

Virginia Mansfield-Richardson

Tel. (607) 274-3641 office, Fax. (607) 274-1108, Email: vmansfield@ithaca.edu

Education:

Doctor of Philosophy in Communication 1996 Ohio University, Athens, Ohio

- Specialization areas in communication theory and international media
- Concentrations in Chinese language and Asian Studies
- Dissertation title: *Asian Americans and the Mass Media: A Content Analysis of Twenty U.S. Newspapers and a Survey of Asian American Journalists.*
- Winner of the Outstanding Ph.D. Student Award

Master of Public Administration 1992 George Mason University, Fairfax, Virginia

- Specialization in international management

Bachelor of Arts in Political Science 1977 Ohio University, Athens, Ohio

- Concentrations in economics and journalism

Georgetown University, Washington, D.C., 1980-1982

- Continuing education courses completed in Beginning Chinese, Intermediate Chinese, Chinese Calligraphy, Ancient Cultures, and Creative Writing

Current Employment:

Associate Dean, Roy H. Park School of Communications (1,300 students), Ithaca College (5,800 students), Ithaca, New York 1999-Present.

The Park School has a \$28 million endowment and is the 14th largest school/college of communications in the United States; it has six undergraduate degrees and one master's degree.

Associate Dean responsibilities and college service include:

--**Coordinate and supervise all student academic affairs**, including advising, orientation, academic status (dean's list/academic warnings, suspensions, dismissals), registration, course scheduling, honors and awards, internships, international students, catalog revision, and commencement activities

--**Responsible for coordination of all admissions and recruitment events** in the Park School working closely with the Office of Admissions

--**Oversee curriculum development and revision**, including serving on the Park School Curriculum Committee and coordination with the college Academic Policies Committee

--**Resolve student academic concerns and Park parent concerns**; also responsible for some mediation and resolution of faculty and staff concerns

--**Coordinator of Assessment and Middle States Reaccreditation** for the Park School of Communications, summer 2004 to 2006;

--**Interim Chair, Department of Journalism**, 2003-2004;

--**Interim Coordinator of the Journalism major and minor**, January 2001 to May 2003 (this role included chairing the committee that proposed the Department of Journalism)

- Chair, Park School Ad Hoc Advising Committee**, fall 2002 to spring 2004
- Chair, Park School Library Resources Committee**, 2001-2005
- Chair, Park School Pendleton Grants Committee**, 2000 to present;
- Chair, Park Student Media Managers Council**, fall 2003 to 2005
- **Chair of the Associate/Assistant Deans Group**, 2000-2001
- Prepare various reports and analyses** for the Dean
- Oversee Park School orientation of new faculty**
- Oversee international programs within the Park School**, including orientation, registration, and advising of international students and coordination of visiting international faculty and other visitors; and all coordination between the Park School and the Singapore exchange agreement with Nanyang Technical Institute and the South Korea exchange agreement with Hangyang University, Ithaca College's London Center, and all study abroad of communication majors
- Update and oversee articulation agreements** for the Park School
- Oversee all student requests for leaves of absence** and medical leaves of absence
- Coordinate all faculty and staff volunteers** for college recruitment events
- Review Public Safety reports** for the Park School on behalf of the Dean
- Coordinator** of the Ithaca College Asian American Studies Minor, 2003 to present
- Committee Memberships:**
 - Middle States Task Force on Student Learning**, 2006 to 2007
 - Steering Committee, Center for the Study of Culture, Race, and Ethnicity**, 1999-present
 - President's Administrative Assembly**, 1999 to present
 - Park Scholarship Review Committee**, 1999 to present
 - Park Scholars Review Committee**, spring 2000
 - Parents Advisory Committee**, spring 2003-2004
 - New Initiatives Fund Committee**, spring 2003 to 2005
 - Park Planning Committee**, 2003-2005
 - Ithaca College Planning and Priorities Committee**, 2003 to 2006
 - Ithaca College London Center Committee**, fall 2004 to present
 - Ithaca College Counseling Center Advisory Board**, 2001-2002
 - Who's Who Selection Committee** for Ithaca College, 2000 to 2006

Other University Administrative Experience:

Associate Professor, College of Communications

Pennsylvania State University, University Park, Pennsylvania, 1995-1999

--**Developed the Asian American Studies Program** along with two other professors, spring 1998. First professor to teach Asian American Studies at Pennsylvania State University.

--**Chair of the Academic and Curriculum Committee** of Penn State University's Commission on Racial and Ethnic Diversity (1998-1999), including serving as the Commission's liaison with the Faculty Senate. Appointed as a Commission member by University President Graham Spanier (1998-1999). This is a university-wide commission that serves as an advisory body to university's president.

--**Member of the Commission on Racial and Ethnic Diversity** appointed by Pennsylvania State University President Graham Spanier, 1998-1999.

--**Director of the 1997 and 1996 Multicultural High School Journalism Workshops** (summers 1996 and 1997) a highly selective two-week, live-in program for students of color. The program included visiting professionals, field trips, and a meeting with then Pennsylvania Governor Thomas Ridge. Students produced a 12-page newspaper. During my directorship of this workshop it became one of the top five Dow Jones workshops in the United States.

--**Honors Advisor** responsible for coordinating and supervising journalism honors students' academic affairs, 1995 to 1999. Also supervised 12 honors theses.

--**Co-authored proposal for the Freedom Forum Journalist-in-Residence Program** which resulted in Pennsylvania State University being selected as one of 12 universities in the United States to receive a grant to sponsor a journalist from another country. The proposal resulted in Mr. Nguyen Mahn Hung, news editor/senior journalist for the *Vietnam Investment Review*, to be a graduate student at the university, 1997-1998. Mr. Nguyen became the first student from Vietnam to attend Penn State, a university system of approximately 90,000 students.

--**Committee memberships** included the Scholarships and Grants Committee 1998-1999, Graduate Committee 1997-1999, Facilities and Technology Committee 1996-1999, Dean's Search Committee (oversaw all searches in the College of Communications that year) 1995-1996, and the Academic Standards Committee 1995-1996.

Ohio University, Athens, Ohio, 1993-1995

--**Member of the Search Committee for President of Ohio University**, appointed by the Board of Trustees of Ohio University, 1993-1994.

American University, World Capitals Program based in Washington, D.C. 1990-1991
Assistant Director of the Brussels, Belgium Study Abroad Program, 97 students, 4 staff, responsibilities included:

--**Administered the internship program** of 48 internsips at government and private sector locations including NATO, the European Community Headquarters, Ernst and Young, the Wall Street Journal Europe, and SHAPE;

--**Assisted in scheduling trips each semester** to Prague, Berlin and Luxembourg;

--**Assisted in scheduling lectures** by ambassadors and European Community officials;

--**This occurred during the year of the Gulf War** so I was responsible for daily contact with the U.S. Embassy and designing all emergency evacuation plans for students and staff.

--**During this year the program was re-accredited** by the Middle States Association of College and Schools (MSACS), which required supplying full documentation on the program and working closely with accreditors.

--**Assisted in coordination student housing** at local homes and apartments.

--**Worked closely with Dr. Jamie Shae**, chief spokesman for NATO and lecturer in economics for American University's Brussels Semester.

University Teaching Experience:

Ithaca College, Roy H. Park School of Communications, taught:
Journalism Research, Fall 2000

Pennsylvania State University, College of Communications, August 1995-June 1999
Associate Professor of Communications, nominated for the university's Excellence in Teaching Award (spring 1999), taught:

The Asian American Experience
International Mass Communications
Media Ethics
News Reporting
Advanced Reporting Methods
Feature Writing
Reporting in the Nation's Capital taught in Washington, D.C

Ohio University, College of Communications, Athens, Ohio, 1992 to 1995
Doctoral Teaching Assistant, taught:

News Reporting
News Editing
Introduction to Mass Communication
Magazine Editing and Production

American University, Brussels, Belgium, 1990 to 1991
Assistant Director, taught:

Writing About European Affairs

American University, Washington, D.C., 1989 to 1990; spring 1992

Adjunct Instructor, taught:

Intensive Composition
College Writing
Writing About Contemporary Events

Northern Virginia Community College, Fairfax, Virginia, spring 1992

Adjunct Instructor, taught:

English Grammar

Laidlaw Community College, Cincinnati, Ohio, winter/spring 1978

Adjunct Instructor, taught:

English Grammar
Financial Management
Introduction to Political Science
Macroeconomics

Professional Journalism Experience:

The Washington Post, August 1978 to August 1990, Washington, D.C.

--**Staff Writer**, editor and editorial aide for 12 years; covered government, education, finance, development, science, lifestyles and religion.

--**Covered two Architectural Review Boards** in Alexandria, Virginia, 1987 to 1990.

--**Extensively covered development in Washington, D.C.**, and covered several planning boards, zoning enforcement boards, city councils, and school boards, 1981 to 1990.

--**Wrote weekly political column** on the D.C. government for five years. Covered all the city's Advisory Neighborhood Commissions.

--**Editor of three weekly calendars of events** for Washington, suburban Virginia, and suburban Maryland for two years.

--**Election Night Charts Editor** for six years responsible for formatting all charts in the computer system, supervised 40 persons who produced approximately 90 charts per election.

--**Wrote articles for every section of the newspaper** except sports.

--**Two articles published in the book *The Best of Style Plus***, which featured the best writing published in a feature section of the Style section.

The Potomac News, January to August 1992, Manassas, Virginia
 --National page editor and education reporter

The Bulletin, English language city magazine of Brussels, Belgium, 1990-1991
 --Freelance writer

DVM, The Newsmagazine of Veterinary Medicine, July 1988 to July 1990 (see details under veterinary medicine experience section of this CV). During the two years I wrote for DVM it had the largest circulation of any veterinary publication in the world.

The Athens News, 1992 to 1995, Athens, Ohio
 --**Sports Reporter** covering Ohio University football and basketball, and national bicycle races. Covered the 1994 NCAA Basketball Tournament.

Other Career Experience:

Time-Life Books, Inc., Alexandria, Virginia, May-July 1978
 --Accounts payable clerk

U.S. House of Representatives, Cincinnati, Ohio, fall 1977
 --Case worker for veterans' and elderly affairs for Rep. Thomas Luken (D-Ohio-1st), at the district office

The World Bank, Washington, D.C., summers 1977 and 1976
 --Researcher in the East Asia and Pacific Division, Director's Office

Journal of the U.S. House of Representatives, Washington, D.C., summer 1975
 --Intern responsible for proofreading the *Journal of the United States House of Representatives*.

U.S. Library of Congress, Washington, D.C., summer 1974
 --Responsible for researching copyright permissions

Veterinary Medicine Experience:

--**Recipient of the I.D. Wilson Award** for excellent in coverage of veterinary medicine, presented by the Virginia Veterinary Medical Association, for an article published in the Metro section of The Washington Post, 1987.

-- **DVM, The Newsmagazine of Veterinary Medicine**, July 1988 to July 1990, Washington Bureau Chief and staff writer responsible for writing a monthly column and articles on federal legislation and other national veterinary issues.

--**Veterinary Assistant**, worked weekends (while I was a fulltime staff writer at The Washington Post) at the following veterinary hospitals in Northern Virginia, from 1978-1990:

Hybla Valley Veterinary Hospital (1978-1980)
7629 Richmond Highway
Alexandria, Virginia

Mount Vernon Animal Hospital (1980-1983)
8623 Richmond Highway
Alexandria, Virginia

Penn Daw Animal Hospital (1983-84)
(closed in mid-1980s)
Richmond Highway
Alexandria, Virginia

Sacramento Veterinary Hospital (1987-1990)
8794-D Sacramento Drive
Alexandria, Virginia

Publications:

--Chapter entitled *The Essential Role of Chinese as the World's Leading Logographic Writing System in Global Communication* in the book *Chinese Communication Theory and Research, Reflections, New Frontiers, and New Directions*, Greenwood/Ablex Publishing Corp., 2000, Wenshan Jia, Lucy Xing Lu, D. Ray Heisey, editors. This is part of the series *Advances in Communication and Culture*.

--Book entitled *Asian Americans and the Mass Media*, June 2000 (406 pages), edited by Franklin Ng, Garland/Taylor and Francis Publishing. This book is part of the series *Asian Americans: Reconceptualizing Culture, History, Politics*.

--Article published in *A Curriculum of Consequence*, a publication on academic service learning in the College of Communications at Pennsylvania State University, Pennsylvania State University Press, May 1998.

--Article entitled *Survey Says Asian American Journalists Endure Racism*, published in *Newswatch*, the national magazine of the Asian American Journalists Association, Vol. 5, No. 1 (Winter 1998).

-- Entry on Asian Americans and the media published in the book *History of Mass Media in the United States: An Encyclopedia*, Margaret Blanchard, editor, Fitzroy Dearborn Publishers (1998).

--Author of a chapter on Asian Americans for the book entitled *News Coverage of U.S. Racial Minorities, 1934-1994: A Sourcebook*, Greenwood Press (1997).

--Article on personal journalism ethics experiences in the book *Media Ethics, Developing Values in Mass Communication*, by Michael J. Bugeja, Allyn and Bacon (1996).

--Editorial Assistant for the book *The Israeli-Palestinian Conflict: A Documentary Record*, by Yehuda Lukacs, Cambridge University Press (1992).

--Two articles published in the book *The Best of Style Plus*, a publication of The Washington Post's best feature articles, The Washington Post, (1984).

--Article published in the college textbook *Statistics: An Inferential Approach*, Dellen Publishing Company, (1984).

--Numerous articles published in *DVM, The Newsmagazine of Veterinary Medicine*, while serving as Washington Editor, July 1988 to July 1990, published in Cleveland, Ohio.

--Approximately 500 articles published in *The Washington Post* from 1979 to 1990, while working as a staff writer and editorial aide, Washington, D.C.

Academic Presentations:

--**The Role of Asian American Media in Community Building**, refereed paper, annual conference of the Association for Asian American Studies, May 24-28, 2000, Scottsdale, Arizona.

--Respondent for a panel of the Chinese Communication Association entitled **Media, Journalists, and Public Relations in China at the Turn of the Century**, annual convention of the Association for Education in Journalism and Mass Communication, Aug. 4-7, 1999, New Orleans.

--Panelist for a presentation entitled **Western Media's Coverage of China: The Recent Controversies of 'Western Conspiracies' and Their Implications**, annual conference of the International Communication Association, May 27-31, 1999, San Francisco.

--Scheduled respondent for a panel on **Current Language Issues in International Communication**, Nov. 19-21, 1998, National Communication Association, New York City. Unable to attend due to last minute conflict.

--Panelist for a presentation entitled **Service Learning Within the University Academic Structure**, East Coast Regional Conference of the Higher Education Association, April 24-26, 1998, Saratoga Springs, New York.

--Guest lecturer on **Cognition and Memory of Written Chinese** to the faculty of the Department of Chinese Language, Harvard University, March 18, 1998, Cambridge, MA.

--Guest lecturer on **Media Coverage of Asian Americans in the Clinton Fund-Raising Controversy** to the class Asian Pacific Americans in U.S. Politics, John F. Kennedy School of Government, Harvard University, March 17, 1998, Cambridge, Massachusetts.

--Guest lecturer on **Media Coverage of Asian Americans**, sponsored by the University of Wisconsin Asian American Studies Program, February 13, 1998, Madison, Wisconsin.

--**The Essential Role of Logographic Writing Systems in Future Global Communications**, refereed paper presented at a conference entitled "East-West Communication: Challenges for the New Century," November 17-19, 1997, at the David C. Lam Institute for East-West Studies, Hong Kong Baptist Univ., Hong Kong.

--**A Survey of Asian American Journalists: A Look at Their Job-Related Experiences Due to Ethnicity, and a Look at Their Perceptions of Media Coverage of Asian Americans**, refereed paper presented at the annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), July 1997, Chicago, Illinois.

--**Why the Knowledge Gap Hypothesis Should Not be Applied to the Philosophy of Global Communication: A Semiotic Deconstruction**, refereed paper presented at the annual conference of the International Communication Association (ICA), May 1997, in Montreal, Canada.

--**Brain Hemisphericity and Ethnocognitivism: Isn't It Time We Start Considering Them in Global Communication Networks**, refereed paper presented at the Sixth International Conference on Language and Social Psychology, May 1997, Ottawa, Canada.

--**Asian Americans and the U.S. Media: A Wake-up Call**, refereed paper presented at the annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), August 1995, in Washington, D.C.

--**Why the Western Design Approach Does Not Work for Asian Language Computers**, refereed paper presented at the annual conference of AEJMC, August 1994, in Atlanta, Georgia. Winner of the top student paper award in the Communication Policy and Technology Division of AEJMC.

--**Those Who Would Not 'Sigh to the Wind': The Missionary Press in China**, refereed paper presented at the annual conference of AEJMC, History Division, August 1994 in Atlanta, Georgia.

--**Language and Memory: Implications For Multi-National News Organizations**, refereed paper presented at the annual conference of AEJMC, International Division, August 1994, Atlanta, Georgia.

--**A Study of Semantics in Mass Communication** refereed paper presented at the annual conference of AEJMC, Communication Theory and Methodology Division, August 1994, Atlanta, Georgia.

Awards & Honors:

--Guest speaker on **Media Coverage of Asian Americans** for the radio program *Eight O'clock Buzz*, WORT-FM 89.9, February 11, 1998, Madison, Wisconsin.

--**Guest speaker on National Public Radio** for the National Public Radio program *Which Way L.A.*, to discuss **Media coverage of Asian Americans During the Clinton Administration Fundraising Controversy**, Dec. 16, 1997, WCKR 88.9 FM, Santa Monica, Calif. Other guests on the program included U.S. Rep. Henry Waxman (D-29-Calif.), ranking Democrat on the House of Representatives Government Reform and Oversight Committee which held hearings on the fundraising controversy, and U.S. Rep. David Dreier (R-28-Calif.).

--**U.S. Commission on Civil Rights** invited expert witness on **Asian Americans and the Media** at a formal briefing concerning racial bias, news coverage and media treatment of Asian Pacific Americans, December 5, 1997. This briefing was held in response to the first ever petition filed by Asian Americans with the U.S. Commission on Civil Rights.

--**Invited speaker** to participate in a panel on media treatment of Asian Americans, at the **1997 Annual Conference of the Asian American Journalists Association**, August 13-16, 1997, in Boston.

--**Invited panelist** to participate in a meeting of the directors of the top minority journalism workshops in the United States that are sponsored by the Dow Jones Newspaper Fund, Inc., July 28, 1997, in Chicago. Five workshop directors were invited to attend out of the 36 workshops sponsored by the Dow Jones Newspaper Fund nationwide.

--**One of 18 invited scholars nationwide on minorities and the media** (for my expertise on Asian Americans) to a meeting to plan a major two-year study funded by the Ford Foundation on diversity and the media, Oct. 23-24, 1997, University of Missouri School of Journalism.

--**Fellow of the Institute For Information Policy**, College of Communications, Pennsylvania State University, 1996 to present.

--**Secretary/Treasurer of the Chinese Communication Association**, an international organization of Chinese communication scholars, 1996 to 2000.

--**Faculty Marshall for the College of Communications**, Pennsylvania State University graduations: August 1997, May 1997, December 1996.

--**President and Founder of the Chinese Language Society** at Ohio University, 1992 to 1994.

--**Judge in the National Federation of Press Women's Communications Contest**, winters 1993 and 1994.

--**Judge in National College Newspaper Contest**, fall 1993.

Grants (\$54,544 total):

--**\$1,300** from the James B. Pendleton Foundation at Ithaca College for indexing the *Asian Americans and the Media*, March 2000.

-- **\$12,050** from the Ford Foundation and the University of Missouri to study the Asian language press in America, May 1998.

--**\$5,330** from The Pennsylvania State University Equal Opportunity Planning Committee for the 1998 Multicultural High School Journalism Workshop.

-- **\$3,500** from the Dow Jones Newspaper Fund, Inc., for the 1998 Multicultural High School Journalism Workshop at Pennsylvania State University.

--**\$1,800** from The Pennsylvania State University College of Liberal Arts to design a course in Asian American Studies with an emphasis in media treatment of Asian Americans, Dec. 1997.

--**\$500** for creation and implementation of the Service Learning (interaction with the community) project in a News Media Ethics course to develop the *Penn State Guide to Newspaper Resources*, awarded from the College of Communications, May 1997.

--**\$400** from Pennsylvania State University, Office of International Programs World Fund, November 1997, to present a paper at an academic conference in Hong Kong.

--**\$3,500** from the Dow Jones Newspaper Fund, Inc., for the 1997 Multicultural High School Journalism Workshop at Pennsylvania State University.

--**\$5,332** from Pennsylvania State University Equal Opportunity Planning Committee for the 1997 Multicultural High School Journalism Workshop.

--**\$12,000 grant** from the Safe Energy Council/Schumann Foundation to study the role of citizen activist groups in the 1996 presidential Election (two other professors at Penn State University were joint recipients), 1996, Pennsylvania State University College of Communications.

--**\$3,500** from the Dow Jones Newspaper Fund, Inc., for the 1996 Multicultural High School Journalism Workshop at Penn State University.

-- **\$5,332** from the Pennsylvania State University Equal Opportunity Planning Committee for the 1996 Multicultural High School Journalism Workshop.

Professional Memberships:

- Association for Education in Journalism and Mass Communication
- Chinese Communication Association
- International Communication Association
- Kappa Tau Alpha journalism honorary

--Phi Beta Delta international scholars honorary

Virginia Mansfield-Richardson
CHRONOLOGY OF WORK EXPERIENCE

- July 1999 to Present **Associate Dean** of the Roy H. Park School of Communications, Ithaca College, Ithaca, New York.
- Aug. 1995 – June 1999: **Associate Professor of Communication**, College of Communications, Pennsylvania State University.
- Sept. 1992 - July 1995: **Doctoral student and Teaching Assistant** at Ohio University (full time); **Sports Reporter** for *The Athens News* (part-time).
- Jan. - Aug. 1992: **Reporter and National Editor** for *The Potomac News*.
- June - Dec. 1991: **Instructor** of English at American University.
- Aug. - Sept. 1991: **Instructor** of English Grammar at Northern Virginia Community College, Annandale, Virginia (part-time).
- Aug. 1990-June 1991: **Assistant Director** and Internship Coordinator of the Brussels, Belgium study-abroad program for American University, and **Instructor** of the course "Writing About European Affairs" (full-time); **Contributing Writer** for *The Bulletin*, the city magazine of Brussels (part-time).
- Aug. 1978 - Aug. 1990: **Staff Writer**, Editor and Editorial Aide at *The Washington Post* (full time).
- July 1988 – July 1990: **Washington Editor**, DVM, The Newsmagazine of Veterinary Medicine.
- Aug. 1989-May 1990: **Instructor** of Composition at The American University (part-time).
- May-July 1978: **Accounts Receivable Clerk** at Time-Life Books, Inc.
- Jan. - May 1978: **Instructor** of English, Finance, Economics and Political Science at Laidlaw Community College.
- Sept. - Dec. 1977: **Case Worker** for U.S. Rep. Thomas Luken (D-Ohio).
- Summers 1977 & 1976: **Researcher and Intern** at the World Bank, East Asia and Pacific Div.
- Summer 1975: **Proofreader and Editor** for the *Journal of the U.S. House of Representatives*.

Summer 1974:

Intern at the U.S. Library of Congress.