional Systems Technology
- 5/68 A.M., University of Pennsylvania, Philadelphia
Major: American Civilization
- 6/67 B.S., University of Wisconsin, Madison
Major: History
Minor: Political Science

PROFESSIONAL EXPERIENCE

- 1/12-present **Lecturer, Department of Strategic Communication, Graduate Program in Communications, and New York City Program, Ithaca College, Ithaca, New York**
Online Course:
Political Campaign Imagery
Course:
Communication Campaigns
- 5/10-5/11 **Professor, Department of Strategic Communication and Graduate Program in Communications, Ithaca College, Ithaca, New York**
Online Course:
Introduction to Political Campaign Communication
- 9/88-5/10 **Associate Professor, Department of Strategic Communication and Graduate Program in Communications, Ithaca College, Ithaca, New York**
Courses:
Communication Campaigns
Corporate/Instructional Video
Corporate Video Design and Production
Internship
Introduction to Promotional and Instructional Video
Presentation Media
Presentation Media and Visual Design
Presentation Media Design and Production
Presentation Support Media
Research and Evaluation in Organizational Communication, Learning, and Design
Research Methods in Communications
Seminar: Theory in Practice
Thesis
Tutorial
Visual Literacy and Organizational Techniques

Visual Design and Organizational Media
Workshop in Corporate Communication

- 9/84–8/88 ***Assistant Professor, Department of Corporate Communication and Graduate Program in Communications, Ithaca College, Ithaca, New York***
Courses:
Advanced Media Production
Corporate Video Workshop
Instructional TV Design and Production
Media Production
Media Research and Evaluation
Slide and Graphic Principles and Methods
Theories of Communications Media
- 9/82–7/84 ***Assistant Professor, Department of Educational Foundations, Texas Woman's University, Denton, Texas***
Courses:
AV Media: Theories and Methods
Instructional Materials and Equipment
Production of Instructional Media
- 5/79–5/82 ***Associate Instructor, Department of Instructional Systems Technology, Indiana University, Bloomington, Indiana***
Courses:
Photographic Production
Preparation of AV Materials
Utilization of AV Materials
- 8/79-5/80 ***Research Assistant/Instructional Developer, Division of Curriculum and Instruction, Indiana University, Bloomington, Indiana***
- 8/78-5/79 ***Associate Instructor, Division of Curriculum and Instruction, Indiana University, Bloomington, Indiana***
Course:
Examining Self As Teacher
- 6/77-8/78 ***Graduate Assistant, Ballantine Audio-Visual Subcenter, Indiana University, Bloomington, Indiana***
- 9/68-8/76 ***Teacher, Public School 175 Manhattan, New York, New York***

PUBLICATIONS

- Seidman, S. A. (in press). Rock concert posters. In *Encyclopedia of American Music and Culture*. Santa Barbara, CA: ABC-CLIO.
- Seidman, S. A. (2010). Barack Obama's 2008 campaign for the U.S. presidency and visual design. *Journal of Visual Literacy*, 29, 29, 1-27. *
- Seidman, S. A. (2010). Guest editor's comments on this special issue. *Journal of Visual Literacy*, 29, v-vi. [Topic: Visual Dimensions of Political Communications]
- Seidman, S. A. (2010). The Obama poster explosion. In R. E. Griffin, M. D. Avgerinou, P. Search, & S. B. Chandler (Eds.), *Critically engaging the digital learner in visual worlds and virtual environments: Selected readings* (pp. 189-198). Loretto, PA: International Visual Literacy Association. *

- Seidman, S. A. (2009). The visual design of election campaign posters. In R. E. Griffin & M. D. Avgerinou (Eds.), *Engaging creativity & critical thinking: Selected readings* (pp. 11-17). Loretto, PA: International Visual Literacy Association.*
[Co-Winner of the Editor's Choice Award as the best submission]
- Seidman, S. A. (2008). *Posters, propaganda, and persuasion in election campaigns around the world and through history*. New York: Peter Lang Publishing.* **[Winner of the Park Faculty Writing Award, 2010]**
- Seidman, S. A. (2008). Studying election campaign posters and propaganda: What can we learn? *International Journal of Instructional Media*, 35, 413-427.*
- Seidman, S. A. (2008). The design of Nazi election posters, and American advertising and public relations. In M. D. Avgerinou, R. E. Griffin, & C. G. Spinillo (Eds.), *Visual literacy beyond frontiers; information, culture and diversity: Selected readings* (pp. 193-200). Loretto, PA: International Visual Literacy Association.*
- Seidman, S. A. (2007). The poster: A once and present medium of communication. *International Journal of Instructional Media*, 34, 207-221.*
- Seidman, S. A., & White, J. H. (2006). Developing a good Web site simply with a visual-design approach. In R. E. Griffin, B. D. Cowden, & M. Avgerinou (Eds.), *Imagery and artistry, animating the mind's eye: Selected readings* (pp. 191-200). Loretto, PA: International Visual Literacy Association.*
- Seidman, S. A. (2004). Teaching students visual-design skills by having them study and design posters. *Journal of Visual Literacy*, 24, 155-164.*
- Seidman, S. A. (2004). Teaching students visual literacy skills by studying, designing, and producing music videos. In R. E. Griffin, J. Lee, & S. Chandler (Eds.), *Changing tides: Selected readings* (pp. 269-273). Loretto, PA: International Visual Literacy Association.*
- Seidman, S. A. (2003). In quest of a textbook for a presentation-media course. *International Journal of Instructional Media*, 30, 1-9.*
- Seidman, S. A. (1999). Revisiting sex-role stereotyping in MTV videos. *International Journal of Instructional Media*, 26, 11-22.*
- Seidman, S. A. (Ed.) (1997). *The MDPD curriculum handbook* (2nd ed.). Washington, DC: Media Design and Production Division, Association for Educational Communications and Technology.
- Seidman, S. A. (1997). [Review of the book Principles of Media Development]. *Educational Technology Research & Development*, 45(1), 97-98.
- Shapiro, D. W., & Seidman, S. (1996). Brainstorming interactive exhibits for the Baseball Hall of Fame. *International Journal of Instructional Media*, 23, 173-179.*
- Seidman, S. A. (1995). Effects of headings and headlines in a corporate annual report on text recall and attitudes about the organization. *International Journal of Instructional Media*, 22, 277-282.*
- Seidman, S. A. (1992). A study of the visual design of corporate annual reports. *Journal of Visual Literacy*, 12(2), 58-74.*
- Seidman, S. A. (1992). An investigation of sex-role stereotyping in music videos. *Journal of Broadcasting & Electronic Media*, 36, 209-216.*
- Seidman, S. A., & Zager, J. (1992). Teacher stress workshops. *Work & Stress*, 6, 85-87.*
- Seidman, S. A., & Zager, J. (1991). A study of coping behaviours and teacher burnout. *Work & Stress*, 5, 205-216.*

- Seidman, S. A. (1990). The corporate communication curriculum. *International Journal of Instructional Media*, 17, 119-126. *
- Seidman, S. A. (1989, October). Some mold-breaking photographic teaching methods. *Viewfinder*, pp. 2-4.
- Seidman, S. A. (1989, March). MDPD curriculum handbook. *Viewfinder*, pp. 3-4.
- Testut, E. W., Seidman, S. A., & Van Son, G. (1989). The development of an instructional package for the beginning computer user. *International Journal of Instructional Media*, 16, 107-113. *
- Seidman, S. A. (Ed.) (1989). *The MDPD curriculum handbook*. Washington, DC: Media Design and Production Division, Association for Educational Communications and Technology.
- Seidman, S. A. (1988, December). President's report. *Viewfinder*, pp. 1-2.
- Seidman, S. A. (1988, October). President's report. *Viewfinder*, p. 1.
- Seidman, S. A. (1988, August). From the MDPD mini-survey.... *Viewfinder*, p. 7.
- Seidman, S. A. (1988, August). President's report. *Viewfinder*, p. 1.
- Testut, E. W., Van Son, L. G., Seidman, S. A., & Ryan, W. J. (1988). *Overview of microcomputer applications for speech, language, and hearing professionals*. Rockville, MD: American Speech-Language-Hearing Association.
- Seidman, S. A. (1988, May). President's report. *Viewfinder*, p. 1.
- Seidman, S. A. (1988, February). President's report. *Viewfinder*, pp. 1-2.
- Hines, S. J., & Seidman, S. A. (1988). The effects of selected CAI strategies on achievement, and an exploration of other related factors. In M. R. Simonson & J. Frederick (Eds.), *Proceedings of Selected Research Paper Presentations, Research and Theory Division* (pp. 371-386). Washington, DC: Association for Educational Communications and Technology. (ERIC Document Reproduction Service No. ED 295 646) *
- Seidman, S. A. (1987, April). Curing editing phobia. *TechTrends*, pp. 8-9.
- Seidman, S. A. (1987). Teacher burnout in Fort Worth. *Texas Teacher Education Forum*, 12(1), 34-46.
- Seidman, S. A., & Zager, J. (1986-1987). The teacher burnout scale. *Educational Research Quarterly*, 11(1), 26-33. *
- Seidman, S. A. (1986). Instructional development and curriculum development: Conflicts and common purposes. *International Journal of Instructional Media*, 13, 263-272. *
- Seidman, S. A. (1986, October). A survey of schoolteachers' utilization of media. *Educational Technology*, pp. 19-23.
- Seidman, S. A. (1986). An instructional technologist looks at the curriculum development field. *International Journal of Instructional Media*, 13, 195-203. *
- Seidman, S. A. (1986, May/June). Music video grows up. *Media & Methods*, pp. 8-9.
- Seidman, S. A. (1986, April). Music video can motivate instructional television students. *TechTrends*, pp. 27-28.

- Seidman, S. A. (1985). The relationship between teacher burnout and media utilization. In M. R. Simonson & M. Treimer (Eds.), *Proceedings of Selected Research Paper Presentations, Research and Theory Division* (pp. 678-702). Washington, DC: Association for Educational Communications and Technology. (ERIC Document Reproduction Service No. ED 256 334) *
- Seidman, S. A. (1985). Music videos: Why they're effective and what we can learn from them. *International Journal of Instructional Media*, 12, 61-64. *
- Seidman, S. A. (1984, May). What's in a face? Facial expression as a key variable in visual literacy. *Visual Literacy Newsletter*, pp. 1-3.
- Seidman, S. A. (1983). Simple media techniques that interest university teachers. *Educational Resources & Techniques*, 23(1&2), 13-15.
- Seidman, S. A., & Kozak, M. R. (1983). To the year 2033: The impact of high technology on teacher education. *Texas Teacher Education Forum*, 8(1), 21-28.
- Smith, G. R., Seidman, S. A., & Jamison, M. K. (1981). Simulation: A bridge between theory and practice. *Performance & Instructional Journal*, 20(3), 18-20. *
- Seidman, S. A. (1981). On the contributions of music to media productions. *Educational Communication and Technology Journal*, 29, 49-61. *
- Seidman, S. A. (1981). What instructional media producers should know about using music. *Performance & Instructional Journal*, 20(2), pp. 21-23; 31. *

* Refereed

PRESENTATIONS/CONFERENCES

- 11/09 *Rensselaer Polytechnic Institute*, Troy, New York. Presented on posters in support of George McGovern and Barack Obama during the 1972 and 2008 U.S. presidential election campaigns [via Webcam to *Visual Design: Theory and Application* class].
- 10/09 *International Visual Literacy Association Annual Conference*, Chicago, Illinois. Presented paper on the posters in support of Barack Obama during the 2008 U.S. presidential election campaign. *
- 9/09 *WHCU Morning Newswatch*, Ithaca, New York, "Obama Health Care Protest Signs." Interview on the history of political protest posters in the United States, including today's signs.
- 9/09 *Lyceum Lecture Series at Kendal at Ithaca*, Ithaca, New York, "Election Posters Worldwide." Presented on posters in election campaigns and political marketing in the United States, Europe, Africa, Asia, South America, and Australia during the past two centuries.
- 6/09 *Ithaca College Lecture Series at Longview*, Ithaca, New York, "Poster Propaganda in Election Campaign at Home and Abroad." Presented on the use of posters in election campaigns in the United States and other countries.
- 4/09 *Lehman Alternative Community School*, Ithaca, New York, "Political Campaigns Around the World." Presented twice on election campaigns and trends in Africa, Asia, Europe, and Latin America.
- 1/09 *International Association of Business Communicators (Ithaca College Chapter)*, "Obama Inaugurated—But How Did the 2008 Campaign Compare to Past Election Campaigns Worldwide?" Presented on the 2008 presidential election campaign in the U.S., and political marketing, from 1828 to 2008.

- 11/08 *Express News (Pakistan), "It's Decision Time!"* Gave campaign analysis of the U.S. presidential election on the biggest television news channel in the country.
- 11/08 *Handwerker Gallery's Tuesday Salon, Ithaca College, Ithaca, New York.* Presented on political marketing and the 2008 campaign.
- 10/08 *National Public Radio, News & Notes.* Interview about the imagery of presidential candidates created by artists.
- 10/08 *Family Weekend Keynote Presentation, Ithaca College, Ithaca, New York.* Presented on uses of election posters, broadsides, banners, and billboards historically and in the 2008 presidential campaign.
- 10/08 *International Visual Literacy Association Annual Conference, Blacksburg, Virginia.* Presented paper on the visual design of election campaign posters. *
- 6/08 *National Public Radio, Bryant Park Project.* Interview about the iconography of Democratic presidential candidate Barack Obama's campaign posters and t-shirts.
- 5/08 *Spring Faculty Development Conference, Ithaca College, Ithaca, New York.* Presented on Nazi election posters, and the influence of advertising, mass psychology, and public relations.
- 10/07 *International Visual Literacy Association Annual Conference, Curitiba, Brazil.* Presented paper on Nazi Party election posters in Germany, 1920-1933, and the influence of advertising, mass psychology, and public relations. *
- 10/05 *International Visual Literacy Association Annual Conference, Orlando, Florida.* Presented paper on using a visual-design approach to develop a Web site (with John H. White, Jr.). *
- 10/03 *International Visual Literacy Association Annual Conference, Newport, Rhode Island.* Presented paper on helping students learn visual design skills by having them analyze, design, and produce music videos. *
- 10/02 *International Visual Literacy Association Annual Conference, Breckenridge, Colorado.* Presented paper on teaching students visual literacy skills by having them study and design posters. *
- 6/01 *International Association of Business Communicators Annual Conference, New York, New York.* Attended sessions on visual communications, employee motivation and research, corporate video, and designing and delivering effective presentations.
- 2/94 *Media Design and Production Division, Association for Educational Communications and Technology Annual Conference, Nashville, Tennessee.* Lectured on video curricula trends in higher education. *
- 1/93 *Showcase, Association for Educational Communications and Technology Annual Conference, New Orleans, Louisiana.* Presented paper on a content analysis of the use of advance organizers in corporate annual reports. *
- 2/92 *Showcase, Association for Educational Communications and Technology Annual Conference, Washington, DC.* Presented paper on content analysis of the visual design of corporate annual reports. *
- 2/91 *Media Design and Production Division, Association for Educational Communications and Technology Annual Conference, Orlando, Florida.* Lectured on what instructional message designers can learn from corporate annual reports. *
- 2/90 *Division of Telecommunications/Media Design and Production Division, Association for Educational Communications and Technology Annual Conference, Anaheim, California.* Lectured on teaching about corporate video. *
- 11/89 *Senior College and University Section, Speech Communication Association Annual Meeting, San Francisco, California.* Presented paper, "The Corporate Communication Curriculum." *

- 2/89 *Media Design and Production Division, Association for Educational Communications and Technology Annual Conference, Dallas, Texas. Organized panel discussion on curricula of media design and production programs at five colleges and universities; Presented and discussed Ithaca College's curriculum and trends in curriculum. (Others on panel were D. Ausel, J. Ittelson, R. Johnson & C. Stoddard.) **
- 1/88 *Research and Theory Division, Association for Educational Communications and Technology Annual Conference, New Orleans, Louisiana. Presented paper on the effects of CAI strategies on achievement, as well as exploratory findings about other related factors. **
- 1/88 *Media Design and Production Division, Association for Educational Communications and Technology Annual Conference, New Orleans, Louisiana. Lectured on the development of a multi-media package for beginning microcomputer users in speech pathology and audiology. **
- 2/87 *Showcase, Association for Educational Communications and Technology Annual Conference, Atlanta, Georgia. Discussed the use of flip books in the design of CAI programs (with S. J. Hines). **
- 11/86 *American Speech-Language-Hearing Association Annual Convention, Detroit, Michigan. Proposal to produce a multi-media overview of microcomputers in communicative disorders work presented (with C. B. Wohl, A. Schwartz, E. W. Testut, L. G. Van Son, & W. J. Ryan). **
- 1/86 *Media Design and Production Division, Association for Educational Communications and Technology Annual Conference, Las Vegas, Nevada. Lectured on developing visual and media literacy by producing music videos. **
- 1/85 *Research and Theory Division, Association for Educational Communications and Technology Annual Conference, Anaheim, California. Presented paper on teacher burnout and media utilization. **
- 2/83; 1/83 *Faculty Development Program, Texas Woman's University, Denton, Dallas and Houston Campuses. Lectured on overhead projection and multi-image techniques, and sources of instructional media programs.*
- 10/78 *National Audio-Visual Association Institute for Effective Communication, Bloomington, Indiana. Lectured and conducted workshops on the production and utilization of Color Key and thermal transparencies.*
- 7/78 *National Audio-Visual Association Institute for Professional Development, Bloomington, Indiana. Lectured and conducted workshops on the production and utilization of overhead transparencies.*

* Refereed

PROFESSIONAL ORGANIZATIONS

International Visual Literacy Association

- Elected to Board of Directors of *International Visual Literacy Association* for three-year term (2008-2011)
- Elected Vice-President (2008)
- Appointed to Editorial Board of *Journal of Visual Literacy* (2005-2008)
- Appointed to Membership Committee (2007-2010)
- Appointed to Bylaws Committee (2008-2010)
- Appointed Co-Chair, Publications Committee (2008-2010)
- Appointed Associate Editor, Selected Readings (2008-2011)

Association for Educational Communications and Technology

- Elected President of Media Design and Production Division (MDPD) (1986)
- Elected to Board of Directors of MDPD for three separate terms (1984-1987, 1989-1991, 1994-1997)
- MDPD Elections/Governance Committee Chair (1989)
- MDPD Publications Committee Chair (1988)
- MDPD Membership Committee Chair (1988)
- MDPD Program Committee Chair (1987)

- MDPD Elections/Governance Committee Member (1986-1989)
- MDPD Membership Committee Member (1986-1988)
- MDPD Program Committee Member (1985-1987, 1994)
- Judge, Mahnke Film and Video Award Competition (1993, 1994)
- MDPD Newsletter [*Viewfinder*] Editor (1988)
- Annual Conference Session Chair (1987, 1989-1993)
- AECT Assembly/Division Council Delegate (1986, 1987, 1989, 1992)
- AECT Membership Committee Member (1986-1988)
- AECT 1993 Convention Task Force (1992)

Association for Education in Journalism & Mass Communication

Phi Kappa Phi

EDITORIAL BOARDS

International Journal of Instructional Media, 1985-present

Journal of Visual Literacy, 2005-2008

Journal of Communication and Media Arts, 1987-1992

TechTrends (Consulting Editor), 1987-1999

REVIEWER

International Visual Literacy Association (Selected Readings) (2008-2011)

Association for Education in Journalism & Mass Communication (Advertising Division's Student Paper Competition) (2010)

Journal of Visual Literacy (2007-2008, 2011-2012)

Association for Educational Communications and Technology (Design and Development Division) (2007-2008)

Association for Educational Communications and Technology (Media Design and Production Division) (1986-1995)

Association for Educational Communications and Technology (Research and Theory Division) (1992, 1994-1995)

TechTrends (1995-1997)

Journal of Broadcasting & Educational Media (1992-1996)

Journal of Communication and Media Arts (1989)

ACADEMIC HONORS, AWARDS, AND GRANTS

- 2010 Research Award. International Visual Literacy Association.
- 2010 Park Faculty Writing Award for book, *Posters, Propaganda, and Persuasion in Election Campaigns Around the World and Through History*.
- 2009 President's Service Award. International Visual Literacy Association.
- 2009 Editor's Choice Award (Co-Winner). International Visual Literacy Association. Paper, "The Visual Design of Election Campaign Posters," selected as the best submission to the organization's *Selected Readings*.
- 2007 Elected to Phi Kappa Phi. Ithaca College, Ithaca, New York.
- 2007 Center for Faculty Research and Development Grant for Released Time. Ithaca College, Ithaca, New York.
- 2006 Pendleton Faculty and Staff Research Grant. Ithaca College, Ithaca, New York.
- 2006 Center for Faculty Research and Development Grant for Released Time. Ithaca College, Ithaca, New York.

- 2005 Pendleton Faculty and Staff Research Grant. Ithaca College, Ithaca, New York.
- 2004 Sabbatical Leave. Ithaca College, Ithaca, New York.
- 2003 Pendleton Faculty and Staff Research Grant. Ithaca College, Ithaca, New York.
- 1998 Outstanding Service Award. Media Design and Production Division, Association for Educational Communications and Technology.
- 1998 Reassigned Time Program Development Grant. Ithaca College, Ithaca, New York.
- 1997 Sabbatical Leave. Ithaca College, Ithaca, New York.
- 1996 Reassigned Time Program Development Grant. Ithaca College, Ithaca, New York.
- 1995 Reassigned Time Program Development Grant. Ithaca College, Ithaca, New York.
- 1994 Reassigned Time Program Development Grant. Ithaca College, Ithaca, New York.
- 1993 Reassigned Time Program Development Grant. Ithaca College, Ithaca, New York.
- 1992 Reassigned Time Program Development Grant. Ithaca College, Ithaca, New York.
- 1991 Reassigned Time Program Development Grant. Ithaca College, Ithaca, New York.
- 1991 Sabbatical Leave. Ithaca College, Ithaca, New York.
- 1990 Reassigned Time Program Research Grant. Ithaca College, Ithaca, New York.
- 1989 American Society of Association Executives Award of Excellence in Education (in the “Innovative Programming” category) for Project Impact (with E. W. Testut, L. G. Van Son, and W. J. Ryan).
- 1986 American Speech-Language-Hearing Association/U.S. Department of Education Grant. Support to develop an instructional multi-media package for Project IMPACT (Independent Method for Proficiency on Applied Computer Technology). (Proposed with E. W. Testut and L. G. Van Son.)
- 1986 Dana Foundation Research Fellowship. Ithaca College, Ithaca, New York.
- 1986 Dana Foundation Student Work Internship. Ithaca College, Ithaca, New York.
- 1982 Organized Research Award. Texas Woman’s University, Denton.
- 1981 Doctoral Student Grant-in-Aid of Research. Indiana University, Bloomington.
- 1980 Lieber Memorial All-University Distinguished Teaching Associate Award. Indiana University.
- 1979 National Audio-Visual Association Past Presidents’ Memorial Scholarship. Indiana University, Bloomington.
- 1967 University Predoctoral Fellowship. University of Pennsylvania, Philadelphia.
- 1967 Dean’s List. University of Wisconsin, Madison.
- 1966 Phi Alpha Theta (International Honorary History Society). University of Wisconsin, Madison.

SUPERVISED GRADUATE THESES AND PROJECTS, ITHACA COLLEGE

Theses:

- 2011 Laura L. Larrimore, *Stories & stats: The role of language use in peer-to-peer online lending loan outcomes*
- 1992 Eric L. Gasteiger, *The perceptions of video department managers in corporate and educational production facilities: A case study*
- 1990 Nicholas V. Wharton, *A study of the professional characteristics, attitudes, and perceptions of Higher Education Opportunity Program directors at independent colleges/universities in New York State concerning communication and other job factors*

Projects:

- 1996 Christine J. Delvecchio, *Development of the marketing and communication tool "A guide to the Hangar Theatre"*
- 1990 Karen Fernandez, *The design, production and evaluation of a recruitment video for Tompkins Cortland Community College School of Nursing program*
- 1990 Jeffrey P. Smythe, *An informational video about "The Greenstar Cooperative Market"*
- 1989 Teresa A. Dupre, *The design and evaluation of a motivational and informational videotape on the Ithaca College Office of Career Planning and Placement*
- 1989 Rosemary G. Fitzgerald, *A study of the use of computer interactive software in a collegiate theatre arts management program*
- 1989 Lisa L. Lewis, *The design, production, and evaluation of five public service announcements for the 1989 fall fundraising campaign of the United Way of Tompkins County*
- 1989 Peter L. Nuchims, *The Eco-Justice Project at Cornell University*
- 1988 Lonie D. Stimac, *The design, production, and evaluation of an informational/promotional video program for the Ithaca Center*
- 1988 Joseph J. Dox, *The design, production, and evaluation of a video program for an early twentieth century museum of decorative interiors*
- 1988 Tim Christensen, *The design, production, and evaluation of an instructional interactive video program on basic video camera operations*
- 1988 Marybeth Tarzian, *The design, production, and evaluation of a video program for the Greenstar Cooperative Market*
- 1987 William J. Ryan, *"WICB—Welcome to Ithaca College Benefits": A live presentation combined with video support*
- 1987 Don H. Butler, *The design, production, and evaluation of a video program for marketing a low-voltage lighting system*
- 1987 Michael J. Fenello, *A videotape program to promote the Monarch Machine Tool Company*
- 1987 Suzan M. Osinchak, *The design and evaluation of an instructional videotape on environmental risk management*
- 1986 Timothy A. George, *A formative evaluation of a videotape program designed to teach Ithaca College students pre-production and editing concepts*
- 1986 Jeffrey E. Terwilliger, *A computer-based tutorial and algorithm for mechanical ventilation weaning*
- 1986 John A. Quinn, *The design and evaluation of a video tape to train sales representatives*