

## JUDI PURITZ COOK

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Salem State College  
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### EDUCATION

Ph.D. Communications, Temple University, 1998  
M.A. Communications, Florida Atlantic University, 1995  
B.S. Mass Communication, Boston University, 1991

### RESEARCH AND TEACHING INTERESTS

Computer Production, Public Speaking, Research Methods, Communication Technology, Global Telecommunications, Mass Media and Society, Principles of Advertising

### TEACHING EXPERIENCE

Fall 1998-- *Associate Professor*  
Salem State College Department of Communications  
Salem, MA

Spring 1998 *Adjunct Instructor, Public Relations*  
Drexel University Department of Humanities and Communications  
Philadelphia, PA

1996-97 *Instructor, Writing for the Mass Media/News Writing I*  
Temple University Department of Journalism, Public Relations and Advertising  
Philadelphia, PA

Fall 1996 *Adjunct Instructor, Introduction to Professional Writing*  
Widener University Department of Humanities  
Chester, PA

1996-97 *Instructor*  
MicroCenter Education  
St. David's, PA  
Taught introductory, intermediate and advanced computer courses for several programs (e.g., Microsoft Word 7.0, Access 7.0, PowerPoint 7.0, WordPerfect 6.1, Windows 3.1, Windows '95, PageMaker, QuarkXpress) and conducted classes on using the Internet and web page design.

1993-95 *Instructor, Public Speaking*  
Florida Atlantic University Department of Communication  
Boca Raton, FL

1994-95      *Instructor, Writing for Communication*  
Florida Atlantic University Department of Communication  
Boca Raton, FL

#### **PROFESSIONAL EXPERIENCE**

Summer      *Assistant to the Director*  
1997      On Line Learning (OLL) Program, Temple University  
Philadelphia, PA  
Part-time employment providing support to the director of the program.  
Responsibilities included maintaining the OLL web site, working with the OLL  
faculty, responding to prospective OLL students, and desktop publishing.

1994-1995    *Copywriter*  
Advertising for Business, Inc.  
Boca Raton, FL  
Wrote brochures, ad copy, direct mail pieces, press releases and pitch letters for  
national clients such as Racal Datacom and Titan Security.

1991-1993    *Conference Planner*  
Allied Conferences  
Coral Gables, FL  
Planned financial seminars in Singapore and Korea for *The Asian Wall Street  
Journal*. Recruited corporate sponsors, wrote promotional literature, placed  
advertisements, arranged catering, and handled registration.

#### **DISSERTATION**

“Social Class Identifications and Anxiety in Television Home-shopping,” directed by Professor  
Sari Thomas, Temple University

#### **MASTER’S THESIS**

“Identities For Sale: Advertising’s Construction of the Ideal Teenage Girl in ‘*Teen, Seventeen,*  
and *YM*,” 1995, directed by Professor Christine Scodari, Florida Atlantic University

#### **PUBLICATIONS**

Spring 2007    "Integrating Search Engine Strategy into Your Reputation Management," *News &  
Views*, Volume 53, Issue 6, p. 1-3.

Fall 2006      "An Interview with Marc Boots-Ebenfield," *ASpect*, Volume 28, p. 4-5.

Spring 2006    "Faculty Web Sites: Keeping Them Current is Key," co-authored with Rick  
Branscomb, *ASpect*, Volume 26.

- Spring 2006 Book Review of *The Soap Opera Paradigm: Television Programming and Corporate Priorities* by James Wittelbols. *Journalism & Mass Communication Quarterly*, Spring 2006, Vol. 83 Issue 1, p. 223-224.
- Fall 2002 "Advertising On Public Television: A Look at PBS" in *Public Broadcasting and the Public Interest*, edited by Michael McCauley, Lee Artz, DeeDee Halleck and Eric Peterson, M.E. Sharpe: NY.
- Fall 2000 "Consumer Culture and Television Home-shopping Programming: An Examination of the Sales Discourse," special issue of *Mass Communication and Society* on advertising and consumer culture.

#### **PAPERS/PRESENTATIONS**

- 2007 "Introduction to Learning Objects," presented at Boot Camp IV.
- 2007 "Introduction to Survey Monkey," presented at the Future is Now 4.0 conference.
- 2006 "Introduction to Learning Objects," presented at Boot Camp III.
- 2006 "Creating Online Courses: Faculty Perspectives from the Online Course Developers Project", presented with Carole Schultz and William Cornwell at the Future is Now 3.0 conference.
- 2006 "Introduction to Learning Objects," presented at Boot Camp II.
- 2006 "Letters From Boot Camp," presented with Chris Mauriello at Opening Day.
- 2003 "Towards a Paperless Classroom," presented with Rick Branscomb at Opening Day.
- 2003 "Public Broadcasting and the Public Interest." Panel participant, National Communication Association Convention, Miami.
- 2002 "Developing a Companion CD for Electronic Delivery of Course Materials." Poster session for GIFT (Great Ideas for Teachers) session during the AEJMC National Convention, Miami Beach.
- 2000 "The Commercialization of Public Television." Paper presented at the conference on Public Broadcasting and the Public Interest, University of Maine.
- 1999 "Class Anxiety and Consumption: An Analysis of Television Home-shopping Channels." Paper presented at the International Communication Association Convention, San Francisco.
- 1997 "The Changing Face of Distance Education: Online Learning in Higher Education." Paper presented at the Mid-Atlantic Graduate Communication Conference, New Jersey.

- 1996 “Making Headlines on the Internet: Online Newspapers and the Challenge of Cyberspace.” Poster session at the Association for Education in Journalism and Mass Communication Convention, Anaheim.
- 1996 “Television Networks Online: Constructing the Audience and Eliciting Feedback in Cyberspace.” Paper presented at the International Communication Association Convention, Chicago.
- 1996 “Audience Feedback Online: Television Stations and the World Wide Web.” Paper presented at the Mid-Atlantic Graduate Communication Conference, Philadelphia.

#### **ASSISTANTSHIPS/FELLOWSHIPS/GRANTS AWARDED**

- Spring 2006 Salem State College Council on Teaching and Learning Grant Recipient with co-investigator Chris Mauriello.
- Fall 2004 Promoted to Associate Professor
- Fall 2003 Awarded Tenure
- Summer 2002 Salem State College Technology Roundtable Grant Recipient
- May 2002 Awarded \$10,500 Commonwealth Information Technology Initiative (CITI) Grant (Grant’s co-investigator: Arthur Lizie, Ph.D., Bridgewater State College)
- Summer 2001 Salem State College Council on Teaching and Learning Grant Recipient
- Fall 1997 Dissertation Completion Fellowship  
Temple University Graduate School  
Philadelphia, PA
- 1995-97 Graduate Assistantship  
Temple University Department of Journalism, Public Relations & Advertising  
Philadelphia, PA
- 1993-95 Graduate Assistantship  
Florida Atlantic University Department of Communication  
Boca Raton, FL