

SUZIE ALLARD, Ph.D

Assistant Professor
University of Tennessee
School of Information Sciences
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EDUCATION

Ph.D., University of Kentucky, Communication, 2003.
M.S.L.S. University of Kentucky. Library and Information Science, 1999.
B.A. California State University, Northridge. Economics, Cum Laude, 1982.

AREAS OF INTEREST

Digital Libraries, Digital Preservation, Health Communication, International/Intercultural Communication

ACADEMIC EXPERIENCE

Assistant Professor, University of Tennessee, School of Information Science, College of Communication and Information, Aug 2003-present.
Instructor, University of Kentucky, College of Communications and Information Studies, Department of Communication, Academic years 2001-2002, 2002-2003.
Research Assistant, University of Kentucky, "Targeting Mass Media Campaigns for Risky Sexual Behavior", HIV Prevention Project, 5/01 - 8/01; 6/02 – 8/02. Principal Investigators: Philip Palmgreen & Rick S. Zimmerman
Research Assistant, University of Kentucky "Genetic Information Seeking Skills (GENIS2) Coaching", Grant Proposal Development, College of Communications and Information Studies, 8/00 - 5/01. Principal Investigator: J.David Johnson.
Instructor, University of Kentucky, College of Communications and Information Studies, School of Journalism and Telecommunications, Academic year 1999-2000.

HONORS

Emerald Outstanding Paper Award for Excellence, May 2003, *The Electronic Library*, for "Digital Libraries and Organizations for International Collaboration and Knowledge Creation" in Vol. 20 No.6, 2002
James M. Cretsos Leadership Award, American Society for Information Science & Technology, 2002.
SOASIST Student Chapter Member of the Year, Southern Ohio Chapter of the American Society for Information Science & Technology, 2002.
Raymond S. Rogers Prize for Excellence in Graduate Work, American Communication Association, 2002.
Presidential Fellowship, University of Kentucky. Full academic support and stipend for academic year 2002-2003.
Outstanding Teaching by a Graduate Student. Instructional and Developmental Division of the International Communication Association, 2002.
Commonwealth Research Award. July 2002 for academic year 2002-2003 to support work presented in Seoul, South Korea.
International Communication Association 2002 Top 3 Paper in the Health Communication Division (Co-author) for "How Information Seeking Models and Theories Portray the Avoidance of Information" Case, D.O., Johnson, J.D. Andrews, J.E., & Allard, S.
Doctoral Student Travel Award, International Communication Association Health Communication Division. To support conference attendance in Seoul, South Korea, 2002.
SIG Member of the Year, 2001, American Society for Information Science and Technology. In recognition of work for SIG-DL.
Commonwealth Research Award. September 2001 for academic year 2001-2002 to support work presented in Bangalore, India.
Article of the Year, 2001, American Communication Journal, for "Erasing the Barrier between Minds: Freeing Information, Integrating Knowledge." Full citation under published writings.
Kentucky Opportunity Fellowship, University of Kentucky. Full academic support and stipend for academic year 2001-2002.
Commonwealth Research Award. March 2001 for academic year 2000-2001 to support work presented in Beijing, China.

Honors (cont.)

- Prove IT (Information Technology) Works! Research Award.** For research conducted with Professor Jackie White, UK-SLIS -- "Student Performance and the Information Technology Environment: A Comparison of CATS Scores and the Library Media Report." Sponsored by the University of Louisville School of Education and the Kentucky Department of Education. March 2001.
- Association of Emeriti Faculty Scholarship, University of Kentucky.** December 2000.
- Presidential Fellowship, University of Kentucky.** Full academic support and stipend for academic year 2000-2001.
- Mensa Education and Research Foundation Scholarship.** For academic year 2000-2001.
- Beta Phi Mu.** International honor society for library and information science. Inducted in May 2000.
- Commonwealth Research Award.** Oct. 1999 for academic year 1999-2000 to support work presented at conference in Toronto, Canada.
- University Graduate Student Development Award.** From the University of Kentucky Graduate School for the 1999-2000 academic year.

PUBLICATIONS, GRANTS & PRESENTATIONS**PUBLICATIONS****Refereed Academic Journals**

- Case, D.O., Johnson, J.D., Andrews, J.E., Allard, S.L., & Kelly, K.M. (2004) **From two-step flow to the Internet: The changing array of sources for genetics information seeking.** *Journal of the American Society for Information Science and Technology*, 55(8).
- Allard, S. (2002). **Digital Libraries: A Frontier for LIS Education.** *Journal of Education for Library and Information Science*, 43(4), 233-248.
- Allard, S. (2002). **Digital Libraries and Organizations for International Collaboration and Knowledge Creation.** *The Electronic Library*, 20(5) 369-381. **Winner: 2003 Emerald Outstanding Paper Award for Excellence.**
- Allard, S. & Holsapple, C.W. (2002) **Competitiveness: From the Knowledge Chain to KM Audits.** *Journal of Computer Information Systems*, 42(5), 19-25. (Special issue on knowledge management).
- Johnson, J. D., Andrews, J. E., & Allard, S. (2001). **A Model for Understanding and Affecting Genetics Information Seeking.** *Library and Information Science Research*, 23(4), 335-349.
- Allard, S. (2001). **Erasing the Barrier between Minds: Freeing Information, Integrating Knowledge.** *American Communication Journal*, 4(2). Available at <http://www.acjournal.org/holdings/vol4/iss2/articles/allard.htm>
Winner: American Communication Association 2001 American Communication Journal Article of the Year.
- Allard, S. (2000). **LIS Education Development: Strategies for Improving Awareness Part 2**, in the "Visible College" column of the *Journal of Education for Library and Information Science*. 41(3), 244-249.
- Allard, S. (2000). **LIS Education Development: Strategies for Improving Awareness Part 1**, in the "Visible College" column of the *Journal of Education for Library and Information Science*. 41(2), 158-161.

Refereed Journals: Accepted for Publication

- Case, D.O., Johnson, J.D., Andrews, J.E., and Allard, S.L. **Avoiding versus Seeking: The Relationship of Information Seeking to Avoidance, Blunting, Coping, Dissonance, and Related Concepts.** Accepted for publication in the *Journal of Communication*.
- White, J. & Allard, S. **A Conundrum: Student Assessment and the Library Media Program.** Accepted for publication in *Knowledge Quest*.

Refereed Journals: Out for Review

- Andrews, J., Allard, S. & Johnson, J.D. **Intention to seek cancer genetics-related information.** Under review at *Social Science and Medicine*.
- Kelly, K.M., Andrews, J., Case, D.O., Allard, S., Johnson, J.D. **Help with decision making and interest in genetic testing for hereditary cancers among Appalachian Kentuckians.** Under review at *Journal of Cancer Education*.

Book Chapters

- Allard, S. (2004). "ETDs as an Innovation: Using Theory to Grow an ETD Program" in E. A. Fox, S. Feizbadi, J. M. Moxley, and C. R. Weisser (eds), *The ETD Sourcebook: Theses and Dissertations in the Electronic Age*, Marcel Dekker.
- Allard, S. (2002). "Knowledge Creation," in C.W. Holsapple (ed), *Handbook on Knowledge Management 1: Knowledge Matters*, Springer-Verlag : Heidelberg.

Refereed Conference Proceedings

- Allard, S. (2004). **Building Digital Libraries through Collaboration Within and Between Nations: Growing the Network.** [Abstract] *Proceedings of the 67th Annual Meeting of the American Society of Information Science and Technology*. Upcoming.
- Allard, S. & McMillan, G. (2004). **Informed Creation Aids Preservation: Preparing for the Future at the Moment of Creation.** [Abstract]. *Proceedings of the 67th Annual Meeting of the American Society of Information Science and Technology*. Upcoming.
- Allard, S. (2004). **Communication channels and the adoption of digital libraries for electronic theses and dissertations.** *Proceedings of the 2004 Joint ACM/IEEE Conference on Digital Libraries*. ACM Press: NY. 381.
- Noar, S. M., Zimmerman, R. S., Palmgreen, P., Allard, S. L., Lustria, M. L. A., Matuza, M. L., & Cupp, P. K. (2003). **Development of a safer sex mass media campaign targeting high sensation-seeking and impulsive decision-making young adults** [Abstract]. *2003 National HIV Prevention Conference Abstract Book, M3-C0903*, 59-60.
- Allard, S. (2001). **Unleashing the Power of Knowledge Creation: Organizing Digital Libraries for International Collaboration**, in Ching-chih Cheng (ed), *Global Digital Library Development in the New Millennium: Fertile Ground for Distributed Cross-Disciplinary Collaboration*. Tsinghua University Press: Beijing. 485-486.
- Allard, S. (2000). **Metamorphosis: Measuring Attitudes Towards Becoming a Digital Library Document Creator.** Abstract of report of on-going research presented at Connections '00, The Sixth Great Lakes Information Science Conference, University of Tennessee, Knoxville (28 Oct 2000) appeared in *Canadian Journal of Information and Library Science/Revue canadienne des sciences de l'information et de bibliothéconomie* (CJILS/RCSIB)
- Allard, S. (2000). **Measuring Attitudes Towards Becoming a DL Document Creator.** Juried paper available in the proceedings of the Third International Symposium on Electronic Theses and Dissertations, University of South Florida, Tampa, FL. 18 March 2000.
- Allard, S. (1999). **Integrating Knowledge Between Disciplines.** Abstract from a presentation at Connections '99, The Fifth Great Lakes Information Science Conference, University of Toronto, Toronto, ON. (23 Oct 1999.) appeared in *Canadian Journal of Information and Library Science/Revue canadienne des sciences de l'information et de bibliothéconomie* (CJILS/RCSIB)
- Allard, S. (1999). **The Virtual Library: Formation, Function and Future.** Paper presented and published in proceedings of Twenty-First Annual Communications Research Symposium. University of Tennessee, Knoxville, 16 April 1999.

Other types of Publications

- Allard, S. (2004). **Conference Report: Seventh International Symposium on Electronic Theses and Dissertations: Distributing knowledge worldwide through better scholarly communication.** *DLib Magazine*, Sept 2004, 10(9).
- Case, D.O. & Allard, S. (2004). **Looking Hard at JASIS&T: Results of a Series of Surveys, Focus Group Interviews and Other Studies.** *Bulletin of the American Society for Information Science & Technology*, Apr/May 2004, 30(4).
- Allard, S. (2002). **Conference Report: Digital Library: IT Opportunities and Challenges in the New Millennium.** 8 - 12 July 2002, Beijing, China. *DLib Magazine*, Sept 2002, 8(9). Available at <http://www.dlib.org/dlib/september02/allard/09allard.html>
- Allard, S. & Fox, E.A. (2002). **Conference Report: The 4th International Conference of Asian Digital Libraries: Digital Libraries: Dynamic Landscapes for Knowledge Creation, Access and Management.** *DLib Magazine*, Jan 2002, 8(1) Available at <http://www.dlib.org/dlib/january02/fox/01fox.html>
- Allard, S. (2001). **Introduction to the Databases Issue.** In *ACM Crossroads Student Magazine* (Spring 2001 - 7.3). Available at <http://www.acm.org/crossroads/xrds7-3/intro73.html>
- Allard, S. & Holsapple, C.W. (2001). **Knowledge Management as a Key for E-Business Competitiveness: From the Knowledge Chain to KM Audits.** Research Paper No. 160 in the archives of the Kentucky Initiative for Knowledge Management (1 Oct 2001).
- White, J. & Allard, S. (2000). **Comparison of CATS Scores and Library Media Report.** Research results report for the Kentucky Department of Education. (14 August 2000). Available at <http://www.kde.state.ky.us/oet/customer/CATSScores.asp>

Other types of Publications (cont.)

Allard, S. (2000). **Expanding the OAI Mission.** Position statement in *Extending Interoperability of Digital Libraries: Building on the Open Archive Initiative*. Meeting held at ACM Digital Libraries '00, San Antonio, TX, 3 June, 2000. Available at http://fox.cs.vt.edu/~oai/june00/oai63_proceedings.pdf

GRANTS**Grant Funded Research**

Targeting Mass Media Campaigns for HIV Prevention: Processing Messages. Principal Investigators: Suzie Allard, Seth Noar (University of Kentucky), Philip Palmgreen (UK) & Rick Zimmerman (UK- PI of main grant). This is an additional component to the existing National Institute of Mental Health Grant # 1-R01-MH63705-01. In the field March 2004-July 2004. \$30,000.

SARIF Summer Graduate Research Assistant. Digital Preservation. Summer 2004. \$3000.
The Child Health Care Visits: Adult Cancer Prevention Project, Qualitative Research Consultant, University of Kentucky. Principal Investigator: Margaret M. Love. Appalachian Cancer Network, \$10,000.

Grant Application to be submitted

Mass Media Campaigns for Delay of Initiation of Sex (working title). Principal Investigator: Rick Zimmerman (University of Kentucky). Suzie Allard, Consultant. Being submitted to National Institutes of Health, Sept 2004.

Grant Submitted, Not Funded

Informed Creation Aids Preservation. Principal Investigators: Suzie Allard & Gail McMillan (Virginia Tech). Reviewed by the National Digital Information Infrastructure Project, Library of Congress. \$2,152,696. Submitted 11/2003, disposition announced 4/2004.

PRESENTATIONS**Invited Presentations**

- Informed Creation: A New Approach to Preservation of Digitally Born Document.** School of Information Sciences Research Forum, University of Tennessee. 29 November 2003.
- Bringing ETDs to your University: An Interactive Session,** facilitator and organizer for plenary session presentation which includes an international panel and multilingual attendee participation. Presented at the Sixth International Symposium on Electronic Theses and Dissertations, Humboldt-University Berlin, Germany, May, 2003.
- Fusion or Friction? Exploring the Relationship between Mass Communication and New Media.** Department of Communication, University of Kentucky. 26 February 2003
- A Tool for All Scholars: Tips for Conducting Focus Group Research.** College of Communication and Information Studies Spring Colloquia Series: Research Methodologies, 6 February 2003.
- Facilitating Constructive Class Discussion in Times of Social Crisis,** panel member of the Roundtable "Teaching Communication in Times of Social Conflict." Intercultural Division, International Communication Association Conference, Seoul, Korea, 16-23 July, 2002.
- Let's Talk ETDs: An Interactive Session,** facilitator and organizer for the opening plenary session presentation which included an international panel and attendee participation. Presented at the Fifth International Symposium on Electronic Theses and Dissertations, Brigham Young University, 30 May, 2002.
- Student Performance, the Library Media Center and the Information Technology Environment.** A review of the research findings from the White and Allard study of CATS scores and Library Media Center reports. Presented to the Shelby County Public Schools Librarians, 27 Nov 2001.
- Leadership Development Workshop -- "Focused Talk: Learning What your Organization's Members are Thinking".** Session was designed at the request of the Society to help organizational leaders hone skills to gather information from membership to aid in strategic planning decisions. Presented at the ASIST Annual Conference, Washington, D.C., 4 Nov 2001.
- ETDs as an Institutional Innovation: A Student's Perspective.** Invited speaker at a plenary and breakout session at the Fourth International Symposium on Electronic Theses and Dissertations, Caltech, California. 22-24 March, 2001.
- The Open Archive Initiative: Facilitating Information Access and Fueling Knowledge Creation.** Seminar presented at the Center for Computational Sciences, University of Kentucky. 6 Feb 2001.
- Optimizing Knowledge: Technology as a Tool to Remove the Barriers between Disciplines.** Seminar presented at the Center for Computational Sciences, University of Kentucky. 8 Feb 2000.
- Digital Libraries: Taming the Information Frontier.** Invited speaker at the American Society for Information Science, Southern Ohio Chapter, Annual Meeting and Awards. University of Kentucky, William T. Young Library, 29 Sept 1999.

Refereed Conference Presentations (*sole author)

- * **Informed Creation: The Role of ETDs in the Preservation of Digitally Born Documents**, Allard, S. Seventh International Symposium on Electronic Theses and Dissertations. Lexington, Kentucky. June, 2004.
- Sensation seeking and impulsive vs. rational decision-making as moderators of perceived effectiveness of HIV/STD public service announcements**. Zimmerman, R.S., Palmgreen, P., Noar, S.M., Lustria, M.L.A., Matuza, & Allard, S.L. American Public Health Association, San Francisco, CA. November 15-19, 2003.
- Familial Cancer in Appalachia: Genetic Testing Intentions**. Kelly, K.M., Andrews, J., Case, D.O., Allard, S.L., & Johnson, J.D. 22nd Annual Education Conference of the National Society of Genetic Counselors, Inc., Charlotte, North Carolina, September 11-16, 2003.
- Child Health Care Visits: Adult Cancer Prevention Phase 1**. Love, M., Costich, J., Anyaegbunam, C., Allard, S., Hall, L., Joyce, J., Linville, L., Rubio, A. and Stapleton, B. [will update conference name and dates]
- Genomics: The perfect information seeking research problem**. Johnson, J.D., Andrews, J.E., Allard, S., Case, D.O. Health Communication Division, International Communication Division, San Diego, California, June, 2003.
- Focus Group Recruiting in Health Communication Campaigns: Lessons from a Project on Risky Sexual Behavior**, Allard, S., Palmgreen, P., & Zimmerman, R. Health Communication Division, International Communication Division, San Diego, California, June, 2003.
- * **Roma and the E-Media**, Intercultural Division, International Communication Association Conference, Seoul, Korea, 16-23 July, 2002.
- How Information Seeking Models and Theories Portray the Avoidance of Information**, Case, D.O., Johnson, J.D. Andrews, J.E., & Allard, S.L., International Communication Association Conference, Seoul, Korea, 16-23 July, 2002. **Top 3 Paper in Health Communication Division.**
- Using Knowledge Management to Facilitate Medical Research**, Allard, S. & Andrews, J.E., Medical Library Association Conference, Dallas, TX, 17-23 May, 2002.
- New Challenges and Perspectives of Cancer Genetics Information Seeking**, Andrews, J.E., Johnson, J.D., & Allard, S. Medical Library Association Conference, Dallas, TX, 17-23 May, 2002.
- * **Digital Libraries: An Environment for Enhancing Knowledge Creation in Developing Nations**. The 4th International Conference of Asian Digital Libraries, Bangalore, India, 10-12 Dec 2001. Organized by University of Mysore and IIT in collaboration with NISSAT DSIR, Govt of India.
- A Model for Understanding and Affecting Cancer Genetics Information Seeking**, Johnson, J.D., Andrews, J.E. Allard, S., ASIST Annual Meeting, Washington, D.C., 3-8 Nov 2001.
- * **Knowledge Creation: Advancing and Innovating Ideas**. College of Communications and Information Studies Graduate Student Symposium, University of Kentucky. 13 April 2001.
- * **Creating Knowledge, It's in the Organization**. 6th Annual Convention of the American Communication Association. University of Louisville, Kentucky. 29 Sept. 2000.
- * **Metamorphosis: Understanding DL Document Creators**. Poster, Association of Computing Machinery's Digital Library '00 Conference. San Antonio, TX. 4-7 June 2000.
- * **Removing Barriers for Scholarly Communication between Disciplines**. College of Communications and Information Studies Graduate Student Symposium, University of Kentucky. 4 March 2000.
- * **Digital Libraries: A Frontier for LIS Education**. ALISE 2000 Annual Conference, San Antonio, TX, 13 Jan 2000.
- * **Erasing the Barrier between Minds: Freeing Information, Integrating Knowledge**. 5th Annual Convention of the American Communication Association. Journal. 1 Oct. 1999.

PROFESSIONAL ACTIVITIES

Editorial

Guest Editor, *ACM Crossroads Student Magazine*. Databases Issue, Spring 2001 - 7.3. posted Call for Papers, corresponded with potential authors and reviewers, reviewed all submitted articles and wrote issue introduction. Available at <http://www.acm.org/crossroads/xrds7-3/>

Organizational

NETWORKED DIGITAL LIBRARY OF THESES AND DISSERTATIONS

Member, Board of Directors, 5/03- present.
 Chair of Conference Committee 2003-2004
 Member of Conference Committee 2004-present
 Member of Executive Committee 2003-2004
 Member of Membership Committee. 2003-present
Member, Steering Committee –5/02-5/03.
 Member, Task Force on Bylaws.

AMERICAN SOCIETY FOR INFORMATION SCIENCE & TECHNOLOGY

Judge, 2004 International Paper Contest on Digital Library or Information Science Technology in Developing Countries. Sponsored by International Information Issues SIG
Panel Co-Chair & Session Organizer, " Digital Libraries in Action: The Latin American and Caribbean Experience" ASIST Annual Meeting, Long Beach, CA, Oct 2003.
Judge, 2003 International Paper Contest on Digital Library or Information Science Technology in Developing Countries. Sponsored by International Information Issues SIG
Member, Annual Meeting Planning Committee for AM2004, May 2003 – present.
Chair, ASIST Digital Library Task Force. Nov. 2002- present
Member, Website Redesign Project, June 2003 – present.
Member, Leadership Development Committee, 2003-2004.
Member, Information Science Education Committee, 2003-2004.
Member, Nominating Committee, 2002-2003.
Member, Watson Davis Award Jury, 2002-2004.
Member, SIG of the Year Jury, 2002-2003
Member, SIG Member of the Year Jury, 2002-2003

Panel Chair & Session Organizer, Digital Preservation: Spanning the Distance from Past to Future. ASIST Annual Meeting, Providence, Rhode Island, Nov 2004.
Member, Membership Committee, 7/02-present. Member of work group which created white paper about encouraging international memberships.
Chair, Special Interest Group – Digital Libraries. 11/01-11/02.
Judge, 2001 International Paper Contest on Digital Library or Information Science Technology in Developing Countries. Sponsored by International Information Issues SIG.
Panel Chair & Session Organizer, "The Making of a DL: Getting the Census Bureau Online". ASIST Annual Meeting, Washington, D.C., 3-8 Nov 2001.
Panel Chair & Session Organizer, "e-Sphere: Technology, Information and the Networked Future". A conversation with Dr. Joseph Pelton, ASIST Annual Meeting, Washington, D.C., 3-8 Nov 2001.
Member, ASIST Digital Library Task Force. The committee was charged with making recommendations to the Board of Directors about implementation of a digital library of association publications. 11/00-11/02.
Co-Founder & Chair-elect, Special Interest Group – Digital Libraries. 6/00-10/01. Assisted in establishing the new SIG, planned technical program for the 2000 & 2001 ASIST annual meetings including inviting speakers and serving as panel chair.
Panel Chair & Session Organizer, "Digital Libraries and their Role in Knowledge Dissemination and Creation". Speakers included Clifford Lynch, director of Coalition for Networked Information; Dr. Herbert Van de Sompel, University of Ghent and Dr. Shalini Urs, University of Mysore, India. ASIST Annual Meeting, Chicago, IL, Nov 2000.
Panel Chair, "Assessing the Web and Digital Libraries". Invited papers about digital libraries. ASIST Annual Meeting, Chicago, IL., Nov 2000.

OTHER ORGANIZATIONAL WORK

Co-Chair, Seventh International Symposium on Electronic Theses and Dissertations. University of Kentucky, 3-5 June 2004.

Co-Chair, Appalachian Regional ETD Consortium Organizing Committee. 6/02 - present.

Poster Session Moderator, 15th National Conference on Undergraduate Research. University of Kentucky, Lexington, KY. March 2001.

Panel Chair, "Genetic Influences on Health Behavior", Kentucky Conference on Health Communication, Lexington, KY. 14 April 2000.

Member, Virginia Tech Digital Library Research Lab. 8/99 – present. Virtual participant, comment and edit papers etc.

Information Officer, Board of Directors, American Communication Association. 10/99-12/02.

Served as a member of the ACA 2000 Convention organizing committee and ACA Information Officer.

Reviewer

Journal of the American Society of Information Science and Technology

Communication Theory

International Communication Association Health Division, 2003 & 2004 convention papers

Handbook of Knowledge Management

Journal of Computer Information Systems, member editorial review board, Nov 2001- present

ACM Crossroads Student Magazine. Databases Issue, Spring 2001 - 7.3.

Grant Reviewer, National Science Foundation. 1/2000

Other Professional Activities

Current member of:

American Society for Information Science & Technology

Association of Computing Machinery

Association of Library and Information Science Educators

International Communication Association

TEACHING EXPERIENCE**COURSES TAUGHT AT THE UNIVERSITY OF TENNESSEE**

IS530: Information Access and Retrieval Co-taught in Fall of 2003

IS560: Development and Management of Collections Spring 2004 DE, Fall 2004

IS565: Digital Libraries and Electronic Publishing Spring 2004

IS583: Information Systems Fall 2004 (Combined)

INDEPENDENT STUDIES DIRECTED

Geographic Information Systems and the UT DLC: Jody DeRidder (Fall 2004)

Theological Digital Libraries: Robert Martin (Summer 2004)

User-Centered Website Development for a Community Agency: Cindy Lancaster (Summer 2004)

UT Classics Department and D-Space: Iris Godwin (Summer 2004)

Knowledge Management Audit of an Information Agency: Jennifer Ball & Susanne Dupes (Summer 2004)

Project Management Plan for Institutional Repository Use by the UT Center for Women: Melanie Feltner-Reichert (Summer 2004)

Developing and Implementing Electronic Reserves: Ollie Nolan (Summer 2004)

Information Architecture in an Information Agency: Laura Blalock (Fall 2003)

STUDENT PROJECTS DIRECTED IN SUPPORT OF THE UT DIGITAL LIBRARY CENTER (SELECTED)

Spring 2004

1. **Digitizing historical maps:** Eric Arnold

2. **Project Management Plan :William Cox Cochran Digital Photograph Collection:** Tiffani Connor

3. **A digitization standards work plan for the UT DLC:** Gina Costello

4. **History of Women at UT (collection development plan & project proposal):**
Melanie Feltner-Reichert

5. **Design template research:** Heather Hays

6. **Comparison of DSpace and Fedora for use in an Institutional Repository:** Cindy Lancaster

7. **Intellectual property issues for DLs:** Bonnie Morgan

8. **Technology Applications in DLs & Usability Study:** Kyoungsik Na

9. **A study of project management for DL projects:** Beverly Simmons

10. **Derris Collection Digitization & metadata:** Yan Zhang & Iris Godwin

GUEST LECTURES

EM480 Radio-TV Programming, Fall 2003, Spring 2004
 IS590 Preservation, Spring 2004
 COM512 Mass Media Research Methods, Fall 2003

COURSES TAUGHT AT THE UNIVERSITY OF KENTUCKY

COM453: Mass Communication and Social Issues (cross- listed as TEL453)
COM449: Social Processes and Effects of Mass Communication (cross-listed as SOC449)
JOU204: Writing for Mass Media
ISC261: Strategic Planning and Writing

Student Evaluations of Instruction

Consistently high ratings across all courses, documentation available on request.

University, school and department service

Facilitator, Life of the Mind, Fall 2004
Member, University of Tennessee Digital Library Steering Committee. Fall 2003- present
Chair, Student Affairs Committee, UT School of Information Sciences. 2003-2004
Member, Faculty Affairs Committee, UT School of Information Sciences. 2003- 2004
Member, Faculty Search Committee, UT School of Information Sciences. 2003- 2004
Member, University of Kentucky Graduate Council. Student representative for academic year 2002-2003.
Member, University of Kentucky Graduate Council GRE Working Group. Charged with examining and reporting the use of the GRE in units across the academic and medical campuses..
Member, Kentucky Conference on Health Communication 2002 Planning Committee. Sponsored by the Department of Communication, University of Kentucky.
Member, Communication Symposium Committee, Graduate Student Association, College of Communication & Information Studies, University of Kentucky. 9/2000 - 4/2001. Symposium was held April 13 & 14, 2001.
Member, UK School of Library and Information Science Planning Committee. Academic years 1999-2000, 2001-2002, 2002-2003.
Member, University of Kentucky Graduate School's Ad Hoc Committee on Electronic Theses and Dissertations. 12/99- 5/03. Committee convened to study the adoption and implementation of ETDs. First year's report available at <http://www.rgs.uky.edu/gs/ETDCommitteeReport.pdf>.

PROFESSIONAL EXPERIENCE**Consultant & Freelance Writer, 3/94 - 8/99.**

- Provide consulting services to a small group of entertainment industry clients focusing on creative development and marketing of entertainment product.
- Primarily create "bibles" from secured literary properties, assess audience reaction to pilot episodes, and write sales-oriented coverage for both produced and un-produced properties.
- See listing under Research Frontiers for a more in-depth description.
- Freelance writing includes travel, profile and "how to" pieces within my hobby areas. Work published in LOS ANGELES DAILY NEWS , HORSE ILLUSTRATED, WESTERN HORSEMAN, HORSEPLAY, SUPER OUTDOORS, HORIZONS, etc.

Editor-in-Chief, SUPER OUTDOORS, 9/95 - 6/97

SUPER OUTDOORS was an outdoors magazine for youths with regular issues published bimonthly and also featuring biannual special editions. Under my tenure eight regular issues and two special issues were produced.

- Worked with publisher to establish organizational structure of enterprise. Created materials to train staff.
- Created magazine design based on publisher concept: delineated content parameters, created departments and established the overall look of the magazine.
- Devised, negotiated and oversaw implementation of marketing campaign, which included gaining and coordinating participation from established companies such as Zebco, Cabela's, and other outdoor manufacturers. Created marketing materials including those aimed at consumers, advertisers, and media.

- Responsible for all editorial duties including issue planning, solicitation of articles and photos, editing submissions, and writing articles.
- Responsible for all aspects of pre-press including graphic design and layout on Quark Xpress.
- Created and maintained relationship with printer, including setting procedures for processing an issue within deadline constraints at an economical rate.
- Represented the magazine to professional organizations and corporate entities.

Vice President/Partner, Research Frontiers Corporation (RFC), 3/77- 3/94.

RFC was a highly regarded firm based in California which offered consulting services to the television and motion picture industries, regarding the creative development and marketing of entertainment product and associated technologies. Company was closed in 1994 when my partner retired, and I moved to Kentucky. Clients included Warner Bros. Television, Paramount Studios, Universal Television, Columbia Television, Hanna-Barbara Productions, Marvel Productions, Sunn Classic Pictures and the NBC and CBS networks. Worked directly with show producers, studio executives and network executives to create better entertainment product through research focusing on development and maintenance. The list of shows we worked on is too extensive to list completely, some are: Murphy Brown, Magnum P.I., Young Indiana Jones, Growing Pains, Night Court, Simon & Simon, China Beach, The Bourne Identity (mini-series), Miami Vice, Law & Order, Columbo (longform), V (mini-series and series), Head of the Class, Perfect Strangers, Dallas, The Young and The Restless, The Smurfs, X-Men, Transformers, Grizzly Adams, etc.

RATINGS: Analyzed ratings materials and prepared daily status memos, weekly review memos, and sales memos based on overall performance, competitive relationships and demographics. Liaison with Nielsen technical personnel.

QUANTITATIVE RESEARCH: Responsible for all aspects of national and international studies (intercept, telephone, theater, cable etc.) including questionnaire preparation, sample coordination, field operative management, data verification, data analysis and report writing.

QUALITATIVE RESEARCH: Responsible for all aspects of research including focus group design, screener design, acting as moderator, client hosting, and report writing.

PRODUCT DEVELOPMENT: Wrote "bibles" translating literary product into a format that could be scripted for the screen. Wrote coverage that was used for selling first-run syndicated product in both the national and international markets.

FIN-SYN PARTICIPATION: Researched and co-authored report studying decades of production and television programming relative to studio financial investment in product. Report was used to argue Fin-Syn on Capitol Hill.

PRESENTATIONS: Designed presentations about product performance and industry environment for use at Warner Bros. corporate retreats. Responsibilities included compiling data, creating slides/charts/gels, writing and producing accompanying "hard copy" reports that were needed for individual distribution.

TECHNOLOGY: Conducted research and/or provided recommendations on a wide variety of technology related issues including:

- audience reception of videotape versus film,
- the implementation and viability of video sets in airline seats,
- consumer acceptance and usage of videotape machines (timeshifting habits etc),
- consumer interest in video rentals,
- leisure time usage of technology related items,
- the design and implementation of an industry-wide database reporting on production status and talent availability (for one client), and
- the introduction of computers into the executive suite (WB-TV).

Chief Operating Officer, America's Choice Theatre (ACT), 1/89- 9/90.

Held duties concurrently with work at RFC. ACT previewed new television product to consumers and measured their response with high technology information systems. Was a founding team member.

- Co-designer of research methodology.
- Liaison with technology team for entertainment industry concerns. Helped develop new software to meet client needs, helped assess and improve input devices, helped troubleshoot technology implementation design in theater setting.
- Developed theater operations systems
- Prime liaison to clients.
- Oversaw daily operations to assure proper testing environment.
- Wrote manual for sales personnel and helped design marketing plan.