

Wenmouth Williams, Jr.

Professor
September 2009
Ithaca College
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Education

1974 Ph.D. Florida State University

Dissertation: "Public Radio Audience Measurement: An Empirical Study of Various Methodological Approaches"

1970 M.S. Florida State University

Thesis: "A Preliminary Description of Selected Individual Responses to the Viewing of a Videotaped Newscast"

1969 B.S. Bowling Green University

Major: Speech

Professional Experience

Member, Board of Directors, BEA, 2009-2012

1987-1994 Department Chair, Ithaca College.

1995-1996, 2005-2007

1998-2001 President, Phi Kappa Phi

1997 Reader, Law and Policy Division, BEA.

1995-1996 Editorial Board, World Communication.

1991-1992 College Promotion and Tenure Committee.

1989 Reviewer, Journal of Communication.

1984-1989 Faculty Handbook Committee, Ithaca College.

1987- Director, TV-R Department Internship Program

1984-1987 Member, Faculty Council, Ithaca College.

1983-1984 Member, University Academic Senate, Illinois State University.

1979-1984 Director of Graduate Studies, Department of Communication, Illinois State University.

1978-1981 Editor, Journal of the Illinois Speech and Theater Association.

1978-1983 Reader for papers, Mass and Political Communication Divisions, International Communication Association.

1979-1980 Chair, Mass Communication Division, Central States Speech Association.

1975-1981 Member, Board of Directors, Illinois Speech and Theater Association.

1980 Reviewer, Western Journal of Speech Communication.

1976, 1979-present Reviewer, Journal of Broadcasting and Electronic Media

1979-1980 Editorial writer and broadcaster, WEEK-TV, Peoria, Illinois.

1979-1980 Editorial writer and broadcaster, WJBC-AM, Bloomington, Illinois.

1977-1979 Member, Public Service Committee, Association for Education in Journalism.

1975-1977 Editor, Newsletter, publication of the Illinois Speech and Theater Association.

1975-1977 Area Chair, Mass Communication, Department of Information Sciences, Illinois State University.

Courses Taught

Illinois State University (ISU)

University of Hartford (UH)

Ithaca College (IC)

COM 160 Introduction to Mass Communication (ISU, IC).

COM 360 Theory and Effects of Mass Communication (ISU; IC).
221-460

COM 361 Law and Regulation of the Communication Industries (ISU, IC).
221-312

COM 493 Special Topics in Mass Communication: Law, Research and Technology (ISU).

COM 497 Research Seminar (basic graduate level research methods course, ISU).

COM 389 Precision Journalism (understanding and reporting of opinion polls, ISU).

CMM 466 Mass Persuasion (Hartford).

CMM 449 Mass Communication and Society (Hartford).

CMM 951 Special Topics: Socialization and the Mass Media (Hartford).

221-196 Mass Media Research Methods (IC).

221-222 Cable and Satellite (IC).

221-241 Advertising (IC).

221-296 Audience Research (IC).

221-412 Undergraduate Seminar (topics included politics in media; media effects, direct response advertising, IC).

221-432 Issues in Telecommunications Management (IC).

221-353 Comparative Media Systems (London).

221-460 Senior Seminar in Media Effects, Presidential Campaigns (IC)

221-432 Issues in Telecommunications Policy (IC)

221-390 Seminar in Media Economics (IC)

TVR 322 New Telecommunication Technology

Publications and Research Interests

Publications:

"Verbal Aggression: An Annotated Bibliography," Communication Research Center Working Paper, Florida State University, 1973 (mimeo) (with David J. LeRoy and C. Edward Wotring).

"Operant Methodology and Mass Media Effects," Journalism Quarterly, V 51, 1974, 101-106 (with David J. LeRoy and Eugene Uram).

Mass Communication: Decision-Making in Mass Media Channels, (Dubuque, Kendall/Hunt), 1975 (with Ralph Smith).

"Impact of FCC Commissioner Background on FCC Decisions: 1962-1975," Journal of Broadcasting, 1976, V 20, 239-260 (cited in TV Guide editorial).

"Media Violence and Victim Consequences: A Behavioral Measure of Interest and Attention," Journal of Broadcasting, 1976, V 20, 365-371.

"Alternative Methods of Measuring Public Radio Audiences: A Pilot Project," Journalism Quarterly, 1976, V 53, 516-526 (with David LeRoy).

"The Potential of WGLT-FM as a Delivery System for Continuing Education: A Preliminary Analysis," *Instructional Development Handbook*, Illinois State University, 1976, 86-89 (with William Sendlak).

"Benefits and Problems of Internship Contracts: A Rejoinder," *Journalism Educator*, 1976, V 31, 50-51 (with Catherine Konsky).

"Impact of News Media: Agenda Setting in an Off-Election Year," *Journalism Quarterly*, 1977, V 54, 744-749 (with David Larsen).

"Two Approaches to the Identification and Measurement of Public Radio Audiences: Locating Unique Subgroups," *Journal of Broadcasting*, 1977, V 21, 401-412.

"Campaign '76: An Analysis of Media Effects on Perceptions of Issues During the New Hampshire Primary," *Journal of Broadcasting*, 1978, V 22, 531-540 (with William Sendlak).

"Structural Effects of TV Coverage on Political Agendas," *Journal of Communication*, 1978, V 28, 114-119 (with William Sendlak).

"Innovativeness and Public Radio Listening," *Journal of Broadcasting*, 1981, V 25, 62-69 (with Dean Krugman).

"Mass Communication," *Introduction to Speech Communication*, (eds.) John Cragan and David Wright (Prospect Hts.: Waveland Press), 1980 (with Ralph Smith).

"Framing in the 1980 Presidential Campaign," *Journalism Quarterly*, 1983, V 60, 226-231 (with Mitchell Shapiro and Craig Cutbirth).
Reprinted in D. L. Prosser and M. McCombs. *Agenda Setting: Readings on Media, Public Opinion and Policymaking*. Hillsdale: Erlbaum, 1999

"Civil Disturbances in Miami: Proximity and Conflict in Newspaper Coverage," *Newspaper Research Journal*, 1984, V 5, 61-79 (with Mitchell Shapiro).

"A Study of the Effect In-Home Entertainment Alternatives Have on Film Attendance," in *Current Research in Film: Audiences, Economics, and Law*, Bruce Austin (Ed.), 1985, V 1, 93-100 (with Mitchell Shapiro).

"Agenda Setting Research" in *Broadcast Research*, James Fletcher and Joseph Dominick (Eds.), 1985, Allyn and Bacon, 1989-201.

"Agenda Setting in the 1982 Illinois Gubernatorial Campaign," *Mass Comm Review*, 1987, V 31, 193-205 (with Mitchell Shapiro).

"Perceived Impact of the Cable Policy Act of 1984," *Journal of Broadcasting*, 1987, V 13, 52-57 (with Kathleen Mahoney).

"Getting the Message Out to Voters in 'Media Isolated' Districts," *Election Politics*, 1988, V 5, 17-21 (with Kay Israel).

"The War of Words: Analysis of Gulf War Coverage of Two British Newspapers." *Proceedings of the 9th Annual Intercultural and International Communication Conference*, 1992, 106-108.

"Media Economics: The Shift from AM to FM," in *Media Economics: Theory and Practice* (A. Alexander, J. Owers & R. Carveth, Eds.), pp. 157-180, 1993 (with Jonathan Tankel).

"Impact of Commissioner Background on FCC Decisions 1975-1990," in *Media and Public Policy*, 1996.

"The Economics of Contemporary Radio," in *Media Economics: Theory and Practice* (2nd ed.), (A. Alexander, J. Owers & R. Carveth, Eds.), pp. 185-198, (with Jonathan Tankel).

"Impact of the 1996 Ownership Rules on a Small Market," in *Journal of Radio Studies*, 1998, pp. 8-18.

Historical Dictionary of American Radio, Donald Godfrey and Frederick Leigh (Eds.) 1999.

"Small-Market Radio & Internet Promotional Tools," in *Journal of Radio Studies*, 2003, pp. 262-269, (with Scott Hamula).

Encyclopedia of Radio, Christopher Sterling, ed., 2005.

"Teaching Communication Management." *Feedback*, 2005.

Book Reviews:

World Communication: Threat or Promise, Colin Cherry, *Journal of Broadcasting*, V 18, 115-116 (with C. Edward Wotring).

Who Controls the Mass Media, Martin Seiden, *Journal of Broadcasting*, 1975, V 19, 504-507.

The Management of Election Campaigns, Robert Agranoff; *Political Campaign Management and The Political Campaign Handbook*, Arnold Steinberg, *Political Communication Review*, 1977, V 2, 9-11 (with William Sendlak).

Political Campaign Management, Arnold Steinberg; *Political Communication: Issues and Strategies for Research*, Steven Chaffee (ed.); and *The Unseeing Eye: The Myth of Television Power in National Elections*, Thomas Patterson and Robert McClure, *Quarterly Journal of Speech*, 1977, V 63, 460-462 (with William Sendlak).

Convention Papers:

"Alternate Methods of Measuring Public Audiences," SCA, Chicago, 1974.

"The Agenda-Setting Function of Newspapers and Public Radio: An Analysis of the Intrapersonal Method," SCA, Houston, 1975.

The Agenda-Setting Function of the Mass Media in a Signal-Starved Market," ICA, Portland, 1976 (with David Larsen).

"Articulation of Mass Communication Curricula for Junior and Senior Colleges," Illinois Speech and Theater Association, St. Louis, 1975.

"Cable Access Channel Uses for Colleges and Universities: News to Readers' Theater," ISTA, Chicago, 1976.

"Campaign '76: The Agenda-Setting Effects of Television Networks and a Local Daily Newspaper on Interpersonal and Intrapersonal Agendas During the New Hampshire Primary," SCA, San Francisco, 1976 - Top Three Program (with William Semlak).

"Citizen Feedback to a Change in Radio Station Format: Multiple Versus One Time Letter Writers," CSSA, Detroit, 1977.

"Forum," panel discussion on teaching about Mass Media, Midwest Popular Culture Association, Normal, Illinois, 1977.

"Writing for Publication," Illinois Speech and Theater Association, Springfield, 1977.

"The Agenda-Setting Function of the Mass Media: Reassessment and Prognostications," (Chair), SCA, Washington, DC, 1977.

"Methodological Problems of Agenda Setting Research," SCA, Washington, DC, 1977 (with William Semlak).

"The Debate and Application of Functionalism and Uses and Gratifications: The Development of a Mass Communication Theory," (Chair), ICA, Chicago, 1978.

"Uses and Gratifications and Avoidances and Voting Decisions in the 1976 Presidential Campaign," ICA, Chicago, 1978 (with William Semlak).

"Doing What We Do: Mass Communication in Traditional Speech Departments," Illinois Speech and Theater Association, St. Louis, 1978.

Respondent, "Agenda Setting and Political Participation," ICA, Philadelphia, 1979.

"A Media Perspective," ICA, Philadelphia, 1979.

"Mass Communication Research: Public Policy Options and Implications," Chair, ICA, Philadelphia, 1979.

"Acculturation of Foreign Students by Television," ICA, Philadelphia, 1979 (with Suraj Kapoor).

"The Socialization Powers of Television and Foreign Students' Value Orientations," AEJ, Houston, 1979 (with Suraj Kapoor).

"The Role of Matrix Building in Agenda Setting Research," Midwest Association for Public Opinion Research, Chicago, 1979 (with William Semlak).

"Perspectives on Communication Competence: Mass Communication," Illinois Speech and Theater Association, Chicago, 1979.

"From Manuscript to Print: Publishing in Speech Communication Journals," Illinois Speech and Theater Association, Chicago, 1979.

"Campaign '80: A Synthesis of Mass Media Research Methodologies," Central States Speech Association, Chicago, 1980.

"The Mass Media and the Supreme Court: A Comparison of the Warren and Burger Courts," ICA, Acapulco, 1980.

"A Partial Test of the Dependency Theory," ICA, Acapulco, 1980 (with William Semlak, Vincent Hazleton, and Patricia Riley).

"Contributions of Broadcast Journalism to the Study of Political Communication," ICA, Acapulco, 1980.

"Agenda Setting in the 1980 Political Campaign," SCA, Anaheim, 1981 (with Mitchell Shapiro and Craig Cutbirth).

"Audience Programming Preferences for a Proposed Religious Television Station," SCA, Anaheim, 1981 (with Mitchell Shapiro).

"Candidate Agendas in the 1980 Presidential Campaign," CSSA, Chicago, 1981, (with Mitchell Shapiro and Craig Cutbirth).

"Dependency Theory and Political Campaigns," ICA, Minneapolis, 1981 (with Vincent Hazleton and William Semlak).

Chair, "Teaching Political Communication," ICA, Minneapolis, 1981 (with William Semlak).

"Setting the Agenda of Issues for the 1980 Presidential Campaign," SCA, Anaheim, 1981 (with Mitchell Shapiro and Craig Cutbirth).

"Political Framing and Agenda Setting in the 1980 Presidential Campaign," ICA, Boston, 1982 (with Mitchell Shapiro and Craig Cutbirth).

"Local News Coverage of the Racial Disturbance in Miami, Florida: A Study of the Miami Herald," CSSA, 1982 (with Mitchell Shapiro).

"A Further Consideration of Political Gratification, Avoidances and Agenda Setting," ECA, Hartford, 1982 (with William Semlak).

"Media Treatment of Campaign Issues: The Ethics of Political Framing," ICA, Dallas, 1983 (with Mitchell Shapiro and Craig Cutbirth).

"Agenda Setting and Political Framing in the 1982 Illinois Gubernatorial Campaign," (with Mitchell Shapiro), ICA, Dallas, 1983 (Invited).

"The Role Prediction and Confirmation in the Creation of Entertainment," (with Roger Desmond and Robert Duran), ICA, Dallas, 1983.

"Agenda-Setting in the 1982 Illinois Gubernatorial Campaign," (with Mitchell Shapiro), CSSA, Lincoln, 1983.

"Uses and Gratifications Research," ISTA, Chicago, 1983.

"Agenda Setting in the 1984 Presidential Campaign: Suggestions for Future Research," (with Mitchell Shapiro), ICA, San Francisco, 1984.

Chair, Programming in the Mass Media, SCA, Chicago, 1984.

"The Political Socialization of Foreign Students in the 1984 Presidential Campaign," Intercultural Communication Conference, Miami, 1985.

"A Trend Analysis of Media Presentations of Issues and Images: A Study of the Agenda Setting Process," (with Mitchell Shapiro, Craig Cutbirth and Lemuel Schofield), SCA, Denver, 1985.

"The Courts and Cable Television: Refining the First Amendment as Applied to Cable Television Programming," (with Kathleen Mahoney), Society for Cinema Studies, New Orleans, 1986.

"Teaching the Mass Enrollment, Introductory Media Course," (with William Semlak), SCA, Chicago, 1986.

"The Influence of Popular Culture and Commerce: Underground FM in the 1960's," (with Jonathan Tankel), Popular Culture Association, March, 1987.

"From AM to FM: A Resource Dependence Analysis," (with Jonathan Tankel), SCA, Boston, 1987.

Chair, Panel on Television and Radio Programming, SCA, Boston, 1987.

"Development of a Management Oriented Advertising Program," SCA, Boston, 1987 (President's Spotlight Program).

"Voter Information Dependency in Media Isolated Districts," (with Kay Israel), SCA, Boston, 1987.

"Cognitive Classroom Achievement as a Measure of Value Added to Communication Students," SCA, New Orleans, 1988.

"Media Dependency in the Florida Primary," (with Mitchell Shapiro and Thomas Steinfatt), SCA, New Orleans, 1988.

"The Dependency Model and the Syndication Rule," SCA, New Orleans, 1988.

"News Magazine and Newspaper Coverage of the 1988 Presidential Campaign," SCA, San Francisco, 1989.

"Impact of Commission Backgrounds on FCC Decisions: 1975-1987," SCA, San Francisco, 1989.

"Managing Tenure in a Capped, Small College Environment," ACA Presidential Seminar, Washington, DC, 1989.

"Public Interest to Consumer Interest: FCC Policies and Regulations in the 1990's," SCA, Chicago, 1990 (with John Rosenbaum).

"The War of Words: Analysis of Gulf War Coverage in Two British Newspapers," International Communication Conference, Miami, 1992.

"A Historical Look at the Agenda-Setting Function: Media Impact in One Market During Three Presidential Campaigns," BEA, Las Vegas, 1993.

"The British and American Newspaper Coverage of the Gulf War," International Communication Conference, Miami, 1995.

"Implications of the Telecommunications Act of 1996," New York State Speech Association, Monticello, 1996.

"Teaching the Undergraduate Law Course," Broadcast Educators Association, Las Vegas, 2001 "Small Market Radio Station Web Pages," (with Scott Hamula), Broadcast Educators Association, 2001. "Impact of FCC Commissioner Background on Decision-making: 1990-2000", Broadcast Educators Association, 2002.

"More on the Factors Influencing Early Adoption of New Technology," American Society of Business and Behavioral Sciences, 2004.

Respondent, International Copyright, annual meeting of the Broadcast Educators Association, Las Vegas, 2007.

"Win Win Win: When baseball and radio team up to promote a cause" (with Scott Hamula and William Ressler), annual meeting of the Broadcast Educators Association, Las Vegas, 2009

Mentored Papers

Kara Hutchinson, "A Preliminary Analysis of Ethics and Public Relations Professionals," Rochester Institute of Technology, 2005 (with Mead Loop and Gerry Engel)

Kimberlyn David, "Radio in Ithaca, NY: The State of Localism, Diversity and Competition in a Small Market," Rochester Institute of Technology, 2006.

Anna Uhls, "Journalistic Privilege versus the Privacy Act-Wen Ho Lee v. Department of Justice: Will It Change Newsgathering in the Future?" Rochester Institute of Technology, 2006.

Justin Brunell, "Watch the Big Game on My Pc?" Rochester Institute of Technology, 2007

Lindsay Walker, "Digital Health: The Benefits and Consequences of using the Internet as a Health Resource, Rochester Institute of Technology, 2007.

Paul Cataldo, Ithaca College *The Future of Information*, Rochester Institute of Technology, 2008.

Jeffrey Taylor, Ithaca College *An Examination of the Network Neutrality Debate*, Rochester Institute of Technology, 2008.

GRANTS

Corporation for Public Broadcasting, \$5,000. Summer 1974.
Illinois State University Graduate School, \$475. Spring 1975.
Illinois State University Graduate School, \$740. Fall 1976.
Illinois State University Graduate School, \$750. Fall 1978.
Illinois State University Graduate School, \$975. Fall 1982.
Summer Research Grants, ISU: 1975, 1976, 1980, 1981, 1982.
Illinois State University Graduate School, \$800. Fall 1980.
Illinois State University Instructional Development Program, \$800.
Summer 1977.
Ithaca College Small Research Grant, \$250, 1985.
Ithaca College Small Research Grant, \$250, 1986.
National Association of Broadcasting, \$5,000, 1986.
Softpedal, Inc., \$10,000, 1986.
Ithaca College Summer Research Grant, 1987.
Ithaca College, Pendleton Research Grant, 2003-2004.
Ithaca College, Collaborate Research Grant, 2004
NCAA Champs Collaborative Grant \$1000 (with William Ressler and
Michael Lindberg)

Professional Organizations

(Past and Present)

Speech Communication Association/National Communication Association
International Communication Association
Association for Education in Journalism
Broadcast Educators Association
Central States Speech Association
Illinois Speech and Theater Association
Sigma Delta Chi (Society for Professional Journalists)
Alpha Epsilon Rho (former Chapter Advisor)
Broadcast Education Association
Phi Kappa Phi (past president)
Public Relations Society of America

Consulting

National Public Radio, Programming and Budgeting, Washington, D.C.

Normal/Bloomington, Illinois, Cable Access Programming Ascertainment

Illinois Association for Social Workers, Using the News Media
Catholic Social Services, Promotional Videotape

Normal/Bloomington, Illinois, Communication and Management Style
Various towns in Central Illinois for Cable Television Franchises

Consultant to local law offices on mass media
American Community Cablevision

EXTRA, media consultants, Washington, D.C.
Market research in Upstate New York

University of Miami, School of Communications

Longman Publishing Group

Focal Press