

William Harris Ressler

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EDUCATION

Ph.D.	Psychology	Yale University
A.B.	Chemistry	Indiana University

TEACHING - SINCE 2008

Department of Strategic Communication

Research and Evaluation in Strategic Communication
Audience Research
Media Planning

Graduate and Professional Studies in Communication

Research Methods in Communication
Communication Campaigns
Seminar: Theory in Practice (Graduate Capstone)
Online Certificate Courses (Co-taught with Dr. Dennis Charsky)
How Not to Be Lied to by Statistics
Planning and Executing the Surveys You Really Need
Observation: Classic Principles, Cutting Edge Techniques

SCHOLARSHIP - SINCE 2008

Articles Published Following Blind, Peer-Review

Ressler, W. H., Itman Bocchi, S.², & Rodriguez Maria, P.² (in press). English- and Spanish-speaking minor league baseball players' perspectives on community service and the psychosocial benefit of helping children. *NINE*, 20(1).

Charsky, D., & Ressler, W. H. (2011). "Games are made for fun": Lessons on the effects of concept maps in the classroom use of computer games. *Computers & Education*, 56, 604-615. DOI: 10.1016/j.compedu.2010.10.001.

Ressler, W. H., Hamula, S. R., & Williams, Jr., W. (2010). Baseball teams, radio stations, and corporate social responsibility. *International Journal of Integrated Marketing Communications*, 2 (1), 80-89.

Articles Currently in Blind, Peer Review

Lapp, J.,³ Ressler, W., H.,³ Frith, A.,³ & Wigglesworth, J. Improving college students' food choices from vending machines, Part I: Perceiving the addition of healthier foods to vending machines. *International Journal of Food Safety, Nutrition and Public Health*. (accepted pending minor revisions)

Ressler, W. H. When "Play for Pink" became playing for each other: How intercollegiate athletes promoted breast cancer action and found group cohesion. *Case Studies in Strategic Communication*. (in review)

Invited Articles Published

Ressler, W. H. (in press). Review of Bill Felber, *Under Pallor; Under Shadow: The 1920 American League Pennant Race That Rattled and Rebuilt Baseball*. *NINE*, 20(1).

Articles Currently in Preparation for Submission in 2012 to Peer-Reviewed Journals

Ressler, W. H. College athletes, community service, and team cohesion: Benefits of social responsibility.

Ressler, W. H., & Nunez, E.² Spanish-speaking minor leaguers and small-town fans: Culture and community in confronting challenges.

Ressler, W., H., Lapp, J., & Frith, A. Improving college students' food choices from vending machines, Part II: Students' reactions to endorsements of better nutritional choices.

Ressler, W. H. Perceptions of college athletes who endorse healthier nutritional choices.

¹ Undergraduate student

² Graduate student

³ Contributed equally to the research

Research Presented at Conferences Following Blind, Peer Review

Ressler, W. H. (in review). Being Jewish doesn't matter – except when it does: What Jewish minor leaguers can teach us about strategic communication and culture. Cooperstown Symposium on Baseball and American Culture, Cooperstown, NY (May 30-June 1, 2012).

Ressler, W. H. (March 8, 2012). Culture and diversity in the minor league clubhouse: An organizational communication perspective. The NINE Spring Training Conference on the Historical and Sociological Impact of Baseball, Tempe, AZ (March 7-10, 2012).

Ressler, W. H., Itman Bocchi, S.², Rodriguez Maria, P.², & Charsky, D. (March 12, 2011). Spanish-speaking minor leaguers and small-town fans: Culture and community in confronting challenges. The NINE Spring Training Conference on the Historical and Sociological Impact of Baseball, Tempe, AZ (March 9-12, 2011).

Ressler, W. H., Williams, Jr., W., Lindberg, M., & McCabe, R.¹ (April 27, 2010). Endorsing healthier nutritional choices: Perceptions of and by student athlete endorsers. Annual Conference, Experimental Biology, Anaheim, CA (April 24-28, 2010).

Lapp, J., Ressler, W. H., & Frith, A. (April 25, 2010). Endorsing healthier nutritional choices: College students' perceptions and purchases from vending machines. Annual Conference, Experimental Biology, Anaheim, CA (April 24-28, 2010).

Hamula, S. R., Ressler, W. H., Shea, C.¹, & Williams, Jr., W. (April 2009). Win-win-win: When baseball and radio team up to promote a cause. Annual Conference, BEA, Las Vegas, NV. [S. Hamula presented]

Research Presented at Conferences by Invitation

Ressler, W. H. (March 10, 2011). Baseball and Latino immigration. The NINE Spring Training Conference on the Historical and Sociological Impact of Baseball, Tempe, AZ (March 9-12, 2011).

Ressler, W. H., Lindberg, M., McCabe, R.¹, & Williams, Jr., W. (February 10, 2010). When "Playing for Pink" became playing for each other: How an NCAA team organized a fundraiser and found group cohesion. NCAA CHAMPS/Life Skills Conference, Tampa, FL. (in fulfillment of the conditions for having received a competitive grant from the NCAA) [M. Lindberg presented]

¹ Undergraduate student ² Graduate student

Competitive Research Awards

Provost Collaborative (Student-Faculty) Research Grant [Prof. Wenmouth Williams, PI]	2009
NCAA: CHAMPS/Life Skills Research Grant	2009-10
James B. Pendleton Faculty Research Grants	2008-09, 09-10, 10-11

Other Awards

Student Affairs and Campus Life Faculty Appreciation Award 2009, 2010, 2011

SERVICE - SINCE 2008

Service to the Department of Strategic Communication

Member, Faculty Search Committees (3)	2009, 2010, 2011
Writer, Course Proposals (2), Department of Strategic Communication	2010-11
Advisor, Independent Studies (5), Graduate Program in Communication	2009-present
Committee Member, Master's theses (2), Communication	2009-present
Faculty Evaluator, Seminar, Graduate Program in Communication	2008-present
Academic Advisor, Department of Strategic Communication	2008-present

Service to the School of Communication

Pendleton Grants Committee Member, School of Communication	2008-present
Academic Advisor, Communication Internships (Summers and Academic Year)	2006-present
Summer Orientation Advisor, Sessions 1-2, 4-7	2009
Judge, Lamda Pi Eta Annual Research Competition	2008-present
<ul style="list-style-type: none">Reviewed student papers submitted to the annual writing competition each year	
Person-to-Person, Admissions Program	2005-present

Service to Ithaca College

Board President, Ithaca College Hillel	2008-present
<ul style="list-style-type: none">Planning, with Alumni Hall, a three-year fundraising campaign, including preparing campaign objectives and materials, meeting with alumni here and in New York City, speaking with potential donors and soliciting contributionsPlanning and running every meeting, overseeing the annual budget, developing the volunteer board, drafting new bylaws, organizing alumni eventsHelping the students plan, organize, carry out and evaluate programs	
Advisor, Ithaca College Women's Rugby Club	2009-present
<ul style="list-style-type: none">Helping the club with promotion, fundraising, and tournament organization	
Guest Speaker, Marketing Week, Ithaca College AMA	2011
Member, Safety Awareness Committee, Ithaca College	2010-11
Advisor, Cause Promotion, Ithaca College Women's Volleyball Team	2009-10
<ul style="list-style-type: none">Helped the students plan, organize, carry out and evaluate fundraiser	
Guest Lecturer, Ithaca College <i>Chug Ivrit</i>	2008, 2009
<ul style="list-style-type: none">Taught students, in Hebrew, about cultural influences in Israeli music	
Sports Recruiting Lunch	2008
Member, Health Promotion Committee, Ithaca College	2008-09

Service to the Profession

Session Chair, <i>NINE</i> Annual Conference	2012
Reviewer, <i>Computers & Education</i>	2011
<ul style="list-style-type: none">Reviewed journal submission; manuscript title: "Knowledge Maps for e-Learning"	
Reviewer, Association for Education in Journalism and Mass Communication	2010, 2011
<ul style="list-style-type: none">Reviewed student papers submitted for presentation at the annual conference	

Service to the Community

Member, Player Development Committee, World Baseball Classic (WBC)	2011-present
<ul style="list-style-type: none">Identifying, recruiting, and evaluating players for Israel's 2012 WBC team	
Judge, New York-Penn League Charitable Foundation Scholarship Award	2011
<ul style="list-style-type: none">Reviewed applications in order to select winners of this competitive scholarship	
Volunteer, Auburn (NY) Doubledays Baseball Club	2009, 2010, 2011
<ul style="list-style-type: none">Helped young, Spanish-speaking players acclimate to the US	