

**David B. Sachsman**

**George R. West, Jr. Chair of Excellence in Communication and Public Affairs, and Professor of Communication**

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**Dean, School of Communications, Three Years**

**Chair, Department of Journalism and Mass Media, Five Years**

**TEACHING EXPERIENCE**

Professor of Communication, UTC (1991-currently)  
and Adjunct Professor, College of Communication and Information  
University of Tennessee, Knoxville (1996-currently)

Professor of Communications  
California State University, Fullerton (1988-91)

Associate Professor, Department of Journalism  
and Mass Media, Rutgers University (1976-88)  
(Asst. Prof. Urban Studies 1971-76)  
and Associate Member, Graduate Faculty, Graduate Program  
in Public Health, Rutgers Graduate School (1986-88)

Adjunct Associate Professor, Department of Environmental  
and Community Medicine, University of Medicine & Dentistry  
of New Jersey–Robert Wood Johnson Medical School (1987-89)

Senior Fulbright-Hays Scholar  
Department of Mass Communication  
University of Nigeria, Nsukka (1978-79)

Assistant Professor, Journalism; Lecturer  
California State University, Hayward (1/69-6/71)

Teaching Assistant to William L. Rivers, Department of  
Communication, Stanford University (fall quarter 1970)

**ADMINISTRATIVE EXPERIENCE**

West Chair of Excellence in Communication and Public Affairs, UTC  
(8/91-currently, see ACCOMPLISHMENTS AS WEST CHAIR)

Dean, School of Communications, California State University, Fullerton (6/88-7/91,  
see ACCOMPLISHMENTS AS DEAN)

Chair, Department of Journalism and Mass Media, Rutgers University (1983-88)

Administration of research (see EXTERNALLY-FUNDED RESEARCH)

Head of evaluation team selected by Links Media and the United States Agency for  
International Development to provide an independent evaluation of USAID's  
environmental education and communication efforts in more than thirty  
countries across twelve years (GreenCOM) (9/05-1/06)

Co-Chair, Eighth National Conference of the Society of Environmental Journalists,  
Chattanooga (Oct. 8-11, 1998)

Second Vice Chair (2007-currently), Third Vice Chair (2004-2007), Secretary (1998-  
2004), Girl Scouts of Moccasin Bend Council, Chattanooga (1998-currently)

Vice President, Personnel, Board of Directors, Girls Inc. (Girls Club) of Chattanooga  
(1992-94); Member of Board (1991-95)

Vice-Chairman, Board of Trustees, The Daily Pennsylvanian, Inc. (1985-87)

Chair, Board of Directors, New Jersey Professional Chapter, Society of Professional  
Journalists, Sigma Delta Chi (1983-84); Member, Board of Directors (1984-88)

President, New Jersey Professional Chapter, Society of Professional Journalists,  
Sigma Delta Chi (two terms: 1981-83)

Chair, University of Tennessee at Chattanooga Publications Board (1996-9, 2001-  
04, 2006-currently)

Secretary, Faculty of Professional Studies, Rutgers University (1981-83)

Chair, Livingston College Educational Policy & Course of Study Comm. (1975-76)

Co-Chair, Livingston College Basic Communications Skills Comm. (1973-74)

Acting Chair, Program in Journalism/Mass Communications, California State  
University, Hayward (summer quarter 1970)

## **EDUCATIONAL BACKGROUND**

Ph.D. (Public Affairs Communication) April 1973 Stanford University

A.M. (Communication) June 1968 Stanford University

B.A. (English) May 1967 University of Pennsylvania

Ph.D. Dissertation: Public Relations Influence on Environmental Coverage (in the San Francisco Bay Area). An examination of environmental reporting, and a study of the effects of public relations on environmental news coverage. William Rivers, Wilbur Schramm, and Lyle Nelson served on the dissertation committee.

## **MEDIA EXPERIENCE**

WRCB-TV, Chattanooga: News Consultant and Writing Coach (12/96-5/98).

The Home News, New Brunswick, N.J.: Special Correspondent (6-8/77, 6-8/75),  
Copy Editor (6-8/74).

Cross Currents: Staff Writer for community newspaper (1969-70).

New York Daily News: Trainee, Copy Boy Supervisor, Copy Boy (5-9/66, 6-9/65).

The Daily Pennsylvanian: various editorial positions (four years).

Penn Comment Magazine: Sports Editor (one year).

Pennsylvania Review: Editorial Board (one year).

Co-author of books and monographs; free-lance newspaper and magazine writer.

## **EDITORSHIPS AND EDITORIAL BOARDS OF SCHOLARLY AND PROFESSIONAL JOURNALS**

Applied Environmental Education and Communication: An International Journal:  
Managing Editor (2006-currently)

SEJournal (Society of Environmental Journalists): Editorial Board (2003-currently).

Mass Communication & Society (formerly Mass Comm Review): Associate Editor  
(1984-87), Editorial Board (1976-currently).

Blue Ridge Press: Editorial Advisory Board (2000-03).

Advances in Telematics: Associate Editor (1983-86).

Telematics and Informatics: Editorial Board (1983-88).

The Alfred I. duPont-Columbia University Survey of Broadcast Journalism and the duPont-Columbia Awards in Broadcast Journalism: Correspondent (1983-85).

## **HONORS, AWARDS, AND ORGANIZATIONS**

Maryville University (St. Louis) Medart Lecture. Presented invited lecture on “Mass Media and War” (January 2003).

Yale Daily News’ Braestrup Fellowship. Gave two scholarly presentations at Yale University on Ethics, the Law, and Journalism (December 1998).

Special Award for Research About Journalism and Journalistic Media from the New Jersey Professional Chapter, Society of Professional Journalists (June 1989) for Environmental Reporter’s Handbook (with co-editors Michael R. Greenberg and Peter M. Sandman).

Special Award for Research About Journalism and Journalistic Media from the New Jersey Professional Chapter, Society of Professional Journalists (June 1988) for Environmental Risk and the Press: An Exploratory Assessment (with co-authors Peter M. Sandman, Michael R. Greenberg, and Michael Gochfeld).

Special Award for Research About Journalism and Journalistic Media (First Place) from the New Jersey Professional Chapter, Society of Professional Journalists, Sigma Delta Chi (June 1986) for The Press and the Suburbs: The Daily Newspapers of New Jersey (with co-author Warren Sloat).

Special Award for Research About Journalism, Journalists or Journalistic Media from the New Jersey Professional Chapter, Society of Professional Journalists, Sigma Delta Chi (May 1984) for a series of articles on New Jersey newspapers published by New Jersey Reporter in 1983 (with co-author Warren Sloat).

Senior Fulbright-Hays Scholar, University of Nigeria, Nsukka (1978-79).

Association of Schools of Journalism and Mass Communication. As Rutgers Dept. Chair applied for department membership in American Society of Journalism School Administrators, which merged with ASJMC in August 1985.

Association for Education in Journalism and Mass Comm. AEJMC-ANPA Foundation Cooperative Committee on Journalism Education (1989-91).

International Communication Association

Society of Environmental Journalists

Society of Professional Journalists, Sigma Delta Chi

Investigative Reporters and Editors

Kappa Tau Alpha (national honor society in Journalism and Mass Communication)

Alpha Phi Gamma (national Journalism honorary fraternity)

Stanford University Ph.D. Fellowship

National Honors Fellowship for Stanford A.M.

University of Pennsylvania Academic Scholarship

## **COURSES TAUGHT**

Senior Seminar in Communication

Seminar in Risk Communication

Public Communication and Environmental Issues

Seminar in Environmental Communication

Information Policy and Technology

Science, the Public, and the Press

Mass Media, Communications and Urban Life

Introduction to Mass Communications

Development of Mass Media

Mass Media and Government in America

Mass Media, Communications and Elections

Seminar in Communications, Mass Media and Urban Policy

Internship Seminar in Journalism and Mass Media

News Writing and Reporting

News Feature Writing

Advanced Reporting in Urban and Metropolitan Affairs

Reviews and Criticism

Writing Skills (for disadvantaged students)

College Newspaper Lab - Advisor to student newspaper

### Additional Courses Prepared to Teach

Law and Ethics of Mass Communication

International Mass Communications

## **SERVICE**

Administrative service positions (see ADMINISTRATIVE EXPERIENCE)

Girl Scouts of Moccasin Bend Council Board of Directors (1992-currently),

Council Secretary (1998-2004, Third Vice Chair 2004-2007), Second Vice Chair  
(2007-currently)

University of Tennessee at Chattanooga Publications Board (1994-97, 2001-04,  
2006-currently Chair)

Steering Committee for the establishment and development of a new Department of Communication, College of Judea and Samaria, Ariel, Israel (1999-currently)

University of Tennessee at Chattanooga Faculty Research Committee (2004-07)

University of Tennessee at Chattanooga Departmental Honors Committee (1997-2000, 2003-06)

Editorial Advisory Board, Blue Ridge Press (2000-03)

University of Tennessee at Chattanooga Library Committee (1998-99)

Public Linkage, Dialogue and Education Chattanooga Task Force (1994-95).  
Chattanooga's preparation for the January 1995 visit of the President's Council on Sustainable Development.

Girls Inc. of Chattanooga Board of Directors (1991-95)

AEJMC-ANPA Foundation Cooperative Comm. on Journalism Education (1989-91)

Girl Scouts of Orange County, California Council Board of Directors (1989-91)

School of Communication, Information and Library Studies Administrative Council (1983-88), SCILS Academic Council (1982-83)

SCILS Appointments and Promotions Committee (1985-86)

Association of Schools of Journalism and Mass Communication Journalist-in-Space Program. Project Director for Cooperating School in the candidate selection process (1985-86)

Chair, Ad Hoc Committee on Planning Student Services for SCILS (1982)

"Proposal for Improving Television Coverage of New Jersey." (with Barry Orton)  
Proposal submitted to the Federal Communications Commission and the New Jersey State Senate (March 1975).

Educational Consultant to Mass Communications Department, Clark College, Atlanta (1974)

VISTA Volunteer (Associate) - taught in the Job Corps (summer 1967).

## **ACCOMPLISHMENTS AS DEAN**

Appointed founding dean, June 1988. The School of Communications, California State University, Fullerton, was then the fifth largest school of its kind, with 2,500 students and the equivalent of 65 faculty members. The school was created in 1988,

combining existing programs in Communications, Speech Communication, and Communicative Disorders.

**Faculty Recruitment:** In the first year of the new school, aggressive, positive recruiting techniques were introduced, resulting in six successful tenure-track searches (including two nationally-recognized scholars). In the second year, ten searches were successfully completed, and the school was beginning to approach its goals in terms of diversity.

**Research and Faculty Development:** In the first two years, School of Communications faculty internal and external grant proposals increased to approximately one million dollars per year. A large grant awarded in 1989 (Pakistan Participant Training Program, David Sachsman and Edgar Trotter, Principal Investigators, \$90,417) provided USAID support for a one-semester, graduate level training program for mid-career advertising professionals from Pakistan.

The most novel approach to supporting research was the creation of the School of Communications Research Round Table, where twelve to fifteen school and university faculty members regularly met to discuss their research and to find out and discuss what research contracts were being offered for bid. One of the Round Table's first grant proposals, a Caltrans study of how to warn motorists and pedestrians of the danger of pedestrians crossing freeways (Illegal Alien Pedestrian Accidents on Freeways Near the Mexican Border, Robert Emry, P.I., David Sachsman, Journalism/Media Expert and Researcher, \$93,046) was funded and fully operational in 1990.

Other activities included the School's first Intercultural and International Communication Conference in 1990 under the direction of new faculty member William Gudykunst, and our 1991 conference on Communication in Japan and the United States (also directed by Gudykunst).

**Outreach and Fund Raising:** The School of Communications Dean's Executive Advisory Board was created in 1989, and at the end of the year had twelve members, with three newspaper executives (including representatives from the Gannett Co. and the Los Angeles Times), one broadcasting executive, the heads of four advertising agencies and one public relations agency, and three corporate executives in PR, marketing, and investor relations. These board members not only made \$1,000 annual donations to the school, but supported school activities in many ways. In 1990, John J. Curley, CEO of Gannett, spoke to an audience of 5,000 attending the School of Communications Commencement.

## **EXTERNALLY-FUNDED RESEARCH**

Co-Principal Investigator, The MediCal Project. (with Richard Serpe, Rae Newton, and Edgar Trotter) A joint project of the Social Science Research Center and the School of Communications at California State University, Fullerton to find out how beneficiaries and others feel about the health care program and to

make suggestions for effective and efficient ways to correct misperceptions and provide information about the program. A \$200,000 contract from the California Department of Health and Human Services awarded for 1990-1991.

Journalism/Media Expert and Researcher, The Caltrans Project: Illegal Alien Pedestrian Accidents on Freeways Near the Mexican Border. (Robert Emry, P.I.) A project of the School of Communications at California State University, Fullerton to study how to warn motorists and pedestrians of the danger of pedestrians crossing freeways. A \$93,046 contract from the California Department of Transportation awarded for 1990.

Principal Investigator, The Environmental Risk Reporting Project. (with Peter Sandman, Michael Greenberg, Audrey Gotsch, Mayme Jurkat, and Michael Gochfeld) A joint project of Rutgers University and the University of Medicine & Dentistry of New Jersey-Robert Wood Johnson Medical School for the design and implementation of a program of continuing education for print and broadcast journalists on risk assessment. A \$194,904 grant [Publ-1] for the period of Jan. 1, 1985-Dec. 31, 1987 from the NSF Industry/University Cooperative Center for Research in Hazardous and Toxic Substances, New Jersey Institute of Technology (a consortium of NJIT, UMDNJ, Rutgers, Stevens, and Princeton now called the Hazardous Substance Management Research Center).

Activities included:

A videotaped mini-conference on what journalists should do when covering a hazardous material incident, presented to the New Jersey Chapter of the Society of Professional Journalists, SDX, March 13, 1985. Resulted in a one-hour television program, "Covering An Environmental Accident," shown on the New Jersey Cable Television Network (CTN) and distributed for educational use to journalism schools and other institutions nationwide.

"Linking the Scientist and the Journalist," a paper for the HazPro Conference Technical Program, May 16, 1985 in Baltimore, published in HazPro '85 by the Pudvan Publishing Company.

Invitational Symposium on Environmental Risk Reporting, Oct. 4, 1985.

A program on "The Environmental Accident: Reporting Under Deadline Pressure" for the Region 1 Conference of the Society of Professional Journalists, SDX, March 15, 1986.

A half-day workshop on "Covering Environmental Risk" for The Record in Hackensack, Oct. 14, 1986.

A program on "Covering Environmental Risk: The Toxic Substance Issue" for the New Jersey Press Assoc. 1987 Spring Conference, April 3, 1987.

Environmental Risk Reporting in New Jersey Newspapers, an analysis of 1984 New Jersey newspaper stories on environmental risk submitted by editors as examples of their papers' best reporting, published January 1986.

Providing Environmental Risk Information to the Media: A Feasibility Study, research on the most feasible and useful means for providing environmental risk information to the media, published March 1986.

Environmental Risk and the Press: An Exploratory Assessment, Transaction Inc., Rutgers, published September 1987 (which won a special award for research from the New Jersey Chapter of the Society of Professional Journalists).

Principal Investigator, The Environmental Risk Reporting Project, Phase Two. (with Sandman, Greenberg, and Gochfeld) A joint project of Rutgers University and UMDNJ-Robert Wood Johnson Medical School for new and additional research and continuing education concerning print and broadcast journalists' coverage of environmental risk, and the effects of such coverage on public opinion. A new \$155,769 grant [Publ-7] for the period Jan. 1, 1988-June 30, 1990 from the NSF Industry/University Cooperative Center for Research in Hazardous and Toxic Substances, NJIT (now the Hazardous Substance Management Research Center).

This research resulted in:

Environmental Reporter's Handbook, a prototype press kit published June 1988 (which won a special award for research from the New Jersey Chapter of the Society of Professional Journalists).

Two journal articles published in 1988, three in 1989, and one in 1990.

"Network Evening News Coverage of Environmental Risk," a paper for the annual convention of the Association for Education in Journalism and Mass Communication, July 2, 1988, Portland, Oregon.

"Environmental Risk Reporting: Traditional News Values and Geography Outweigh Risk," a paper for the 1988 Symposium on Science Communication: Environmental and Health Research, Dec. 17, 1988, Anneberg School of Communications, USC.

"The Five W's of Environmental Risk Coverage," A paper presented at the American Association for the Advancement of Science Pre-Meeting Workshop for Journalists, New Orleans, Feb. 15, 1990.

"Environmental Risk Communication and the Mass Media," a paper presented at the 41st Annual Conference of the International Communication Association, Chicago, May 25, 1991.

Principal Investigator, Risk Communication for Environmental News Sources. (with Sandman, Greenberg, Gotsch, Jurkat, and Gochfeld) A joint project of Rutgers University and UMDNJ-Robert Wood Johnson Medical School for a research and education program on environmental risk communication for technical, corporate, regulatory and community news sources. A \$195,132 grant [Publ-3] for the period of July 1, 1985-June 30, 1989 from the NSF Industry/University Cooperative Center for Research in Hazardous and Toxic Substances, NJIT (now the Hazardous Substance Management Research Center).

Activities included:

Research and an invitational workshop, Feb. 27-28, 1986, on "Informing the Public During an Environmental Crisis."

The Environmental News Source: Informing the Media During an Environmental Crisis, published March 1987.

An invitational workshop on "Making and Shaping News on Environmental Risk," May 1, 1987.

The Environmental News Source: Providing Environmental Risk Information to the Media, published October 1988, February 1992.

Principal Investigator, The Press and the Suburbs: The New Jersey Newspaper Study. A project housed at the Center for Urban Policy Research, Rutgers University from 1977 to 1985. Initial content analysis of daily newspapers funded by a Rutgers University Research Council grant of \$964 in 1977, and by a \$1,000 grant from the Fund for New Jersey in East Orange, also in 1977. The project used multiple measures to evaluate the quality of the state's daily newspapers from 1977 to 1983.

This research resulted in:

Eight articles in national and regional publications from 1982 to 1984.

Two special awards for research from the New Jersey Chapter of the Society of Professional Journalists.

The book, The Press and the Suburbs: The Daily Newspapers of New Jersey, (with Warren Sloat) published by the Center for Urban Policy Research in 1985.

Co-Associate Project Director of Communications-Journalism, Computers in Journalism and Mass Communication Education. (with Jerome Aumente) A project housed jointly in the Department of Journalism and Mass Media and the Journalism Resources Institute. A conference for the journalism educators of New Jersey funded by \$1600 from a New Jersey Department of Higher

Education grant to the New Jersey Institute of Technology for projects in “Computer Literacy for a Disciplined-Oriented Faculty.”

Activities included a presentation titled “Confessions of a Computer Classroom” for the March 28, 1985 conference at Rutgers University.

## ACADEMIC PUBLICATIONS

### Books and Monographs:

Seeking a Voice: Images of Race and Gender in the 19<sup>th</sup> Century Press (with S. Kittrell Rushing and Roy Morris Jr., eds.) West Lafayette, Indiana: Purdue University Press, in preparation, 2009.

Words at War: The Civil War and American Journalism (with S. Kittrell Rushing and Roy Morris Jr., eds.) West Lafayette, Indiana: Purdue University Press, 2008.

Memory and Myth: The Civil War in Fiction and Film from *Uncle Tom’s Cabin* to *Cold Mountain* (with S. Kittrell Rushing and Roy Morris Jr., eds.) West Lafayette, Indiana: Purdue University Press, July 2007.

The Reporter’s Environmental Handbook, Third Edition. (with Bernadette M. West, M. Jane Lewis, Michael R. Greenberg, and Renee M. Rogers) New Brunswick, N.J.: Rutgers University Press, 2003.

The Civil War and the Press. (with S. Kittrell Rushing and Debra Reddin van Tuyl, eds. and with Ryan P. Burkholder) New Brunswick, N.J.: Transaction Publishers, 2000.

Proceedings of the Conference on Communication and Our Environment. (with Kandice Salomone and Susan Senecah, eds.) Chattanooga: The University of Tennessee at Chattanooga Graphic Services, 1997.

The Environmental News Source: Providing Environmental Risk Information to the Media. (with Peter M. Sandman and Michael R. Greenberg) Newark, N.J.: Risk Communication Project, Hazardous Substance Management Research Center, New Jersey Institute of Technology, February 1992, October 1988.

Environmental Reporter’s Handbook. (with Michael R. Greenberg and Peter M. Sandman) Newark, N.J.: Environmental Risk Reporting Project, Hazardous Substance Management Research Center, New Jersey Institute of Technology, 1988.

Environmental Risk and the Press: An Exploratory Assessment. (with Peter M. Sandman, Michael R. Greenberg, and Michael Gochfeld) New Brunswick, N.J.: Transaction Inc., Rutgers University, 1987.

The Environmental News Source: Informing the Media During An Environmental Crisis. (with Sandman and Greenberg) Newark, N.J.: Risk Communication Project, NSF Industry/University Cooperative Center for Research in Hazardous and Toxic Substances, NJIT, March 1987. (This monograph has been incorporated into The Environmental News Source: Providing Environmental Risk Information to the Media)

Providing Environmental Risk Information to the Media: A Feasibility Study. (with Sandman, Greenberg, Laurel Van Leer, Mayme Jurkat, Audrey R. Gotsch, and Michael Gochfeld) Newark, N.J.: Environmental Risk Reporting Project, NSF Industry/University Cooperative Center for Research in Hazardous and Toxic Substances, NJIT, March 1986. (This monograph has been incorporated into Environmental Risk and the Press: An Exploratory Assessment.)

Environmental Risk Reporting in New Jersey Newspapers. (with Sandman, Greenberg, Jurkat, Gotsch, and Gochfeld) Newark, N.J.: Environmental Risk Reporting Project, NSF Industry/University Cooperative Center for Research in Hazardous and Toxic Substances, NJIT, January 1986. (This monograph has been incorporated into Environmental Risk and the Press: An Exploratory Assessment.)

The Press and the Suburbs: The Daily Newspapers of New Jersey. (with Warren Sloat) New Brunswick, N.J.: Center for Urban Policy Research, Rutgers University, 1985.

Media: An Introductory Analysis of American Mass Communications. (with Peter M. Sandman and David M. Rubin) Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1982, 1976, 1972. (Media has been adopted by more than 200 colleges and universities in the U.S. and other nations.)

Media Casebook: An Introductory Reader in American Mass Communications. (with Sandman and Rubin, eds.) Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1977, 1972.

### **Articles:**

“Environment Reporters and U.S. Journalists: A Comparative Analysis.” (with James Simon and JoAnn Myer Valenti) Applied Environmental Communication and Education, Vol. 7 (2008), 1-19.

“Regional Issues, National Norms: A Four-Region Analysis of U.S. Environment Reporters.” (with James Simon and JoAnn Myer Valenti) Science Communication, Vol. 28 No. 1, (September 2006), 93-121.

- “Wrestling with Objectivity and Fairness: U.S. Environment Reporters and the Business Community.” (with James Simon and JoAnn Myer Valenti) Applied Environmental Communication and Education, Vol. 4 (2005), 363-373.
- “Risk and the Environment Reporters: A Four–Region Analysis.” (with James Simon and JoAnn Myer Valenti) Public Understanding of Science, Vol. 13, (2004), 399-416.
- “Who Sets the Environmental Agenda?” In The Reporter’s Environmental Handbook, Third Edition, edited by Bernadette M. West, M. Jane Lewis, Michael R. Greenberg, David B. Sachsman, and Renee M. Rogers. New Brunswick, N.J.: Rutgers University Press, 2003, pp. 48-59.
- “An Early History of Environmental Reporting and Public Relations.” SEJournal, Vol. 12 No. 2, (Fall 2002), 1, 14-15.
- “The Environment Reporters of New England.” (with James Simon and JoAnn M. Valenti) Science Communication, Vol. 23 No. 4, (June 2002), 410-441.
- “The Role of Mass Media in Shaping Perceptions and Awareness of Environmental Issues.” In Climate Change Communication: Proceedings of an International Conference, edited by Daniel Scott, et al. Kitchener-Waterloo, Ontario, Canada: University of Waterloo and Environment Canada, June 22-24, 2000.
- “Commentary: Should Reporters Use Risk as a Determinant of Environmental Coverage.” Science Communication, Vol. 21 No. 1, (September 1999), 88-95.
- “Reporting Risks and Setting the Environmental Agenda.” In Environmental Education for the 21st Century: International and Interdisciplinary Perspectives, edited by Patricia J. Thompson. New York: Peter Lang Publishing, 1997, 129-141.
- “The Mass Media ‘Discover’ the Environment: Influences on Environmental Reporting in the First Twenty Years.” In The Symbolic Earth: Discourse and Our Creation of the Environment, edited by James G. Cantrill and Christine L. Oravec. Lexington, Ky.: The University Press of Kentucky, 1996, 241-256.
- “Communication Between Scientists and the Media: Introducing the Concepts of Risk, Risk Analysis, and Risk Communication to Journalists.” In Hazardous Waste and Public Health: International Congress on the Health Effects of Hazardous Waste, edited by John S. Andrews et. al. Princeton: Princeton Scientific Publishing Co., Inc., 1994, 945-952.
- “Mass Communication Education: Moving Toward Diversity.” Mass Comm Review, Vol. 20, No. 3 & 4 (1993), 180-191.
- “The Mass Media and Environmental Risk Communication: Then and Now.” In Proceedings of the Conference on Communication and Our Environment,

edited by James G. Cantrill and M. Jimmie Killingsworth. Marquette:  
Northern Michigan University Printing Services, 1993.

- “A Question of Quality: How Journalists and News Sources Evaluate Coverage of Environmental Risk.” (with Kandice L. Salomone, Greenberg, and Sandman) Journal of Communication, Vol. 40, No. 4 (Autumn 1990), 117-130.
- “Risk, Drama, and Geography in Coverage of Environmental Risk by Network TV.” (with Greenberg, Sandman, and Salomone) Journalism Quarterly, Vol. 66, No. 2 (Summer 1989), 267-276.
- “Network Television News Coverage of Environment Risks.” (with Greenberg, Sandman, and Salomone) Environment, Vol. 31, No. 2 (March 1989), 16-20, 40-44.
- “Network Evening News Coverage of Environmental Risk.” (with Greenberg, Sandman, and Salomone) Risk Analysis, Vol. 9, No. 1 (1989), 119-126.
- “Improving Press Coverage of Environmental Risk.” (with Sandman, Greenberg, Salomone) Industrial Crisis Quarterly, Vol. 2, Nos. 3 & 4 (1988), 293-296.
- “Environmental Risk Reporting: Hypotheticals Teach Skills.” (with Sandman, Greenberg, and Salomone) Journalism Educator, Vol. 43, No. 2 (Summer 1988), 57-59, 77.
- “Confessions of a computer facility.” Journalism Educator, Vol. 40, No. 4 (Winter 1986), 17-20.
- “Linking the Scientist and the Journalist.” In HazPro '85, edited by Richard A. Young. Northbrook, IL.: Pudvan Publishing Company, 1985, 196-202.
- “Evaluating a State’s Daily Newspapers.” Mass Comm Review, Vol. 11, No. 1/2 (Winter/Spring 1984), 2-11.
- “Newspapers Should Raise Salaries To Get and Keep Good Writers.” Jersey Publisher, Vol. 52, No. 7 (July 1984), 5, 12.
- “The Home News: Still at home in New Brunswick.” (with Warren Sloat) New Jersey Reporter, Vol. 13, No. 2 (July 1983), 34-37.
- “The battle of Trenton continues.” (with Warren Sloat) The Quill, Vol. 71, No. 6 (June 1983), 27-31.
- “Courier-Post: Living up to a legacy.” (with Warren Sloat) New Jersey Reporter, Vol. 13, No. 1 (June 1983), 24-27.
- “Asbury Park Press: The right paper in the right place at the right time.” (with Warren Sloat) New Jersey Reporter, Vol. 12, No. 10 (May 1983), 22-25.

“The Record: Big bucks, slick product.” (with Warren Sloat) New Jersey Reporter, Vol. 12, No. 8 (March 1983), 22-25.

“The Star-Ledger: Does bigger mean better?” (with Warren Sloat) New Jersey Reporter, Vol. 12, No. 7 (February 1983), 18-21.

“Remembering ‘The Little Old Lady of Market Street.’” (with Warren Sloat) New Jersey Reporter, Vol. 12, No. 3 (September 1982), 23-25.

“Communicating for the Future.” Our World, Vol. 30, No. 2 (Spring 1979), 2-6.

“Public Relations Influence on Coverage of Environment in San Francisco Area.” Journalism Quarterly, Vol. 53, No. 1 (Spring 1976), 54-60.

“Mass Media and the Urban Environment.” Mass Comm Review, Vol. 1, No. 3 (July 1974), 3-12.

“A Test of ‘Loading’: New Measure of Bias.” Journalism Quarterly, Vol. 47, No. 4 (Winter 1970), 759-762.

“The Adversary Relationship in Academe: A Test.” Journalism Quarterly, Vol. 46, No. 4 (Winter 1969), 800-802.

Contributor to Mass Media and the Environment, Vol. II. (David Mark Rubin and David Peter Sachs) Report of project supported by NSF Grant GZ-1777, September 1971. Stanford, Ca: Stanford University Medical Center, 1971.

### **Reviews:**

Review of Editor for Justice: The Life of Louis I. Jaffe by Alexander S. Leidholt. The Journal of American History, Vol. 90, No. 2 (September 2003), 703-704.

Review of Wilderness: A Tale of the Civil War by Robert Penn Warren. Introduction by James H. Justus. The West Tennessee Historical Society Papers, Vol. LV (December 2001), 131-132.

Review of Mapping World Communication: War, Progress, Culture by Armand Mattelart. Journalism Quarterly, Vol. 72, No. 2 (Summer 1995), 474-475.

Review of The South’s Finest: The First Missouri Confederate Brigade from Pea Ridge to Vicksburg by Phillip Thomas Tucker. The West Tennessee Historical Society Papers, Vol. 48 (December 1994), 147-148.

Review of Risky Business: Communication Issues of Science, Risk and Public Policy, edited by Lee Wilkins and Philip Patterson. Journalism Quarterly, Vol. 69, No. 1 (Spring 1992), 228-229.

Review of Bad Tidings: Communication and Catastrophe, edited by Lynne Masel Walters, Lee Wilkins, and Tim Walters. Journalism Quarterly, Vol. 66, No. 2 (Summer 1989), 489.

Review of Crisis in International News: Policies and Prospects, edited by Jim Richstad and Michael H. Anderson. Political Science Quarterly, Vol. 97, No. 3 (Fall 1982), 543-544.

### **Selected Papers:**

"Environment Reporters and U.S. Journalists: A Comparative Analysis" (with James Simon and JoAnn Myer Valenti) A paper presented at the 90th annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), August 9, 2007 in Washington, D.C.

"Risk and the Environment Reporters: A Three-Region Analysis." (with James Simon and JoAnn Myer Valenti) A paper presented at the annual meeting of the Society for Risk Analysis, Baltimore, Dec. 8, 2003.

"Risk Assessment and the Environment Reporter." (with James Simon and JoAnn Myer Valenti) A paper presented at the annual meeting of the Society for Risk Analysis, New Orleans, Dec. 9, 2002.

"Mass Media Coverage of Global Warming: Covering the Environmental Risk Communication Conflict Between Government and Industry." A paper presented at the Annual Meeting of the Society for Risk Analysis, Arlington, Virginia, Dec. 6, 2000.

"Should Reporters Use Risk as a Determinant of Environmental News Coverage?" A paper presented at the Annual Meeting of the Society for Risk Analysis, Phoenix, Arizona, Dec. 7, 1998.

"Risk Communication and the Media: Should Journalists Adopt Risk as a Standard for News?" A paper presented at the Southern States Annual Environmental Conference, Biloxi, Miss., Oct. 10, 1995.

"Who Sets the Environmental Agenda?" A paper presented at the International Congress on Hazardous Waste: Impact on Human and Ecological Health, Atlanta, June 7, 1995.

"Communicating Environmental Issues in the 21st Century: Teaching Journalists and the Public About Environmental Risk and Setting the Environmental Agenda." A paper presented at Environmental Issues for the 21st Century: An International Interdisciplinary Conference, April 25, 1995, at Lehman College, New York.

“Passing Moral Judgment on Televised Violence.” A paper presented at the International Conference on Violence in the Media: Prospects for Change, sponsored by St. John’s University, Oct. 3-4, 1994, at the New York Hilton.

“Environmental Risk Communication and the Mass Media.” A paper presented at the 41st Annual Conference of the International Communication Association, Chicago, May 25, 1991.

“The Five W’s of Environmental Risk Coverage,” A paper presented at the American Association for the Advancement of Science Pre-Meeting Workshop for Journalists, New Orleans, Feb. 15, 1990.

### **Selected Research Reports:**

An Evaluation of USAID’s GreenCOM Project. Evaluation Team: David B. Sachsman, Marisabel Sanchez, and JoAnn Myer Valenti. Submitted by Links Media, Gaithersburg, Maryland to the United States Agency for International Development under task order GHS-I-00-03-00037-00, January 2006, 99 pp.

"Study of Pedestrian Crossings by Undocumented Aliens of Interstates 5 and 805 in San Diego County Near the International Border." (with Robert A. Emry, Robert Gass, Norman Page, Richard Wiseman, B. Thomas Mayes, Nick Mousouris, and George Watson) Final report submitted to California Department of Transportation and the Federal Highway Administration, Study Number F90TE11, March 1991.

Producer of “Covering An Environmental Accident,” a one-hour television program, 1985.

Other Papers, Reports, Presentations, Panels, and Conferences (see EXTERNALLY-FUNDED RESEARCH and ACCOMPLISHMENTS AS WEST CHAIR).

### **OTHER PUBLICATIONS**

“Environmental Beat is Challenging, Changing.” Chattanooga Free Press, Oct. 18, 1998.

“Conference on Communication and Our Environment.” (with Kandice Salomone) Sciphers, Spring 1995.

“Crossing a social frontier.” The Bergen Record, Feb. 10, 1980.

“The people are behind Begin.” New Brunswick Home News, Aug. 31, 1977.

“Good Fence’ open to Lebanon.” The Home News, Aug. 30, 1977.

“Eye on Israel: The open border with...Jordan.” The Home News, Aug. 29, 1977.

“Showdown on TV in Kansas City.” The Home News, Aug. 12, 1976.

“Propaganda Agency Proposed.” The Home News, July 26, 1976.

“Garden State still a broadcast desert.” The Home News, July 8, 1976.

“Freedom of press affirmed.” The Home News, July 4, 1976.

“The Free Press...ever a bitter fight.” The Home News, July 1, 1976.

“Scenes are same, but Israeli mood has changed.” Home News, Aug. 20, 1975.

“Censorship nil in Israel except for military.” The Home News, Aug. 20, 1975.

“Ethnic identification central to Mideast conflict.” Home News, Aug. 19, 1975.

“Soldiers, Farmers dig in on Golan Heights.” The Home News, Aug. 18, 1975.

“Sinai: A barren battlefield.” The Home News, Aug. 17, 1975.

“Press Freedom.” The Home News, Nov. 30, 1973.

“Not enough Jerseyvision.” The Home News, July 1, 1973.

“McGovern’s only chance...grab the Miss America Vote.” The Home News, Oct. 20, 1972.

“Twinkle Twinkle Top-Paid Star...” The Magazine, January 1970.

“Leland Stanford...” Cross Currents, October 1969.

Also: free-lance movie and television reviews, reports of sports events, etc.

## **ACCOMPLISHMENTS AS THE WEST CHAIR**

Named chair holder of the George R. West Chair of Excellence in Communication and Public Affairs at the University of Tennessee at Chattanooga, August 1991. (The Chairs of Excellence program was created by the Tennessee General Assembly in 1984 to encourage outstanding faculty teaching, research, and public service at state universities. The West Chair is named for the former chairman of the board of Dixie Yarns Inc., and is funded by a \$500,000 donation by the Westend Foundation of Chattanooga. The chair now has an endowment of more than \$2 million.)

An active member of the Department of Communication at UTC, teaching required research and reporting courses and a seminar in environmental communication. In

1996, the department earned accreditation, becoming one of the 104 accredited journalism and mass media programs in the United States.

Public service and community outreach were combined with scholarly and creative activity in 1992 in organizing and convening a symposium on "Communication in Chattanooga: The Town/Gown Relationship," which brought together leaders of Chattanooga's corporations, civic groups, foundations, governmental entities, and institutions of higher education on Feb. 28, 1992 to discuss the future of Chattanooga as a "college town" and the importance of communication between the "town" and "gown."

Participated in the design and analysis of a questionnaire that was used to determine the agenda for the symposium. The specific topics discussed by Chattanooga's leaders were determined using a variation of the Delphi technique of surveying panelists regarding an issue or situation. Every person invited to attend the symposium received a questionnaire designed to identify ways of improving the town/gown relationship in Chattanooga. These poll results were used to decide which topics were addressed at the conference. The strategy throughout was to form consensus agreements as to ways and means of improving communication in Chattanooga.

Sponsored and organized a university-wide and community-wide symposium on "Communication in Chattanooga: Brainstorming Education 1993" Feb. 4-5, 1993. The topics were "The Emerging Role of Metropolitan Universities" and "Metropolitan Universities and Their Communities: The Essential Partnership."

In 1992-1993 the West Chair also sponsored and organized the creation of a "professional-in-residence" series, including an "editor-in-residence" the week of Oct. 26, 1992 and a "scholar-in-residence" the week of Jan. 11, 1993. The next year the Chair sponsored a "professional-in-residence" the week of Feb. 28, 1994.

The West Chair organized and sponsored two scholarly forums in 1993-1994. The "Antebellum and Civil War Press and Freedom of Expression Conference" took place on Nov. 5, 1993 at UTC. It was attended by leading experts in Civil War press history, representatives from the Chattanooga community and the university, and more than 50 students. The journalism historians gave presentations about their work in Civil War press history and then voted to form a steering committee to support future conferences in November 1994, 1995, and 1996 on the Antebellum and Civil War Press and Freedom of Expression. This proposal was approved and the 1994 conference was scheduled for Nov. 4-5.

Also sponsored by the West Chair, six members of the steering committee of the national Conference on Communication and Our Environment visited UTC to announce that the next full conference would be held at UTC March 30-April 2, 1995. On Friday morning, April 15, 1994, they gave presentations of their research interests in communication and the environment. This program was open to the public and more than 100 students, faculty, and community members attended at least part of the session.

The West Chair organized and sponsored two academic conferences in 1994-95. The second Symposium on the Antebellum Press, the Civil War, and Free Expression, Nov. 4-5, 1994, featured 19 formal, refereed papers from a national group of scholars. The conference was well attended by visiting faculty members, students, and members of the community.

The national Conference on Communication and Our Environment was held in Chattanooga March 30-April 1, 1995. At the core of the conference were more than 40 refereed papers addressing questions about how speech, writing, visuals, and different media affect our understanding of the natural environment, environmental policy, education, or action. Robert Cox, president of the Sierra Club, delivered the keynote address March 30. *Chattanooga Times* publisher Paul Neely, chairman Ruth S. Holmberg, and president A. William Holmberg were on hand to greet some 90 conference participants who attended the *Times* reception at the Tennessee Aquarium, March 31. The conference ended with a barbecue dinner personally hosted by *Chattanooga Free Press* chairman and president Frank McDonald, who together with his bluegrass band, the Dismembered Tennesseans, provided the entertainment. Throughout the event, electric bus service was provided by CARTA. The conference was very well attended by visiting scholars, students, and members of the community.

The third Symposium on the Antebellum Press, the Civil War, and Free Expression, Nov. 2-4, 1995, featured 17 refereed papers and two roundtable discussions. The West Chair served as moderator for the opening night discussion on "Did the Antebellum Press Set the Agenda for the Civil War?" The fourth symposium in the series, Nov. 7-9, 1996, featured some 20 refereed papers from scholars across the country. In 1997 the name was changed to the Symposium on the 19th Century Press, the Civil War, and Free Expression. The sixth conference, Nov. 5-7, 1998, featured 18 refereed and invited papers from a national group of scholars. The West Chair served as moderator for a special program on "Fiction and History: Does Charles Frazier's Cold Mountain Accurately Reflect Life During the Civil War?" The seventh conference, Nov. 11-13, 1999, was the largest, with 26 papers. The West Chair moderated a roundtable discussion on "Did the Press Set the Agenda for Civil War?" The eighth symposium, Nov. 2-4, 2000, included 17 papers and a panel on "Novels of Ideology—The Fiction of Slavery." The ninth conference, Nov. 8-10, 2001, was the second largest, with 25 papers and opening remarks by the West Chair on "History and Fiction, Memory and Culture." The tenth symposium featured 22 refereed and invited papers from a nationwide group of scholars plus a panel on "Before J Schools: The 19th Century Craft of Journalism." The West Chair's opening remarks at the Oct. 30–Nov. 2, 2002 conference were a precursor to the 2003 Medart lecture on "Mass Media and War." The eleventh conference, Oct. 31–Nov. 2, 2003, featured 16 papers and two panels. The West Chair's presentation began the panel session on "Are the Public's Images of the Civil War Based on Fiction or History?"

The twelfth Symposium on the 19th Century Press, the Civil War and Free Expression, featured 27 formal refereed and invited papers from a nationwide group of scholars plus a four-paper panel on "Words, Images, Destiny: Native Americans in

the 19<sup>th</sup> Century Press.” With 31 different speakers, this was the largest symposium in the conference’s history. The November 11-13, 2004 symposium was very well attended by visiting faculty members, students, and members of the community.

The thirteenth Symposium on the 19<sup>th</sup> Century Press, the Civil War, and Free Expression featured 17 formal refereed papers from a nationwide group of scholars plus panels on “Women Journalists During the Civil War,” “Writing and Publishing Books on Journalism History,” “Did Newspapers Set the Agenda for the Civil War?” and “Knights of the Quill: A Proposal for a Book on Civil War Correspondents in the South.” With some 30 different speakers, this was one of the largest conferences in the symposium’s thirteen-year history. The November 10-12, 2005 symposium was very well attended by visiting faculty members, students, and members of the community.

The fourteenth symposium, November 9-11, 2006, included 34 speakers from across the nation delivering 20 refereed papers and making presentations in panels on “Children’s Civil War Fiction: Unexplored Territory,” “Constructing Race and Gender in the 19<sup>th</sup> Century Press,” “Colliding Worlds: Confederate War Correspondents as Men of Letters,” and “Researching the 19<sup>th</sup> Century from the New Millennium: A Focus on Primary Sources.”

The fifteenth conference, November 8-10, 2007, included some forty speakers from across the nation delivering 25 refereed papers and making presentations in panels on “Knights of the Quill: Civil War Correspondents in the South,” “Minority Voices,” and “Sensationalism and Crime in the 19<sup>th</sup> Century Press.”

The sixteenth symposium, November 13-15, 2008, featured forty speakers delivering 25 refereed papers and making presentations in panels on “Knights of the Quill (Civil War Correspondents in the South),” “Sensationalism in 19<sup>th</sup> Century Reporting: Heroes, Scoundrels, and Celebrities,” and “American Women Writers and the Civil War.”

The symposium steering committee on November 1, 2002 recognized the symposium's founders and organizers, David B. Sachsman and S. Kittrell Rushing, thus commemorating the tenth anniversary of the creation of the annual conference. The awards were presented by University of Minnesota Professor Hazel Dicken-Garcia, the president of the symposium steering committee, and William E. Huntzicker, the vice-president.

Professor Dicken-Garcia recognized Sachsman and Rushing as follows:

"Books and articles written about the Civil War fill many, many library shelves (someone estimated about a decade ago that between 50,000 and 100,000 works existed then about the Civil War); and numerous, numerous books and articles have been written about the 19th-century American press and about related free expression issues. A small but respectable number of works link these subjects.

"But I believe that, before 1993, there was no conference to bring together scholars interested in these areas as a linked unit. David Sachsman, Kittrell Rushing and several others--mobilized and energized primarily, I think, by David Sachsman--implemented the idea of such a conference to be held annually.

"What a wonderful idea!

"And not only was such a conference a great idea in its own right; but conducting such a conference in tandem with the rich local history associated with the Civil War was ingenious! Like most great ideas, the genius of this one leaves one thinking: "Why didn't someone think of it before?"

"For ten years now, this conference has been a forum for numerous scholars to come together to discuss their work, share their ideas and generate more ideas and more research in an enriched and enriching environment of relaxed (but constantly engaging), supportive, very productive inquiry that builds continually upon inquiry. How many people have presented papers in this forum in these ten years? How many papers have been presented? How many new ideas for research have been "born" out of, and nurtured by, this environment?

"Encouragement for scholars, especially younger researchers who are just beginning to present their work publicly, has been a hallmark of this conference. The genius of the work of David Sachsman and Kit Rushing is responsible. I wish to associate myself with the eloquent words of Nancy McKenzie Dupont who expressed more eloquently here today than I can her gratitude for what, I believe, we all gain here. We have all learned and benefited in countless ways from the intellectual creativity of Professor Sachsman and Professor Rushing.

"Words are inadequate to express appreciation for their accomplishments and their encouragement for those who assemble here. Nor can words adequately express appreciation to them for establishing a unique forum for scholarship that keeps growing and growing and growing.

"Those of us who have attended this conference over the years have benefited from the imaginative, encouraging and tireless efforts of David Sachsman and Kittrell Rushing, and it is high time we at least let them know it. So, since words fail us, we decided to present at least a token to symbolize the appreciation, admiration, respect and friendship we feel toward them.

"On behalf of all those who have attended the conference at any time during these ten years, we present to each of you, David Sachsman and Kittrell Rushing, a plaque honoring your work for this conference and your leadership in, and contribution to, scholarship. We also give each of you the complete Ken Burns documentary film on the Civil War (in DVD). On behalf of us all, our heartfelt thanks to you both!"

In February 1999, Irving Louis Horowitz, Chairman of the Board and Editorial Director of Transaction Publishers offered Dr. Sachsman a contract for The Civil War and the Press, a book of readings drawn from the first five West Chair symposia on the 19<sup>th</sup> century press, the Civil War, and free expression. Dr. Sachsman is the senior editor of the book, which was published in 2000, and the author of its introduction.

In spring 2005, Dr. Sachsman, Dr. Rushing, and author and editor Roy Morris Jr. proposed a three-book series based on conference papers to Purdue University Press. They delivered the first book in the series, Memory and Myth: The Civil War in Fiction and Film, in winter 2006. It was published in July 2007 and shortly thereafter it was nominated for the Lincoln Prize and exhibited at the Frankfurt Book Fair. The second book in the series, Words at War: The Civil War and American Journalism, was published in 2008. The third book, Seeking a Voice: Images of Race and Gender in the 19<sup>th</sup> Century Press is in preparation for publication in 2009. This project won a \$3,000 UTC Faculty Research Grant in 2005.

The Eighth National Conference of the Society of Environmental Journalists, sponsored and hosted by UTC and the Chattanooga Times, was held in Chattanooga, Oct. 8-11, 1998. Working closely with Councilman David Crockett and Provost Grayson Walker and with the support of Mayor Gene Roberts, Paul Neely, the Chattanooga Times, and many others, the West Chair designed UTC's proposal to host the 1998 conference of the Society of Environmental Journalists. In August 1996, SEJ accepted the proposal. SEJ selected the holder of the West Chair to serve as co-chair of the 1998 national conference. The West Chair also served as organizer and moderator for a conference panel on careers.

Invited to talk to groups such as the Rotary Club of Chattanooga (May 28, 1992) and the Middle Tennessee State University medical reporting class, which met at the Vanderbilt School of Medicine (Oct. 1, 1992).

Risk communication presentation about chronic environmental and health issues in the Seminar in Risk Communication in the College of Communications at the University of Tennessee at Knoxville, Oct. 5, 1993. Also a presentation on "An Agenda for Research on Environmental and Health Risk Communication" as a member of the Special Session - Panel Discussion on "The Agenda for Research on Risk Communication" at the 17th Annual Research Symposium of the UTK College of Communications, Feb. 25, 1994.

At the Association for Education in Journalism and Mass Communication 1994 Spring Conference on Media and the Environment in Reno, Nevada, April 7-9, a presentation on "A Problem in Teaching Environmental Communication: Students Who Tend to Avoid Math and Science" as a member of the panel on "Teaching Environmental Journalism: A Variety of Approaches." A second conference presentation, "Which Path for Environmental Communication: A Curriculum, A Course, or A Lecture?" was given as part of the panel on "Teaching Environmental Journalism: Curriculum, Course or Lecture?" Served as a discussant on a third panel, the "Graduate Student Invited Paper Critique Session."

A presentation on "Mentoring" as part of a panel on "Mentoring Women in the Academy" at the AEJMC Convention, Aug. 11, 1994, Atlanta.

Presented a paper, "Passing Moral Judgment on Televised Violence," at the International Conference on Violence in the Media: Prospects for Change, sponsored by St. John's University, Oct. 3-4, 1994, New York.

A presentation on “Mass Media’s Role in Your Information About the Environment,” was delivered to the Executive Symposium of the Department of Communications at Brigham Young University, Provo, Utah, Oct. 6, 1994.

A presentation on agenda setting, public opinion, and the environment to two combined classes in public opinion and risk communication in the College of Communications at the University of Tennessee, Knoxville, Feb. 23, 1995.

A paper on “Mass Communication and Science in the Twenty-first Century: Can Journalists Teach Us What We Need to Know?” was delivered at the Conference on Living with Science and Technology in the Twenty-first Century: Perspectives from the Arts and Humanities, the 11th Annual Conference of the National University Continuing Education Association’s Humanities, Arts, and Sciences Division, Feb. 24, 1995, Knoxville.

A guest lecture on communication and the environment was given to combined classes at the Bronx High School of Science, New York, April 24, 1995.

A paper on “Communicating Environmental Issues in the 21st Century: Teaching Journalists and the Public about Environmental Risk and Setting the Environmental Agenda” was presented at the International Interdisciplinary Conference on Environmental Issues for the 21st Century, April 25, 1995, Lehman College, New York.

Designed and served as the moderator for two environmental journalism panels on “Environmental Risk Reporting: Do the Media Give a Damn About the Environment? What is the Media’s Responsibility?” The first panel was at 11:00 a.m. on April 26, 1995 at Lehman College. The second panel was at 7:00 p.m. on the same day at the Columbia University Graduate School of Journalism. The panels were sponsored by the Lehman College International Conference on Environmental Issues for the 21st Century, and co-sponsored by the Columbia University Graduate School of Journalism.

A paper on “Who Sets the Environmental Agenda?” was presented at the International Congress on Hazardous Waste: Impact on Human and Ecological Health, June 7, 1995, Atlanta.

A paper on “Risk Communication and the Media: Should Journalists Adopt Risk as a Standard for News?” was presented at the Southern States Annual Environmental Conference, Biloxi, Miss., Oct. 10, 1995.

A Pierson’s College Master’s Tea presentation on “From Chelsea Clinton to Dr. Kevorkian: Ethics, the Law, and Journalism,” was made at Yale University, Dec. 4, 1998.

A Braestrop Fellowship presentation to the editors, staff, and invited guests of the Yale Daily News on “Ethics, the Law, and Student Journalism,” was delivered at Yale University, Dec. 5, 1998.

A paper on “Should Reporters Use Risk as a Determinant of Environmental Coverage?” was presented at the Annual Meeting of the Society for Risk Analysis, Phoenix, Arizona, Dec. 7, 1998.

A paper on “The Role of Mass Media in Shaping Perceptions and Awareness of Environmental Issues” was delivered at the international conference on Climate Change Communication in Kitchener-Waterloo, Ontario, Canada, June 22, 2000.

A presentation on “Are Royalties Important?” was delivered on the panel on “Copyright and Royalties” at the Text and Academic Authors’ Annual Convention in New Orleans, June 24, 2000.

Moderator for a Research Panel Session on “Health, Science & Environmental Issues for Retirees: Helping Older and Disabled Americans Understand Risk” at the AEJMC Convention, Phoenix, Aug. 11, 2000.

Moderator for two sessions of Global Fusion 2000, an academic conference on international communication held in St. Louis, Oct. 13-15, 2000. The conference was hosted by Southern Illinois University's College of Mass Communication & Media Arts (Carbondale) and Department of Mass Communications (Edwardsville) and endorsed by AEJMC's International Communication Division, the Intercultural/Development Division of ICA, and BEA's International Division, each of which presented a plenary at the conference. On Oct. 14, 2000, served as moderator for the session on "Successful Strategies for Grant Writing: Resources, Methods and Funding," which included Thomas Johnston, U.S. Department of State Programs; Washington, D.C., and for the session on "Journalism's Ethical and Political Dilemmas in the New Millennium."

A paper on “Mass Media Coverage of Global Warming: Covering the Environmental Risk Communication Conflict Between Government and Industry” was presented at the Annual Meeting of the Society for Risk Analysis, Arlington, VA, Dec. 6, 2000.

Chair of the research paper session on “Trust” at the Annual Meeting of the Society for Risk Analysis, Arlington, Virginia, Dec. 6, 2000.

Panelist for a Professional Freedom & Responsibility Panel Session on “Environmental Reporting Today: Researching a Baseline for the Next Thirty Years” (co-sponsored by the Science Communication Interest Group and the Newspaper Division) at the AEJMC Convention, Washington, D.C., Aug. 7, 2001.

A presentation on “The Environment Reporter in the 21<sup>st</sup> Century” was delivered as part of the research panel on “Where People and Science Meet: Communicating about Physical Hazards” (co-sponsored by the Science Communication Interest Group and the Public Relations Division) at the AEJMC Convention, Miami, Aug. 8, 2002.

A paper on “Risk Assessment and the Environment Reporter” was presented at the annual meeting of the Society for Risk Analysis, New Orleans, Dec. 9, 2002.

Delivered the Jan. 30, 2003 Medart Lecture at Maryville University. The presentation for this invited lecture was titled “Mass Media and War.”

Engaged in a research project on environmental reporters with Dr. JoAnn Valenti of Brigham Young University and Dr. James Simon of Fairfield University. Invited to make a presentation on the third phase of this research as part of a panel at the national meeting of the Association for Education in Journalism and Mass Communication in Kansas City, July 30–Aug. 2, 2003. The AEJMC Science Communication Interest Group and the Community College Journalism Association sponsored this panel session on “Covering Science and Technology in the 21<sup>st</sup> Century,” which was held on Aug. 1, 2003. Dr. Sachsman’s presentation, “The Environment Reporters of the South,” was delivered by coauthor Dr. James Simon.

The Society of Environmental Journalists devoted an entire session to this research at its annual conference in New Orleans, Sept. 10-14, 2003. The conference program read as follows:

#### The State of Environmental Reporting in the South

An effort to assess the state of environment reporting has been underway for the past three years by academic members David Sachsman, James Simon and JoAnn Valenti. Recently completed surveying in the South suggests regional differences in the beat. Data from New England, the Mountain West and the Northwest will be compared to findings in the South. A panel of journalists will respond to the report.

Delivered a 45-minute presentation on Sept. 13, 2003 titled “The State of Environmental Reporting in the South.”

The winter 2003 edition of SEJournal carried an article about this research called “Environment reporters of the South: Just one third of beat reporters are full time, study finds.”

The third phase of this research also resulted in a refereed risk communication paper proposal for the annual meeting of the Society for Risk Analysis in Baltimore, Dec. 7-10, 2003. Delivered a paper on “Risk and the Environment Reporters: A Three-Region Analysis” on Dec. 8, 2003.

The fourth phase of this long-term, national research project, a study of the environment reporters of the Pacific Northwest, has been completed. The fifth stage, a study of the environment reporters of California and Hawaii has been completed, and the sixth and seventh stages involving the Middle West have been completed. This research won a \$3,000 UTC Faculty Research Grant for the 2004 calendar year, a second \$3,000 Faculty Research Grant for the 2005 calendar year, a third \$3,000 grant for 2006, and a fourth \$3000 grant for 2007.

Delivered a presentation on the first four phases of this research as part of a special session at the 2004 national meeting of the Association for Education in Journalism

and Mass Communication in Toronto, Canada. The AEJMC Science Communication Interest Group sponsored this session on “Covering the Environment: The U.S. and Canadian Experiences,” August 3, 2004. The presentation was titled “Covering the Environment: The U.S. Experience, A Four-Region Analysis.”

The research on California and the Pacific Northwest was highlighted in a refereed risk communication paper proposal for the 2004 annual meeting of the Society of Risk Analysis in Palm Springs, California. This proposal was accepted as a poster titled “Risk Assessment and the Environment Reporters of California and the Pacific Northwest: A Comparative Study.” This poster was presented on December 7, 2004.

Invited by the UTC chapter of Sigma Xi to present an expanded version of the 2004 Society of Risk Analysis presentation. Presented the re-titled “Risk Assessment and Environment Reporters: A Comparative Study” at the Sigma Xi seminar on January 24, 2005.

Presented a refereed paper, “Regional Issues, National Norms: A Four-Region Analysis of U.S. Environment Reporters” as part of the Journalism Studies Interactive Paper Session at the International Communication Association Convention in New York, May 29, 2005.

Presented a refereed paper, “Wrestling with Objectivity and Fairness: U.S. Environment Reporters and the Business Community” at the 2005 national meeting of the Association for Education in Journalism and Mass Communication in San Antonio, Texas on August 10, 2005 in the refereed research session on “Making Sense of Science and the Environment: Production and Reception.”

Presented a refereed paper titled "Environment Reporters and U.S. Journalists: A Comparative Analysis" at the 90th annual convention of the Association for Education in Journalism and Mass Communication, August 9, 2007 in Washington, D.C.

Presented "The Urban Environment: The Metro Story of the 21st Century" in the panel on "Community and Journalism – and the Stretching of Place" sponsored by the Urban Communication Foundation at the National Press Club, August 10, 2007, as part of the AEJMC annual convention.

Presented "Environment Reporters in the 21st Century: What Distinguishes This Beat from Others?" (the research of Sachsman, Simon, and Valenti) at the annual convention of the Society of Environmental Journalists, September 7, 2007, at Stanford University.

On October 17, 2008, the annual convention of the Society of Environmental Journalists (meeting in Roanoke, Virginia) featured a panel on the research of Sachsman, Simon, and Valenti. The conference program read:

**THE CRAFT** □  
**Environment Reporters of the 21st Century** □

Who are the environment reporters who provide the general public with most of its information about the environment? Where do they work? Do environmental journalists differ due to regional influences? From what sources do environment reporters get their information? Do environmental journalists in different regions rely on similar news sources? These are just a few of the questions answered by more than six hundred environment reporters in a nationwide series of telephone interviews. Two of the researchers, David Sachsman and James Simon, will present the results of the study and will be joined by SEJ members Bud Ward and Mike Mansur, who will comment on the findings. □ *Moderator:* **David Sachsman**, West Chair of Excellence, Department of Communication, University of Tennessee □ *Panelists:* □ **Mike Mansur**, *SEJournal* Editor, and Reporter, *The Kansas City Star*, □ **James Simon**, Professor and Chair, Department of English, Fairfield University, □ **Bud Ward**, President, Morris A. Ward, Inc., and Founding Member, SEJ. □ *Location:* Washington Lecture Hall.

Co-taught via distance learning the UT Knoxville graduate Seminar in Risk Communication in spring 1996 and guest lectured in the class in 2000.

Served on two Ph.D. committees in the UTK College of Communication and Information.

Dr. Sachsman was invited by the president and the chairman of the executive committee of the College of Judea and Samaria in Ariel, Israel to join the college's steering committee, in the capacity of an advisor, for the establishment and development of a new Department of Communication. "We look forward to a fruitful and long cooperation with you and with the Department of Communication at the University of Tennessee at Chattanooga," said the letter of invitation. Dr. Sachsman, in his capacity as the West Chair of Excellence, visited Israel June 5-30, 1999 to begin his service as a member of the College of Judea and Samaria's steering committee.

Evaluation of the USAID's GreenCOM Project: In September 2005 Dr. Sachsman was selected by Links Media of Gaithersburg, Maryland and the United States Agency for International Development to head the team asked to provide an independent evaluation of USAID's environmental education and communication efforts in more than thirty countries across twelve years. The USAID initiative that applied communication, education, and social management techniques to the environment sector in developing countries around the world was called GreenCOM. This evaluation effort was an intense learning and research experience that resulted in a 99-page report called An Evaluation of the USAID's GreenCOM Project, which was submitted to USAID under GHS-I-00-03-00037-00 in 2006.

A member of the Editorial Advisory Board of Blue Ridge Press. Service as a Girl Scout board member, council secretary, third vice chair, and second vice chair. Served on Public Linkage, Dialogue and Education Chattanooga Task Force, the city's preparation for the January 1995 visit of the President's Council on Sustainable Development. Presented with the President's Award of Girls Inc. of

Chattanooga, December 1993. Volunteered services to the Chattanooga-Hamilton County Department of Environmental Health and was involved in a number of health communication issues.

## **PERSONAL**

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