

VITA

Robert A. Baukus

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College of Communications
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EDUCATION

Doctor of Philosophy in Mass Communication, University of Massachusetts, Amherst, MA, 1982.

Dissertation topic: The effect of competition and program type on scheduling of program content. A Media planning model.

Master of Arts in Communication, University of Connecticut, Storrs, CT, 1978.

Thesis title: Viewer Responses and Recall as a Function of Format and Dwell for Television Displayed Alphanumerics. Dashboard development research.

Bachelor of Arts in Psychology, University of Connecticut, 1973.

Major: Psychology

Minor: Communications

Bachelor of Science in Education, University of Connecticut, 1972.

Major: Special Education

Minor: Sociology

ACADEMIC WORK HISTORY

- 1988- Present. Associate Professor, School of Communications, Pennsylvania State University, University Park, Pennsylvania.
- 1981- 1987 Assistant Professor, Department of Communication Studies, Emerson College, Boston, MA.
- 1984- Part-Time Instructor, Fall Semester, Communication Department, Curry College, Milton, MA. Taught course in International Communication.
- 1978- 1980 Teaching Associate, Department of Communications Studies, University of Massachusetts, Amherst, MA. Taught courses in media audience effects and viewer behavior.
- 1977- Teaching Assistant, Department of Communication Studies, University of Massachusetts, Amherst, MA. Assisted in courses in Media Systems, Communication Theory, Advertising and Public Relations.
- 1975- Lecturer, Communication Research Division, University of Connecticut, Storrs, CT. Taught courses in human information processing, interpersonal and mass communication.
- 1974- Teaching Assistant, Communication Research Division, University of Connecticut. Taught courses in Mass Media and Society.

RECENT ACADEMIC SERVICE: College of Communications

Head, Department of Advertising and Public Relations

Executive Committee College of Communications

Graduate Curriculum Review Committee

Advertising Lab Coordinator

Advertising Faculty Search Committee

Curriculum and Liaison Committee

Executive Committee

Strategic Plan Task Force

PUBLICATIONS

"Direct to Consumer Pharmaceutical Advertising" JHCLink: *Practitioners Guide to Health Communication Information*, Spring, Vol. 1. Ejournal 2005

"DTC Advertising" *Journal of Health Communication*, Nov.-Dec., Vol. 9, No 6, 563 November/December 2004.

"Gender Differences in Perceptions of Media Reports of the Gulf and Conflicts" in Communication and Terrorism: Public and Media Responses to 9/11, Bradley S. Greenberg, ed., Lee Becker, Series editor. Cresskill, NJ, Hampton Press, 2002. (with Susan M. Strohm).

Perception of Mediated Social Conflict: Media Dependency and Involvement. Framing Friction Media and Social Conflict. University of Illinois Press. Mary S. Mander (ed.) 1999.

Reflective Thought and Media Planning Pedagogy: Strategies for Fostering Critical Thinking Skills in a Dynamic Decision Environment. Journalism & Mass Communication. Volume 50, No. 1, 1995 (with Susan S. Strohm)

Beliefs About Arguing as Predictors of Trait Argumentativeness: Implications for Training in Argument and Conflict Management. Communication Education 42:375-387 October 1992. (with A.S. Rancer and R.L. Kosberg).

Polisposts in the 1988 Presidential Primaries: Separating the Nominees from the Rest of the Guys. American Behavioral Scientist 32(3):365-381 March/ April, 1989. (with J.G. Payne).

National Analysis of the Press Coverage of Jesse Jackson's 1984 Presidential Campaign. Explorations in Ethnic Studies January 1989. (with J.G. Payne).

Newspaper Coverage of the Harvard Medicare Project: Regional Distinctions/Discreet Disregard? Health Communication 1(4):227-238 1989.

Trend Analysis of the 1984 GOP Senatorial Spot. *Political Communication and Persuasion* Volume 5 No. 3 Fall 1988. (with J.G. Payne).

Media Career Perception: Where the Amateur and the Professional Differ. *Journal of Employment Counseling*. March 1988. (with S. Barber).

NBC's Docudrama "Kent State": Measuring its Effect on the Audience. In Television and Reality: Does Television Change History. Christian Science Monitor Syndicate Inc. September 1987. (with J. G. Payne and A.S. Rancer)

Video Formats and Employee Evaluations of Television Presentations in the Workplace. International Journal of Instructional Media Volume 14, No. 1, 1987. (with S. Barber and L. Straussman).

Discriminating Males and Females on Belief Structures About Arguing. In Advances in Gender and Communication Research. University Press of America. Nadler, L., Nadler, M. K., and Todd Mancillias (eds.) 1987. (with A.S. Rancer)

Argumentativeness, Verbal Aggressiveness and Marital Satisfaction. Communication Research Reports. Volume 3, No. 1 December 1986. (with A.S. Rancer and P.A. Amato).

Negative Polisposts: Mediated Arguments in the Political Arena. In Argument and Social Practice: Proceeding of the 4th SCA/AFA Conference on Argumentation.

Speech Communication Association. J.R. Cox, M. O. Sillars, and G. B. Walker (Eds.) October 1985. (with J. G. Payne and M. S. Reisler).

Relations Between Argumentativeness and Belief Structures About Arguing. Communication Education Volume 34, No. 1 January 1985. (with A. S. Rancer and D. A. Infante).

Discriminating Males and Females on Belief Structure About Arguing. ERIC Speech Communication Module System. 1985. (with A. S. Rancer).

CONVENTION PAPERS AND PRESENTATIONS

Audiences and Spaces: Talk Radio and Talk Shows: Panel Speaker. Eastern Communication Association Applied Communication Interest Group. 1994.

Communication Predispositions and Demographic Characteristics of Selected Talk Radio Audiences. Paper presented at 1994 Eastern Communication Association Convention. April, 1994.

The Polisposts: From Iowa to the White House. Paper presented to the 74th Annual Meeting of the Speech Communication Association. New Orleans, Louisiana. November 1988. (with J. G. Payne and J. Marlier)

The Mediated Reality: The Press Perspective on the Iran-contra Issue. Paper presented to the 73rd Annual Meeting of the Speech Communication Association. Boston, Massachusetts. November 1987. (with J. G. Payne)

Video Formats and Employee Evaluation of the Television Presentation in the Workplace. Paper presented to the 1987 International Association of Business Communicators Conference. London, United Kingdom. July 1987 (with S. Barber). Received the "top three" paper award.

Argumentativeness, Beliefs About Arguing and Marital Satisfaction. Paper presented to the 1987 Eastern Communication Association Convention. May 1987. (with A. S. Rancer)

Structuring Mediated Reality: The Kent State Docudrama. Presented at the 1987 Television and Ethnicities Conference. Sponsored by the New England Chapter of the National Academy of Television Arts and Sciences. Boston, MA. March 1987. (with J. G. Payne).

Rock Videos Enhanced Memory for the Rock Music: An Exploratory 'Information Processing' Inquiry. Paper for the 1987 joint meeting of the Popular Culture/American Culture Association. Montreal, Canada. March 1987. (with S. Barber and J. Rangan).

The Ethnic Candidate and Electoral Process: Overcoming the Stereotypes. Chair of Presentation Panel. 72nd Annual Meeting of the Speech Communication Association. Chicago, Illinois. November 1986.

Analysis of the World-Wide Television Coverage of the Reagan- Gorbachev Geneva Summit: The Mediated Reality. Co-Chair and panel member. 72nd Annual Meeting of the Speech Communication Association. Chicago, Illinois. November 1986.

Argumentativeness in Interpersonal Communication Contexts. Chair of Presentation Panel. The 1986 Eastern Communication Association Convention. Atlantic City, New Jersey. May 1986.

Senatorial Polispots: mediated Reality- A Medium's Massaging of the Arguments. Paper presented to the Sixteenth Popular Culture Association Convention. Atlanta, Georgia. April 1986. (with J. G. Payne).

Mediated Argumentative Spots in the 1984 Senatorial Campaign: Framing the Campaign Agenda. Paper presented to the 71st Annual Meeting of the Speech Communication Association. Denver, Colorado. November 1985. (with J. G. Payne and S. C. Ratzen).

Regional Analysis of the Coverage of the Reverend Jesse Jackson: The Confirmation of the Candidate. Paper presented to the 71st Annual Meeting of the Speech Communication Association. Denver, Colorado. November 1985. (with J. G. Payne and S. C. Ratzen)

Argumentativeness, Verbal Aggressiveness and Marital Satisfaction. Paper presented to the 1985 Eastern Communication Association Convention. Providence, Rhode Island. May 1985. (with A. C. Rancer)

Trend Analysis of the 1984 GOP Senatorial Spot. Paper at the McElroy Smyposia "Current Trends in Broadcasting Advertising". University of Northern Iowa. April 1985. (with J. G. Payne)

Negative Polispots: Mediated Arguments in the Political Arena. Paper presented to the 1985 Summer Conference on Argumentation Sponsored by the Speech Communication Association and the American Forensic Association. Alta, Utah. August 1985 (with J.G. Payne).

Perception of the General Media by the Ethnic Media. Chair of the presentation panel. First Boston Symposium on the Ethnic Media sponsored by the Jewish Community Council of Metropolitan Boston, Massachusetts. March 1985.

Discriminating Males and Females on Belief Structure About Arguing. Jury selected paper presented to the Seventh Annual Communication, Language, and Gender Conference. Miami, University, Oxford, Ohio. October 1984.

Survey Data for Use in Media Planning and Message Construction. Presented paper and seminar. Media Management and the Church Communicator Conference. Program Corporation. Emerson College. May 1984

Television Viewing and the Distortion of Reality: A Study of Cultivation Effects in Puerto Rico. Speech communication Association of Puerto Rico Annual Conference. San Juan, Puerto Rico. December 1984. (with M. C. Baukus)

RESEARCH GRANTS

Pennsylvania Department of Health. Fetal Alcohol Spectrum Disorder Message Campaign. Target at college-aged women. Co-PI 2007 \$92,000.00

ICDE/BERT grant to evaluate distance education technology in the international community. 1997-1998 \$20,000.00

Faculty research grant. Survey: Perceptions of the Gulf War. Penn State School of Communications.
April 1991.

Emerson College Institute for Communication Studies. Faculty Grant Award to the Co-Directors of the News Study Group. J. Gregory Payne and Robert A. Baukus. February 1986.

Institute for Communication Studies Faculty Grant. Awarded to A. S. Rancer, R. A. Baukus, and P. Amato. Support of Argumentativeness, Verbal Aggressiveness and Marital Satisfaction research program.
May 1985.

Emerson Faculty Grant with S. Barber. Support of television and newspaper coverage research program. May 1985.

NONREFEREED JOURNALS

The Role of Course Portfolio in Maintaining Consistency in Program Curriculum and Course Content.

A Culture for Learning. College of Communications. Jeremy Cohen (Ed.). 1999.

Discriminating Males and Females on Belief Structure About Arguing. ERIC Speech Communication Module System 1985. (with A. S. Rancer).

UNIVERSITY SERVICE

1998-2000 Schreyer Honors College Faculty Advisor

1999 "It Could Happen To You" Advertising campaign designed to make PSU students aware of responsible drinking behavior and consequences of alcohol abuse. Supported by a grant from the PLCB. Campaign ran for one year in the CATA transport system.

1998 ICDE Technology Survey. Completed a survey of 132 distance education institutions across 32 countries in a world-wide sample. Worked with Prof. Taylor. Second report supported by ICDE/BERT submitted to Dr. Gary Miller, V.P. of Distance Education.

EXTERNAL SERVICE

2000 – present. Editorial Renew Board, Journal of Health Communications.

1999 – 2000. Developed a series of Marketing Communications research Reports for the local Knight Ridder Newspaper CDT. Student involved class projects.

1997 and 1999. Journal of Health Communication. Manuscript Reviewer.

1993. Journal of Advertising. Manuscript Reviewer.

CONFERENCES AND WORKSHOPS

National Broadcasting Association. Las Vegas. 2012

Broadcast Education Association. Las Vegas 2012.

NAPTE National Convention. Miami. 2010.

AEJMC National Convention. San Francisco. August 2007.

AEJMC National Convention. San Francisco. August 2006.

National Cable Television Association Convention. New Orleans. May 2004.

Executive Training Network. Pennsylvania Newspaper Association. November 2002, instructor.

National Cable Television Association Convention. Chicago, June 1999.

Web '99 Conference and Workshop. Penn State University, May 1999.

AAHE Conference. San Diego, November 1998.

Electronic Newspaper Conference. University of Florida, October 1994.

Perception of the General Media by the Ethnic Media. Chair of the presentation panel. First Boston Symposium on the Ethnic Media sponsored by the Jewish Community Council of Metropolitan Boston, Massachusetts. March 1985.

Media Planning and Message Construction Survey Data. Presented paper and also conducted a 90-minute workshop. Media Management and the Church Communicator Conference. Program Corporation.

Boston, MA. May 1984

PROFESSIONAL CONSULTATION

Anodyne Productions, LLC., Los Angeles 2013

Konk Productions, LLC., New York 2012.

BlueFusion Group, LLC., New York 2011-2013.

Berk Construction. Marketing Communications Consultant. 2002-2010.

Bio Sci. Ed., State College. "Health Minute" radio spots 2002.

ELM Services, Inc., Rockville, MD, 1999-2000. Communication Research.

Resource Communications, Inc., State College, PA, 1998-2000.

Hybrimetrics, Inc., State College, PA, 1998. Survey Design and Analysis.

Research consultant for Mart Plan, Inc., State College, PA 1993.

Research consultant for Young & Rubicam, San Juan, Puerto Rico, 1991.

Audience evaluation techniques for WAPA-TV, San Juan, Puerto Rico, 1991.

Direct marketing campaign research for Kerwin and Associates, Inc., Advertising production company. New York, New York, 1989.

Consultant for "Romancing the U. S. Hispanic Market" Television program produced by WGBH-TV, Boston, MA, 1988.

Advertising and marketing research for H & H Distributors, Inc. 1987.

Research consultant for Cooper and Associates, Inc., New York, New York 1987.

Advertising and media planning research for Tirol Corporation, Inc. 1985-1986.

Intergroup Relations Committee of the Jewish Community Relations Council of the Greater Boston, Boston, MA, 1985.

Creative consultant for Flash Creativo, Inc., and PR/PR, Inc., San Juan, Puerto Rico, 1985.

Survey research design for Boston Film and Video Foundation, Inc., Boston, MA, 1984.

Broadcast news content analysis for Smith/Davis Communication Research Inc., New York, 1983.

Project Director for seven proprietary research reports for the Primary-Social Research Division of the American Broadcasting Company and ABC Television News, 1977-1982. Content analysis of the Network Evening News.

Survey Research for Message Design System and Services, Inc., Storrs, CT, 1978-1979.

Program Coordinator for Cable Television Information Institute, New Jersey, 1973-1974.

PROFESSIONAL MEMBERSHIPS: past and present

American Academy of Advertising

Broadcast Education Association

Digital analytics Association

National Association of Graduate Admissions Professionals

National Communication Association

National Communication Association of Puerto Rico