**RICHARD A. GERSHON**

1503 Academy Street Professor Emeritus, School of Communication

Kalamazoo, MI 49006 Western Michigan University,

1903 West Michigan Avenue, Kalamazoo, MI 49008



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Email: [Richard.Gershon@wmich.edu](mailto:Richard.Gershon@wmich.edu)

Website: <http://rgershon.com>

WebEx. Conferencing:

<https://wmich.webex.com/meet/richard.gershon>

**EDUCATION**

Ph.D. Mass Communication

* Telecommunications Management

Ohio University: Athens, Ohio 45701

June 1986.

M.Ed. Education

University of Vermont: Burlington, VT. 05405

June 1980.

B.A. English (Danforth Honors)

Goddard College: Plainfield, VT. 05667

June 1974.

**PROFESSIONAL**

**EMPLOYMENT**

**Professor, Co-Director**

**Telecommunications & Information Management Program**

WESTERN MICHIGAN UNIVERSITY: School of Communication

* Professor, 2001 – 2020.
* Associate Professor, 1994-2001.
* Assistant Professor, 1989-1994.

**Teaching Responsibilities:**

* Strategic Planning, Communication and Innovation (Com. 6430)
* Media Management and Telecommunications (Com. 4480)
* Communication Technology and Innovation (Com. 4490)
* Telecommunications Law and Policy (Com. 4460)
* Freedom of Expression (Com. 3070)
* Introduction to Media and Telecommunications (Com. 2400)

**RICHARD A. GERSHON**

**Assistant Professor, Telecommunications**

STATE UNIVERSITY OF NEW YORK, College at New Paltz

Department of Communication: New Paltz, NY. 12561

September 1986 – June 1989.

**Senior** **Business Editor**, ***Telecommunications Magazine***

**and Director of Telecommunications Research**,

Horizon-House Publications: Dedham, MA. 0202.

August 1984 – June 1986.

**H.S.** **Instructor, English and Mass Communication**

Rice Memorial High School, Burlington, VT. 05401

September 1976 – June 1981.

**HONORS, GRANTS & AWARDS**

**Teaching:**

State of Michigan, Governor Gretchen Whitmer: Recognition of Teaching   
and Educational Service to Western Michigan University, August, 2021.

Carnegie Foundation for the Advancement of Teaching: U.S. Professor   
of the Year, 2008. Honorable Mention, Washington, DC: November, 2008.

Western Michigan University: Distinguished Teaching Award, 2007.

Presented by the President and Board of Trustees, Western Michigan University

Kalamazoo, MI: October 25, 2007.

Western Michigan University: College of Arts & Sciences: Faculty Achievement

Award in Teaching, 2005. Presented by the College of Arts & Sciences,

Kalamazoo, MI: December 7, 2005.

Western Michigan University: School of Communication Undergraduate

Teaching Award, 2002. Presented by the Eta Rho Chapter of Lambda Pi Eta,   
(National Communication Honor Society), Kalamazoo, MI: April 3, 2002.

The Association for Education in Journalism & Mass Communication (AEJMC):

The Barry Sherman Award for Teaching Excellence, 2001. Presented by  
the Media Management & Economics Division, Washington DC: August 5, 2001.

The International Radio & Television Society (IRTS): Stephen H. Coltrin

Professor of the Year, 2000 – For Excellence in the Field of Communication

and Education. Presented by the IRTS, New York, NY: March 5, 2000.

**RICHARD A. GERSHON**

**Professional Research:**

Western Michigan University: College of Arts & Sciences: Faculty Achievement

Award in Research and Creative Activity, 2015. Presented by the College of Arts

& Sciences, Kalamazoo, MI: April 8, 2015.

Fetzer Institute: $75,000 Project Grant in support of the Innocence Project and

a specialized program involving forgiveness training at the 2013 Innocence Network Conference, Charlotte, NC: April 18-20, 2013.

International Telecommunications Education and Research Association

(ITERA): 2012 Katherine B. Snow Research Paper Award, “Digital Media Innovation

and the Apple iPad: Reinventing the 21st Century Newspaper.” First Place,

Indianapolis, IN: March 31, 2012.

Fulbright Visiting Scholar, University of Navarra, Facultad de Comunicación

Pamplona, Spain: October – December 2011.

WMU Haenicke Institute Visiting Scholar Award, Nihon University, College of Engineering & Technology. Tokyo, Japan: March - May, 2000.

The National Cable Center and the University of Denver. The Cable Center’s

1998 National Book of the Year Award. Presented at the Cable Academic Seminar

Dinner and Awards Reception Atlanta, GA: May 2, 1998.

Phi Kappa Phi - National Honor Society (1997). Selected for induction, Western

Michigan University Chapter, Kalamazoo, MI: April 14, 1997.

**Professional Service:** Western Michigan University Faculty Senate, President's Gavel Award in   
 Recognition of Service to the University, 2018-2020.

Information, Telecommunications Education and Research Association (ITERA):

Founders Leadership Award, ITERA 15th Anniversary: April 2020.

Western Michigan University: College of Arts & Sciences: Faculty Achievement

Award in Professional and Community Service, 2017. Presented by the College   
 of Arts & Sciences, Kalamazoo, MI: April 18, 2017.

International Telecommunications Education and Research Association (ITERA):

The 2011 Academic Program Excellence Award given to Western Michigan University’s

Telecommunications & Information Management (TIM) program. Presented in

Indianapolis, IN: April 9, 2011.

**RICHARD A. GERSHON**

International Telecommunications Education and Research Association (ITERA):

The 2010 Distinguished Service Award. Presented in Nashville, TN: April 11, 2010.

**PUBLICATIONS**

**Books and Monographs:**

Gershon R.A. (2020). *Media*, *Telecommunications and Business Strategy*. (3rd ed.)

New York: Routledge.

Gershon R.A. (2017). *Digital Media and Innovation: Management and Design Strategies*

*in Communication*. Thousand Oaks, CA: Sage.

Gershon R.A. (2013). *Media*, *Telecommunications and Business Strategy*. (2nd ed.)

New York: Routledge.

Gershon, R.A. (2011). Intelligent Networks and International Business Communication:

A Systems Theory Interpretation. *Media Markets Monographs*. No. 12. Universidad de Navarra Press, Pamplona, Spain.

Gershon R.A. (2009). *Telecommunications and Business Strategy*. New York: Routledge.

Gershon R.A. (2001). *Telecommunications Management: Industry Structures*

*and Planning Strategies*. Mahwah, NJ: Lawrence Erlbaum & Associates.

Gershon R.A. (1997). *The Transnational Media Corporation: Global Messages*

*and Free Market Competition*. Mahwah, NJ: Lawrence Erlbaum & Associates.

Gershon, R.A. (1986). *Pay Cable Television: A Regulatory History* – Dissertation.

Athens, Ohio: Ohio University.

**Book Chapters:**

Gershon, R.A. (2020). Transnational media and business strategy: Global messages

in the digital age. In M. Mahoney and T. Tang (Eds.) *The Handbook of Media*

*Management and Business.* (175-190). New York: Rowman and Littlefield.

Gershon, R.A. (2019). The transnational media corporation and the economics of global

competition. In Y. Kamalipour (Ed.), *Global Communication.* 3rd ed. (pp. 37-54).

New York: Rowman and Littlefield.

Gershon, R.A. (2018). Media innovation: Three key strategies to business transformation.  
 In A. Albarran, B. Mierzejewska & J. Jung (Eds.), *Handbook of Media Management*

*and Economics*. 2nd ed. (pp. 241-258). New York: Routledge.

**RICHARD A. GERSHON**

Gershon, R.A. & Alhassan, A. (2017). The diffusion of authority: A case study analysis of

News Corporation’s *News of the World* newspaper. In K. Altmappen, A. Hollifield,

& J. van Loon (Eds.), *Values Oriented Media Management*: *Decision-making   
Between Profit and Responsibility*. (pp. 189-210). Heidelberg, Germany: Springer.

Gershon, R.A. (2016). Intelligent networking and the transnational corporation:

Redefining business work space. In A. Lugmayer & C. Dal Zotto (Eds.),

*Media Convergence Handbook, II.* (pp. 17-31). Heidelberg, Germany: Springer.

Gershon, R. A. (2014). Digital media, electronic commerce and business model

innovation. In Yu-li Liu & R. Picard (Eds.), *Policy and Marketing Strategies for  
 Digital and New Media*. (pp. 202-217). London, UK: Routledge.

Gershon, R.A. **(**2014). The Sony corporation: Market leadership, innovation failure  
 and the challenges of business reinvention. In Fu Lai Yu & Ho-Don Yan (Eds.),

*Handbook in East Asia entrepreneurship*. (pp. 225-239). London, UK: Routledge.

Gershon, R.A. (2013). Innovation failure: A case study analysis of Eastman Kodak

and Blockbuster Video. In A. Albarran (Ed.), *Media Management and Economics*

*Research in a Transmedia Environment*. (pp. 46-68). New York: Routledge.

Gershon, R.A. (2013). Facebook: A business perspective on the power of intelligent  
 networking and social media. In M. Friedrichsen & W. Mühl-Benninghaus (Eds.), *Handbook of Social Media.* (pp. 375-389). Berlin, Germany: Springer.

Gershon, R.A. (2011). Business process innovation and the intelligent network.

In Z. Vukanovic & P. Faustino (Eds.), *Managing Media Economy, Media Content   
and Technology in the Age of Digital Convergence*. (pp. 59-85). Lisbon, Portugal:   
Media XXI/Formal Press.

Gershon, R.A. (2010). Digital media & innovation: Reinventing the American newspaper.

In A. Targowski & T. Rienzo (Eds.), *Newspapers in crisis: Can an Educated Society*

*be Sustained by Digitalization*? (pp. 3-17). Kalamazoo, MI: Civilization Press.

Gershon, R.A. (2009). Media management & innovation: Disruptive technology and the challenges of business reinvention. In A. Albarran, P. Faustino & R. Santos (Eds.),

The Media as a Driver of the Information Society. (pp. 299-319). Lisbon, Portugal:

Media XXI/Formal Press.

Gershon, R.A. (2009). Intelligent networking and business process innovation.

In I. Lee (Ed.), Handbook of Research on Telecommunications Planning and Management. (pp. 459-471).Hershey, PA: IGI Global.

**RICHARD A. GERSHON**

Gershon, R.A. (2007). The transnational media corporation and the economics

of global competition. In Y. Kamalipour (Ed.), *Global Communication.* 2nd ed.

(pp. 55-78). Belmont CA: Wadsworth.

Gershon, R.A. (2006). Issues in transnational media management. In A. Albarran,

M. Wirth & S. Chan-Olmsted (Eds.), *Handbook of Media Management*

*and Economics*. (pp. 203-228). Mahwah, NJ: Lawrence Erlbaum & Associates.

Gershon, R.A. (2006). Deregulation, privatization and the changing global media

environment. In O.B. Barrett (Ed.), *Communications Media, Globalization and*

*Empire*. (pp. 185-205). London, UK: John Libbey.

Gershon, R.A. (2005). The transnationals: Media corporations, international trade   
 and entertainment flows. In A. Cooper-Chen (Ed.), *Global Entertainment Media*.

(pp. 17-35). Mahwah, NJ: Lawrence Erlbaum & Associates.

Gershon, R.A. (2004). Intelligent networking and the information economy.

In K. Lewandowski (Ed.), *Annual Review of Communications*. Vol. 57. (pp. 611-622). Chicago, IL.: International Engineering Consortium.

Gershon, R.A. (2003). Cellular telephony. In D.H. Johnston, (Ed.), *Encyclopedia*

*of International Media & Communications*. Vol. 1. (pp. 175-188). San Diego, CA:

Academic Press.

Gershon, R.A. (2002). The transnational media corporation and the economics of

global competition. In Y. Kamalipour (Ed.), *Global Communication*. (pp. 51-72).

Belmont CA: Wadsworth.

Lievrouw, L., Gershon, R.A. et. al. (2000). Building the subdisciplines: An overview   
 of communication and technology research. In B. Gudykunst, (Ed.),

*Communication Yearbook 24*. (pp. 271-195). Thousand Oaks, CA: Sage.

Holwerda, H. & Gershon, R.A (1997). The transnational advertising agency.

In R. Gershon, *The Transnational Media Corporation: Global Messages and Free*

*Market Competition*. (pp. 60-76). Mahwah, NJ: Lawrence Erlbaum & Associates.

Gershon, R.A. (1997). The transnational media corporation: Cultural trespass and

challenges to national sovereignty. In J. Jaksa & M. Pritchard (Eds.), *Ethical*

*Communication in Risk Technologies*. (pp. 285-303). Cresskill, NJ: Hampton Press.

Gershon, R.A. & Wirth, M. (1993). Home Box Office: The Emergence of pay cable television.

In R. Picard (Ed.), *The Cable Networks Handbook*.(pp. 114-122). Riverside, CA:

Carpelan Press.

**RICHARD A. GERSHON**

**Journal and Business Articles:**

Gershon, R.A. (2013). Digital media innovation and the Apple iPad: Three perspectives

on the future of computer tablets and news delivery. *Journal of Media Business*

*Studies*, 10(1), 41-61.

Gershon, R.A. (2011). Editor’s Note: Intelligent networking and global media

communication. Special Issue. *The Global Media Journal*, 11(19), Available at: <http://lass.calumet.purdue.edu/cca/gmj/>

Gershon, R.A. (2006). Telecommunications education: The challenges and opportunities   
 of a changing discipline. *The International Journal on Media Management*,

8(1), 29-38.

Gershon, R.A. & Suri, V.R. (2004). Viacom Inc.: A case study in transnational media management. *Journal of Media Business Studies*, 1(1), 47-70.

Gershon, R.A. & Kanayama, T. (2002). The SONY corporation: A case study

in transnational media management. *The International Journal on Media Management*, 4(2), 44-56.

Gershon, R.A. (2000). The transnational media corporation: Environmental

scanning and strategy formulation. *Journal of Media Economics*, 13(2), 81-101.

Gershon R.A. & Egan, B. (1999). Retransmission consent, cable franchising and market

failure: A Case study analysis of WOOD-TV 8 vs. Cablevision of Michigan.

*Journal of Media Economics*, 12(3), 201-224

Gershon, R.A. & Kanayama, T. (1995). Direct broadcast satellites in Japan: A case study

in government/business partnerships. *Telecommunications Policy*, 19(3), 217-231.

Gershon, R.A. (1993). International deregulation and the rise of transnational media

corporations. *Journal of Media Economics*, 6(2), 3-22.

Gershon, R.A. (1992). The First earth run: A case study in special events planning

and media use. *The Michigan Association of Speech communication (MASC)*

*Annual Journal*, 27(1), 70-103.

Gershon, R.A. (1992). Telephone/cable cross-ownership: A study in policy alternatives.

*Telecommunications Policy*, 16(2), 110-121.

Gershon, R.A. (1990). Pay cable television: A regulatory history. *Communication and*

*the Law*, 12(2), 3-26.

**RICHARD A. GERSHON**

Gershon, R.A. (1990). Intelsat: Global cooperation in an era of deregulation.

*Telecommunications Policy*, 14(3), 249-259.

Gershon, R.A. (1987). Satellite communication and fiber optics: Redefining the business

of long-haul transmission. *Business Communication Review*, 87(2), 22-25.

Gershon, R.A. (1992). Video dialtone: The future of telephone programming.

*Telephony Magazine*, 223(19), 20-26.

Gershon, R.A. & Bazzy, W. (1986). Regional cooperation in the Caribbean.

*Telecommunications Magazine*, 20(5), 142-143.

Gershon, R.A. (1985). New directions for electronic mail. *Telecommunications Magazine*,

19(8), 36-53.

Gershon, R.A. (1985). The Maitland Commission report: A policy review.

*Telecommunications Magazine*, 19(3), 88-97.

Gershon, R.A. & Gawdun, M. (1984). Reform of Japan's telecommunications operations.

*Telecommunications Magazine*, 18(12), 82-86.

**Book Reviews, Commentaries and Bibliography Entries**

Gershon, R.A. (2013). Media Convergence. *Oxford Bibliography Series*  on *Communication – Online:* Available at:

<http://www.oxfordbibliographies.com/obo/page/communication> and

<http://www.oxfordbibliographies.com/view/document/obo-9780199756841/obo-9780199756841-0026.xml>

Gershon, R.A. (2007). Inventing the Future: Preparing Tomorrow’s

Media and Telecommunications Professionals. Michigan Association

of Broadcasters Newsletter, *The Michigan Broadcaster*, 22(2).

Available at: <http://www.michmab.com/pdf/Newsletter/nlMarApr07.pdf>

Gershon, R.A. (2005). Towards a Unified Approach to Media and

Telecommunications Management Curriculum, AEJMC Media

Management & Economics Division Website.

Available at: <http://www.miami.edu/mme/teachingtips.htm>

Gershon, R.A. (2001). Review of Compaine, B. & Gomery D. Who Owns the Media?

*Journal of Media Economics*, 14(2), 121-124.

**RICHARD A. GERSHON**

**CONFERENCE PAPERS and PRESENTATIONS**

Gershon, R.A. (April 2019). “Product Design and Business Model Innovation:  
 Unleashing the Power of a Good Idea,” Paper presented at the 2019 ITERA Conference, Indianapolis, IN.

Gershon, R.A. (May 2018). “Transnational Media: Global Messages in a Digital World,”

13th World Media Economics and Management Conference, Cape Town, South Africa.

Gershon, R.A. (May 2018). “Video Streaming and Business Model Innovation:

The Future of Over-the-Top Television Services,” 13th World Media Economics and

Management Conference, Cape Town, South Africa.

Gershon, R.A. (September 2017). Invited Presentation. “Digital Media and Innovation: Leadership Approaches to Business Transformation,” Universidad de los Andes,

Santiago, Chile.

Gershon, R.A. (May 2017). “Media Innovation: Three Strategic Approaches to Business Transformation,” Paper presented at the European Media Management Association

Conference, Ghent, Belgium.

Gershon, R.A. (May 2016). “Diffusion of Innovation and Social Media: Opinion

Leadership in the Digital Age,” Paper presented at the 12th World Media Economics

and Management Conference, New York City, NY.

Gershon, R.A. (April 2016). “Digital Lifestyle and Electronic Commerce: A Case Study

Analysis of Amazon.Com and TripAdvisor,” Paper presented at the 2016 Broadcast

Education Association (BEA) Conference, Las Vegas, NV.

Gershon, R.A. (March 2015). Invited Presentation. “The Diffusion of Innovation

Revisited: Opinion Leadership in the Digital Age,” The 2015 ITERA Conference, Washington DC.

Gershon, R.A. (May 2014). “Product Innovation and Design: Game Changing

Strategies that have Transformed the Communication Industry,” Paper presented

at the 11th World Media Economics and Mgt. Conference, Rio de Janeiro, Brazil.

Gershon, R.A. (April 2014). Invited Presentation. “Product Innovation and Design Where Good Ideas Come From,” Invited Presentation. The 2014 ITERA Conference, Louisville, KY.

Gershon, R. A. (February 2014). Invited Presentation. “Product Innovation and

Design: Where Good Ideas Come From,” Ohio University, School of Media Arts and Studies, Athens, OH.

**RICHARD A. GERSHON**

Gershon, R.A. (June 2013). “Eastman Kodak, Blockbuster Video and Creative

Destruction: The Rise and Fall of Two Great Iconic Companies,” Paper presented

at the International Association for Media and Communication Research (IAMCR)

Conference, Dublin, Ireland.

Gershon, R.A. (April 2013). “Facebook: A Business Perspective on the Power   
of Intelligent Networking and Social Media,” Paper presented at the 2013 ITERA

Conference, Cincinnati, OH.

Gershon, R.A. (November 2012). Invited Presentation. “The Deregulation Paradox:

Whatever Happened to Media Business Accountability?” Special Conference on Value Oriented Media Management. Decision-making Between Profit and

Responsibility. Catholic University, Eichstätt, Germany.

Gershon, R.A. (May 2012). “Digital Media Innovation and the Apple iPad:

Reinventing the 21st Century Newspaper.” Paper presented at the 10th World

Media Economics and Management Conference, Thessaloniki, Greece.

Gershon, R.A. (May 2012). “Media Innovation: Three Strategic Approaches to

Business Transformation.” Paper presented at the 10th World Media Economics

and Management Conference, Thessaloniki, Greece.

Gershon, R.A. (April 2012). “Innovation Failure: A Case Study Analysis of Eastman

Kodak and Blockbuster Video,” *Research Symposium: Media Management*

*and Economics Research in a Transmedia Environment*, Paper presented at the

57th Broadcast Education Association Conference (BEA), Las Vegas, NV.

Gershon, R.A. (March 2012). “Digital Media: Changes and Transformations in the

Business of Video Distribution.” Paper presented at the 2012 ITERA Conference, Indianapolis, IN.

Gershon, R.A. (March 2012). “Digital Media Innovation and the Apple iPad:   
Reinventing the 21st Century Newspaper.” Paper presented at the 2012 ITERA

Conference, Indianapolis, IN.

Gershon, R.A. (October – December 2011). Fulbright Visiting Scholar, University   
of Navarra, Facultad de Comunicación, Pamplona, Spain.

Two Accelerated Courses:

* Strategic Planning and Media Innovation (Graduate)
* Media Management and Telecommunications (Undergraduate)

Two Invited Public Presentations:

* Digital Media and Innovation: Three Strategic Approaches   
  to Business Transformation, November 11, 2011.
* Digital Media and the Power of Intelligent Networking:

Redefining Work Space, November 9, 2011

**RICHARD A. GERSHON**

Gershon, R.A. (July 2011). “Redefining Business Space: Intelligent Networking

and the Transnational Corporation.” Paper presented at the 2011 International

Association for Media & Communication Research (IAMCR) Conference,

Istanbul, Turkey.

Gershon, R.A. (May 2011). “Intelligent Networking: The ITS Model and Network

Evolution: A Systems Theory Interpretation.” Paper presented at the 61st AnnualInternational Communication Association (ICA) Conference, Boston, MA.

Gershon, R.A. (May 2011). “Media and Innovation: Three Strategic Approaches

to Business Transformation.” Paper presented at the 61st Annual International Communication Association (ICA) Conference, Boston, MA.

Gershon, R.A. (April 2011). “Intelligent Networking: The ITS Model and Network   
Evolution: A Systems Theory Interpretation.” Paper presented at the 2011 ITERA

Conference, Indianapolis, IN.

Gershon, R.A. (June 2010). Invited Presentation. “Digital Media and Innovation:

Three Strategic Approaches to Business Transformation,” Columbia Institute for

Tele-Information, Columbia University, New York, NY.

Gershon, R. A. (March 2010). Keynote Address. “Digital Media Innovation: Reinventing

the Newspaper Future*,”* Conference on the Future of Michigan Newspapers and

Society, Western Michigan University, Kalamazoo MI.

Gershon, R. A. (November 2009). Invited Presentation. “Digital Media & Innovation: Disruptive Technology and the Challenges of Business Reinvention,” Michigan State University, Department of Telecommunication, Information Studies and Media,

East Lansing, MI.

Gershon, R. A. (November 2009). Invited Presentation. “Digital Media & Innovation: Disruptive Technology and the Challenges of Business Reinvention,” Ohio University, School of Media Arts and Studies, Athens, OH.

Gershon, R. A. (June 2009). Invited Presentation. “Globalization and the Media:

In Search of Balanced Representation and Promotion of the Common Good,” Globalization: the Challenge to America Conference, Chicago, IL.

Gershon, R.A. (April 2009). “Value Innovation: A Case Study Analysis of Apple, iTunes

and Netflix,” Presentation given at the 2009 Broadcast Education Association (BEA)

Conference, Las Vegas, NV.

**RICHARD A. GERSHON**

Qing, Q. & Gershon, R.A. (April 2009). “E-Commerce Development in China:   
When Culture and Economics Collide," Paper presented at the 2009 International Telecommunications Education & Research Association Conference, Atlanta, GA.

Gershon, R.A. (May 2008). “Media Management and Innovation: Disruptive   
Technology and the Challenges of Business Reinvention,” Paper presented at the

8th World Media Economics and Management Conference, Lisbon, Portugal.

Gershon, R.A. (March 2008). “Intelligent Networking and Business Process Innovation:

A Case Study Analysis of Dell Computer and Home Box Office, Inc.” Paper presented

at the 2008 International Telecommunications Education & Research Association

(ITERA) Conference, Louisville, KY.

Gershon, R.A. (March 2007). “Electronic Commerce: Lessons Learned – Strategies

for the Future,” Paper presented at the 2007 International Telecommunications

Education & Research Association (ITERA) Conference, Louisville, KY.

Gershon, R.A. (October 2005). Invited Presentation. “Telecommunications Education:

The Challenges and Opportunities of a Changing Discipline,” International

Telecommunications Education and Research Association (ITERA) Industry/Education

Mini Summit. Las Vegas, NV.

Gershon, R.A. (September 2005). Invited Presentation. “AT&T: The Rise and Fall of

a Great American Company,” Murray State University, Murray, KY.

Gershon, R.A. (September 2005). Invited Presentation. “From Marconi to Satellite

Radio: A Brief History of Technology Invention and Innovation,” Murray State

University, Murray, KY.

Gershon, R.A. (May 2005). “Media & Telecommunications Management: Finding Common Ground Between Curricular Approaches,” Presentation given at the National

Cable & Telecommunications Association Academic Seminar, New Orleans, LA.

Gershon, R.A. (April 2005). “Media and Telecommunications Management:

Defining the Core Curriculum,” (Part II.) Media and Telecommunications Management: Scholar Task Force Workshop, Program Coordinator, the 50th Broadcast Education Association (BEA) Conference, Las Vegas, NV.

Gershon, R.A. (April 2005). “Media and Telecommunications Management: Defining

the Core Curriculum,” (Part I.) Presentation given at the 50th Broadcast Education

Association (BEA) Conference, Las Vegas, NV.

Gershon, R.A. & Alhassan, A. (May 2004). “AOL Time Warner & WorldCom: Corporate Governance and the Diffusion of Authority,” Paper presented at the 6th World Media Economics Conference, Montreal, Canada.

**RICHARD A. GERSHON**

Gershon, R.A. (April 2004). “For Whom the Bell Tolls: AT&T 20 Years After Divestiture,”

Paper presented at the 3rd Telecommunications & Information Technology Conference, Louisville, KY.

Gershon, R.A. (April 2004). “Media and Telecommunications Management: Finding

Common Ground Between Curricular Approaches,” Invited Presentation. The 2004

Broadcast Education Association (BEA) Conference, Las Vegas, NV.

Gershon, R.A. & Suri, V.R. (October 2003). “Viacom: A Case Study in Transnational

Media Management,” Paper presented at the 2003 Global Fusion Communication and

Culture Conference, Austin, TX.

Gershon, R.A. & Alhassan, A. (May 2003). “AOL/Time Warner and WorldCom:

Corporate Governance and the Effects of the Deregulation Paradox,” Paper presented

at the 53rd Annual International Communication Association (ICA) Conference,

Law & Policy Division, San Diego, CA.

Gershon, R.A. (April 2003). “Corporate Governance: The Telecommunications Industry

in Crisis,” Paper presented at the 2nd Telecommunications and Information Technology

Conference, Louisville, KY.

Gershon, R.A. (September 2002). “The Deregulation Paradox: The Telecommunications

Industry in Crisis,” Paper presented at the 30th Telecommunications Policy Research

(TPRC) Conference, Alexandria VA.

Gershon, R.A. (July 2002). Invited Presentation. “The SONY Corporation: Japanese Values

and a Changing Corporate Culture,” Global Media Studies Conference, Washington State University, Spokane, WA.

Gershon, R.A. & Kanayama, T. (August 2001). “The SONY Corporation: A Case Study

Analysis in Transnational Media Management,” Paper presented at the 2001 Association

for Education in Journalism & Mass Communication (AEJMC) Conference, Washington, DC.

Gershon, R.A. (June 2001). “Telecommunications Management: Using the Case Study

Approach," Cable/Telecommunications Curriculum Roundtable, Invited Presentation.

The National Cable Television Association (NCTA) Academic Seminar, Chicago, IL.

Gershon, R.A. (October 2000). “Telecommunications and Intelligent Networking,”

Paper presented at the Global Fusion 2000 Conference, Communication & Culture –

Bridging Borders, St. Louis MO.

Gershon, R.A. (March - May 2000). College of Engineering and Technology:

A series of four guest lecture presentations given at Nihon University: Tokyo, Japan.

* Satellite and Wireless Communications I. & II.
* Cable Television and Business Strategy

**RICHARD A. GERSHON**

* Transnational Media and the Economics of Global Competition
* Telecommunications Management and Business Strategy

Gershon, R.A. (April 2000). Invited Presentation. “The SONY Corporation: Business

Strategy and the Economics of Global Competition,” Sophia University, Tokyo, Japan.

Gershon, R.A. (June 1999). “Telephone-Cable Cross-ownership: Strategic Planning

Issues,” Paper presented at the 1999 National Cable & Telecommunications Association

(NCTA) Academic Seminar, Chicago, IL.

Gershon, R.A. (April 1999). “Transnational Media Ownership: Software and Technology

Partnerships," Paper presented at the 1999 Broadcast Education Association (BEA)

conference, Las Vegas, NV.

Gershon, R.A. (August 1998). “Satellite and Wireless Telecommunications: Strategic

Planning Issues," Invited Presentation. George Washington University, Washington, DC.

Gershon, R.A. & Egan, B. (May 1998). “Retransmission Consent, Cable Franchising

and Market Failure: A Case Study Analysis of WOOD-TV 8 vs. Cablevision of Michigan,"

Paper presented at the 1998 National Cable Telecommunications Association (NCTA)

Academic Seminar, Atlanta, GA.

Gershon, R.A. (April 1998). “The Globalization of News Media Markets: How Competitive

Forces Shape Information Flow," Paper presented at the 43rd Broadcast Education

Association (BEA) conference, Las Vegas, NV

Gershon, R.A. & Egen, B. (April 1998). “WOOD TV 8: Cable Franchising and the Challenges

of Retransmission Consent,” Paper presented at the 43rd Broadcast Education Association

(BEA) conference, Las Vegas, NV.

Gershon, R.A. (March 1997). “NCTA Educator's Forum: Cable Curriculum and Planning

Strategies," Invited Presentation. The National Cable Television Association (NCTA)

Academic Seminar, New Orleans, LA.

Gershon, R.A. (June 1996). Invited Presentation. “Pay Cable & Interactive Television:

Lessons from the Past - Strategies for the Future," The 1996 Satellite & Cable Television

Latin America industry conference, Santiago, Chile.

Gershon, R.A. (May 1996). “News Corporation Ltd. A Case Study in Transnational

Media Ownership,” Paper presented at the 46th Annual International Communication

Association (ICA) Conference," Mass Communication Division, Chicago, IL.

Gershon, R.A. (April 1996). “Smart Cities and Broadband Residential Services:

A City Planner's Perspective,” Paper presented at the 1996 Broadcast Education

Association (BEA) Conference, " Las Vegas, NV.

**RICHARD A. GERSHON**

Gershon, R.A. (September 1995). Invited Presentation. “Video Dialtone and Expanded

Cable: Planning Considerations in Designing a Multichannel Television Service,"

The SMART ‘95 – World Teleport Association Conference, Toronto, Canada.

Gershon, R.A. (April 27-28, 1995). “Cable Television Management & City Planning:

A New Model for Design in Community/Business Partnerships,” A set of presentations

given in cooperation with Logtel Communication and George Washington University

Engineering Education, Santiago, Chile.

Gershon, R.A. (April 1995). “Direct Broadcast Satellites: Measuring the Cultural/Social

Dimension," Paper presented at the 40th Broadcast Education Association (BEA)

Conference, Las Vegas, NV.

Gershon, R.A. & Kanayama, T. (July 1994). “Direct Broadcast Satellites in Japan:

A Case Study in Government/Business Partnerships," Paper presented at the   
44th International Communication Association (ICA) Conference, Communication   
Technology Division, Sydney, Australia.

Gershon, R.A. (July 1994). “Video Dialtone and Broadband Residential Planning,"

Paper presented at the 44th Annual International Communication Association (ICA)

Conference, Mass Communication Division, Sydney, Australia.

Gershon, R.A. (March 1994). “International Media Trade and Distribution: Emerging

Trends and Patterns,” Paper presented at the 39th Broadcast Education Association

(BEA) Conference, Las Vegas, NV.

Gershon, R.A. (October 1993). “Video Dialtone: Planning for America's Future Cities,"

Paper presented at the 21st Telecommunications Policy Research Conference (TPRC),

Solomons, MD.

Gershon, R.A. (May 1993). “Transnational Media Corporations and Foreign Direct

Investment,” Paper presented at the 43rd Annual International Communication

Association (ICA) Conference, Mass Communication Division, Washington, DC.

Gershon, R.A. (May 1993). “The First Earth Run: A Case Study in Special Events Planning

and Media Use,” Paper presented at the 43rd Annual International Communication

Association (ICA) Conference, Public Relations Division, Washington, DC.

Gershon, R.A. (April 1993). “The Transnational Media Corporation: Emerging Business

and Policy Considerations,” Paper presented at the 1993 Broadcast Education Association

(BEA) Conference, Las Vegas, NV.

Gershon, R.A. (June 1992). “The Transnational Media Corporation: Global and Ethical

Considerations,” Paper presented at the National Communication Ethics Conference,

Gull Lake, MI.

**RICHARD A. GERSHON**

Gershon, R.A. (May 1992). “Home Box Office, A Twenty Year Retrospective,”

Paper presented at the 42nd Annual International Communication Association (ICA)

Conference, Mass Communication Division, Miami, FL.

Gershon, R.A. (April 1992). “International Deregulation and the Rise of the

Transnational Media Corporation,” Paper presented at the 1992Broadcast Education

Association (BEA) Conference, Las Vegas, NV.

Gershon, R.A. (February 1992). “The Transnational Media Corporation and Direct

Foreign Investment,” Paper presented at the 9th AnnualIntercultural & International

Communication Conference, University of Miami, Coral Gables, FL.

Gershon, R.A. (November 1991). Invited Presentation. “Privacy, the Press and the

First Amendment," Lake Michigan College, St. Joseph, MI.

Gershon, R.A. (October 1991). “The Transnational Media Corporation: Communicating

Beyond Borders," Paper presented at the Speech Communication Association (SCA)

Conference, Global and Ethical Concerns Seminar, Atlanta, GA.

Gershon, R.A. (May 1991). “Telephone/Cable Cross-ownership: A Study in Policy

Alternatives," Paper presented at the 41st Annual International Communication

Association (ICA) Conference, Communication Technology Division, Chicago, IL.

Gershon, R.A. (April 1991). “U.S. Television Exports: Preparing for Europe 1992,”

Paper presented at the 1991 Broadcast Education Association (BEA) Conference,

Las Vegas, NV.

Gershon, R.A. (January 1991). Invited Presentation. "The Persian Gulf War: News

Media Perspectives," Open Forum on the Gulf War, Albion College, Albion, MI.

Gershon, R.A. (June 1990). “Intelsat: Global Cooperation in an Era of Deregulation,"

Paper presented at the 40th Annual International Communication Association (ICA)

Conference, Communication Technology Division, Dublin, Ireland.

Gershon, R.A. (February 1990). “Intelsat: Strategic Planning for the 1990's,"

Paper presented at the 7th Intercultural & International Communication Conference,

University of Miami, Coral Gables, FL.

Gershon, R.A. (October 1988). Invited Presentation. “Technology and Policy

Forecast: 5 Trends in International Telecommunications,” The 18th Communications

Conference, Howard University, Washington DC.

Gershon, R.A. (August 1988). “The First Earth Run: Status Conferral and the Public

Relations Factor," Paper presented at the IPRA XII General Conference: Peace,

Culture and Communication: A Transnational Dialogue, Rio de Janeiro, Brazil.

**RICHARD A. GERSHON**

Gershon, R.A. (March 1987). “Pay Cable Television: A Regulatory History,”

Paper presented at the 32nd Broadcast Education Association (BEA) Conference,

Law and Policy Division, Dallas, TX. First Place Competitive Paper.

Gershon, R.A. (March 1987). “Home Box Office: Television's Fourth Network,”

Paper presented at the 32nd Broadcast Education Association (BEA) Conference,

History Division, Dallas, TX.

**Consulting Presentations:**

|  |  |
| --- | --- |
| * AT&T * Charter Communication * Emerson College * Federal Aviation Administration * Fetzer Institute * George Washington University * Home Box Office (HBO) * Intelsat * Johns Hopkins University * Logtel Comm., Santiago Chile * Loral Space & Communication | * Michigan Electronic Court Reporters Association * Northeastern University * NYNEX * Pfizer (formerly Pharmacia & Upjohn) * Polytechnic University * Travel Consultants, Inc. * U.S. Army * U.S. Postal Service * Verizon (Verizon Wireless) * Western Michigan University |

**PROFESSIONAL SERVICE**

**International and National Academic Service:**

**Chairman, Board of Directors,** Information and Telecommunications Education and

Research Association (ITERA), April 2011 – April 2014. ITERA is a consortium of 22 Universities committed to the advancement of media business and telecommunications education.

See <http://www.itera.org/> (formerly called the International Telecommunications Education

and Research Association)

Responsibilities:

* Responsible for long range strategic planning
* Oversee ITERA conference planning
* Responsible for conducting quarterly Board of Directors meetings
* Responsible for marketing and recruitment

**RICHARD A. GERSHON**

**Founding President,** International Telecommunications Education and Research Association

(ITERA), April 2004 – March 2006.

Responsibilities:

* Helped co-found and create ITERA and its academic mission
* Helped draft ITERA bylaws and governance document
* Responsible for conference planning oversight
* Responsible for marketing and recruitment, including ITERA website

**Conference Program Co-Chair, 2009.** International Telecommunications Education and

Research Association (ITERA) Conference, Atlanta, GA: April 18-20, 2009.

Responsibilities:

* Responsible for organizing conference program and schedule
* Responsible for marketing and promotion of event
* Responsible for coordinating paper submissions and review process

**Board Member,** Information and Telecommunications Education and Research Association (ITERA), April 2004 – April 2020.

Responsibilities:

* Attend annual board meeting and participate in scheduled conference calls
* Review ITERA finances and approve proposed plans for future conferences
* Approve changes to the ITERA bylaws and governance document
* Review policies and procedures affecting ITERA’s ongoing operations
* Help coordinate the selection of ITERA achievement awards

**Project Team Member,** Advisory Council on the Information and Communication   
Professions, “Love and Forgiveness Project,” Fetzer Institute. April 2011 – November 2013.

Responsibilities:

* Served as an advisor for the 2012 Fetzer Global Gathering, Assisi, Italy.
* Program development in support of Love and Forgiveness conference.

**Advisor and Program Coordinator,** The Innocence Project 2013 National Conference,

Charlotte, NC. November 2013.

Responsibilities:

* Responsible for select portions of the conference program pertaining  
  to prisoner release, education and the process of starting over.
* Secured $65,000 grant from the Fetzer Institute to support the Innocence   
  Project national 2013 conference.

**RICHARD A. GERSHON**

**Program Chair,** 2006 National Cable Television Academic Seminar. The seminar is

co-hosted by the U.S. Cable Center and the National Cable & Telecommunications

Association as part of its annual conference. April 9-12, 2006.

Responsibilities:

* Responsible for organizing conference program and schedule.
* Coordinated the selection of the 2006 John & Joan Goddard Book Award.

**Program Chair and Case Study Author,** 2000 International Radio Television Society

(IRTS) Faculty-Industry Seminar, *Telecommunications and Business Strategy*, New York, NY:

February 23-27, 2000.

Responsibilities:

* Served as the Conference chair for this four day IRTS academic seminar
* Responsible for organizing conference program and schedule
* Case study author – that serves as the centerpiece for the IRTS seminar

**Journals and Editorial Boards**

* Conference Paper Review Committee, World Media Economics and  
  Management Conference, 2016, 2018.
* Editorial Board, International Journal of *Media Management*, 1998-present.
* Editorial Board, *Journal of Media Economics*, 1999 - present.
* Editorial Board, *Journal of Media Business Studies*, 2003 - present.
* Coordinator and Reviewer for John & Joan Goddard Book Award

sponsored by the National Cable Center and NCTA, 2002-2006.

**External Reviewer, Promotion and Tenure Cases**

* Dr. Bozena Mierzejewska, Fordham University, 2018
* Dr. Trevor Roycroft, Ohio University, 2015
* Dr. Michael Bowman, Murray State University, 2015
* Dr. Gracie Lawson-Borders, University of Wyoming, 2012
* Dr. Lawrence Wood, Ohio University, 2011
* Dr. Max Grubb, Kent State University, 2009
* Dr. Andy Snow, Ohio University, 2008
* Dr. Louisa Ha, Bowling Green University, 2006
* Dr. John Hoag, Ohio University, 2006
* Dr. Kenneth Loomis, University of North Texas, 2003
* Dr. Larry Collette, University of Denver, 2002
* Dr. Ann Hollifield, University of Georgia, 2001
* Dr. Sylvia Chan-Olmsted, University of Florida, 1999
* Dr. Raj Kumar, Weber State University, 1994

**RICHARD A. GERSHON**

**Western Michigan University Service:**

**President, Western Michigan University Faculty Senate (FS),** May 2018 – May 2020.

Responsibilities:

* Prepared and oversaw all WMU general Faculty Senate meetings as well   
  as bimonthly Executive Board meetings.
* Developed charges and responsibilities for each of the FS seven councils.
* Met with University President Edward Montgomery on a monthly basis.
* Regularly met with the University’s senior leadership involving various   
  project initiatives on campus.
* Met with and Presented Quarterly Reports to the WMU Board of Trustees
* Helped facilitate and implement the final phase of WMU Essential Studies   
  “General Education” program.
* Helped facilitate faculty transition to on-line instruction in spring 2020  
  during Covid-19 pandemic.

**Project Lead, The Interdisciplinary Academic Studies (IAS) Project Design Team.**

April 2019 – June 2020.

The project team was tasked with looking at the current practices of interdisciplinary

academic studies at WMU and evaluate both opportunities and challenges going forward.

Responsibilities:

* Organized IAS project team from different parts of the University campus.
* Met with senior leadership and professional staff across the University campus.
* Served as principal author of final report.

**WMU Executive Search Committee Member, Vice President for Development and**

**Alumni Affairs, 2018.**

Responsibilities:

* Participate in all discussions and meetings concerning prospective  
  candidates for the Vice President of Development position.
* Interview and meet with all prospective candidates for the Vice President  
  of Development position.

**WMU Executive Search Committee Member, Vice President for Research, 2017.**

Responsibilities:

* Participate in all discussions and meetings concerning prospective  
  candidates for the Vice President of Research position.
* Interview and meet with all prospective candidates for the Vice President  
  of Research position.

**RICHARD A. GERSHON**

**Project Lead, The WestCom Project Design Team.** March 2016 – October 2016.

The project team was tasked with looking at all aspects of the University campus tour

in support of Enrollment Management and the Office of Admissions.

Responsibilities:

* Organized WestCom project team from different parts of the University campus
* Considered and looked at all aspect of the University campus tour in support  
  of Enrollment Management and the Office of Admissions.
* Met with senior leadership and professional staff across the University campus.
* Chief author of a 49-page report, including a set of 12 recommended strategies   
  related to the improvement and enhancement of the University campus tour.

**Vice President, Western Michigan University Faculty Senate (FS).** June 2014 – April 2016.

Responsibilities:

* Assist the WMU Faculty Senate President in the preparation and organization   
  of general FS meetings as well as bimonthly Executive Board meetings.
* Help identify charges and responsibilities for each of the seven FS councils.
* Met with different members of the University senior leadership involving various   
  project initiatives on campus.
* Met with University Provost Tim Greene on a monthly basis
* Worked on a number of communication related projects in support of the FS.

**Director, Executive Board, Western Michigan University Faculty Senate**. August 2012 – 2017.

Responsibilities:

* Attend bimonthly meetings and review information pertaining to on-  
  going proposed WMU curriculum changes.
* Review all reports and studies affecting the academic mission of the University.  
  This includes making recommendations where appropriate towards the   
  furtherance of WMU plans and projects.
* Helped facilitate and advance Academic program review.
* Meet with University senior leadership as appropriate

**Chair, Committee on University Strategic Planning (CUSP).** September 2013 – December 2015.  
The Committee’s mission was to serve as the evaluation arm in support of the Western Michigan University strategic plan. The Committee met three times a year to review both mid-term and

final year reports.

Responsibilities:

* Organized CUSP committee from different parts of the University campus
* Coordinated meetings including presentations and discussions

**RICHARD A. GERSHON**

* Met with senior leadership and professional staff across the University campus  
  involving strategic planning goals and initiatives.
* Served as the chief author for each of the five CUSP committee review reports
* Met with University senior administration to discuss said reports and make recommendations

**Advisory Board Member**, **WMU Athletic Advisory Board**. January 2013 – May 2017.

The advisory board reviews WMU athletics policies and procedures. The board is tasked

with looking at issues related to the mission of academics, athletics and student success.

Responsibilities:

* Attend monthly meetings and review information pertaining to student   
  athlete performance in the classroom.
* Chair Academic Oversight committee which looks at the challenges associated  
  with student athlete success.
* Help facilitate meetings and information sharing between Athletics and the WMU Faculty Senate including Campus Planning and Finance Council.

**Committee Member, Project Design Team for Heritage Hall.** March 2014 – October 2015.

The Heritage Hall project design team was subdivided into multiple groups involved with the

construction of this facility. The storytelling group was tasked with identifying and selecting

visual art displays and stories related to WMU’s historic past.

Responsibilities:

* Attend regular meetings and review information pertaining to visual art display  
  and visual artifacts related to WMU historic past
* Helped identify major themes as a way to subdivide the building into visual  
  display and storytelling sections
* Helped identify 1903 room “Zhang Finance Center” in support of WMU alumni,   
  faculty, and staff; helped organized book collection toward that effort.

**Chair, Campus Planning & Finance Council**. May 2004-June 2007; September 2010-August 2012.

The Campus Planning and Finance Council (CPFC) is one of seven councils that comprise the FS.

It serves as an advisory group and is tasked with looking at major plans related to the University’s physical plant and facilities including building infrastructure, transportation, signage, safety

and security on campus.

Responsibilities:

* Coordinate and host monthly scheduled meetings of the CPFC
* Carry out the charges as prescribed by the Faculty Senate Executive Board
* Prepare annual reports and presentations to the WMU Faculty Senate
* Created subcommittee to look at Signs and Sculpture Arts on campus
* Created subcommittee to look at the State of the Classroom at WMU.

**RICHARD A. GERSHON**

**Committee Member, Campus Planning and Finance Council.** May 2004- August 2012

September 2015-May 2018.

Responsibilities:

* Attend monthly meetings and review information pertaining to WMU campus   
  planning and finance operations
* Make recommendations where appropriate towards the furtherance of  
  WMU plans and projects.

**Committee Member, Strategic Planning Transition Team**. January 2016 – May 2016.

This project team was tasked with developing the current document that serves as the

Western Michigan University strategic plan.

Responsibilities:

* Attend bimonthly meetings and contribute to the overall design and development   
  of the University strategic plan.

**Committee Member, WMU Distinguished Teaching Award Committee.** April 2008 – June 2020.

This committee is tasked with the responsibility for selecting an annual set of recipients for

the WMU Distinguished Teaching Award.

Responsibilities:

* Participate in the review of WMU faculty nominations for this award
* Participate in discussions and select final set of faculty recipients for this award.

**Advisory Board Member**, **WMU Office of Information Technology Advisory Board.**

September 2007 – April 2015. The advisory board reviews WMU policies and procedures

related to the functioning of the Office of Information Technology (OIT).

Responsibilities:

* Attend quarterly meetings and review information pertaining to OIT operations
* Review plans and proposals for new initiatives related to OIT.

**School of Communication:**

**Professor, Co-Director -** **Telecommunications & Information Management program.**

2003 - 2020. The TIM program is a joint major offered between the School of Communication and the Department of Business Information Systems.

Responsibilities:

* Co-developed interdisciplinary major and curriculum design plan.
* Meet with and advise prospective students to the TIM program.
* Serve as liaison person with ITERA involving student papers and presentation

**RICHARD A. GERSHON**

**School of Communication Service. 1990-present.** During my time at Western Michigan University,

I have Chaired and/or served on every major committee assignment within the School of Communication.

Responsibilities:

* Chair and member, Personnel Committee
* Chair and member, Tenure and Promotion Committee
* Chair and member, Sabbatical Leave Committee
* Chair and member, External Search Committee
* Mass Media Area Chair: Curriculum Planning and Advising
* Member, Graduate Studies Committee
* Executive Advisory Group

**PROFESSIONAL ORGANIZATIONS**

Association for Education in Journalism and Mass Communication (AEJMC)

Broadcast Education Association (BEA)

International Communications Association (ICA)

Information, Telecommunications, Education and Research Association (ITERA)