

Bonnie J. Sierlecki, Ph.D.

Office :

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Executive Summary

I am interested in the processes by which people communicate, deliberate, and collaborate persuasively with each other to work toward social change. Broadly, my research seeks to establish more civil and productive democratic deliberation within our culture. More narrowly, I am particularly interested in how the world of sports (and our society's incessant "talk" about sports) shapes, reinforces, and challenges our shared values – and, in turn, our cultural notions of social justice, identity, and intersectionality.

Degrees

The Pennsylvania State University, State College, PA
Doctor of Philosophy, Communication Arts and Sciences

May 2015
GPA: 4.0

- Dissertation Title: "Fit for Democracy: Sport and Presidential Rhetoric." Directed by J. Michael Hogan.

The Pennsylvania State University, State College, PA
Master of Arts, Communication Arts and Sciences

December 2008
GPA:4.0

- Thesis Title: "Constituting the Ideal American: Jesse Owens and the Rhetoric of Athletic Achievement." Directed by Jeremy Engels.

Ripon College, Ripon, WI
Bachelor of Arts: Speech Communication (*Summa Cum Laude*)

May 2001

Appointments

CURRENT: Associate Teaching Professor (2020-present) and Director of CAS 100 (2022-present), Department of Communication Arts and Sciences: The Pennsylvania State University, University Park, PA

PREVIOUS: Associate Professor of Communication Studies and Director of the Honors Program:
Edgewood College, Madison, WI (2012-2020)

Publications

Bonnie J. Sierlecki, "What's in a Name (Image, and Likeness)? Propaganda and Amateurism in College Football." Mary E. Stuckey and Dominic Manthey, eds. *Persuasion and Propaganda for CAS 175*, online, 2021.

Bonnie J. Sierlecki, "Confident, Not Cocky: Sport and Race in Barack Obama's 2008 Presidential Campaign." *Sport and Identity: New Agendas in Communication* (eds. Barry Brummett and Andrew Ishak): Routledge, 2014.

Bonnie J. Sierlecki, "Sporting Rhetoric: Performance, Games & Politics" (Book Review). *Quarterly Journal of Speech* 99 (November, 2013): 507-510.

Bonnie J. Sierlecki. "Gerald R. Ford, National Address Pardoning Richard M. Nixon (8 September, 1974)." *Voices of Democracy* 5 (2010): 72-88, online at <http://voicesofdemocracy.umd.edu/>.

Competitively Selected Paper Presentations

"Sport Communication Interest Group: Top Student Papers (Respondent)." Central States Communication Association (St. Louis, 2023).

"(Re)shaping the Narrative: Title IX and Name, Image, and Likeness." National Communication Association annual convention (New Orleans, 2022).

"Teaching the Basic Course in Communication and Sport: A Short Course." Central States Communication Association (Madison, 2022).

"Mentally Tough: Challenges of Renewal and Transformation within Youth Sport." National Communication Association annual convention (Seattle, 2021).

"Dearest Mother: Capt. Andrew Luck, Hypermilitarism, and Masculinity in 'Field General' Twitter." International Association of Communication and Sport 14th Annual Summit (Clemson, 2021).

"Designated Heroes: Constructing the Heroic Persona in the Hollywood Sports Film." International Association of Communication and Sport 12th Annual Summit (Boise, 2019).

“Difference and Fan Culture—Players, Venues, and Dissent as Influences on Fan Engagement in Sport Culture.” Panel Chair. Central States Communication Association (Milwaukee, 2018).

“Baller-in-Chief: Barack Obama and the Rhetoric of Sport.” Presented at Ripon College (public lecture) and broadcast on Community Access Television (October, 2015)

“Theodore Roosevelt and the Rhetoric of the Strenuous Life.” National Communication Association annual conference (Las Vegas, 2015).

“Confident, Not Cocky: Sport and Race in Barack Obama’s 2008 Presidential Campaign.” Presented at the New *Agendas in Communication: Sports and Identity* summit at the University of Texas at Austin (February 2013).

“The Audacity of Hoops: Basketball as Deep Play in Barack Obama’s 2008 Election.” National Communication Association annual conference, New Orleans, 2011.

“The Rhetoric of Vigor in John F. Kennedy’s Cold War Policy.” National Communication Association annual conference, New Orleans, 2011.

“Searching for Her Inner Jock: Confronting Sport as the Double Bind in Hillary Clinton’s Presidential Campaign.” National Communication Association annual conference, San Francisco, 2010.

“Just Shut Up and Play: Revisiting ‘Fists of Freedom’ in Brandon Marshall’s Attempted Tribute to Barack Obama.” National Communication Association annual conference, San Francisco, 2010.

“The Vigor We Need: Mandating Physical Fitness in John F. Kennedy’s Cold War Administration.” North American Society for Sport History annual convention, Orlando, 2010.

“Sport, Authenticity, and Image-Making in Barack Obama’s 2008 Presidential Campaign.” National Communication Association annual conference, Chicago, 2009.

“Paving the Way:” An Analysis of the Sporting Myths Depicting Barack Obama’s Election as Racial Progress.” National Communication Association annual conference, Chicago, 2009.

“Remembering the American Dream, Ignoring American Racism: The Jesse Owens Memorial Park and Museum.” National Communication Association annual conference, Chicago, 2009.

“From the Buckeyes to the Hitmen: New Racism and Neoliberalism in Media Coverage of Maurice Clarett.” Association for Education in Journalism and Mass Communication annual conference, Boston, 2009 (co-authored).

“The Man Who Outran Hitler: Athleticism and Character in the Autobiography of Jesse Owens.” Eastern Communication Association’s Rhetoric and Public Address interest group Top Student Papers panel, Philadelphia, 2009.

“The Rhetoric of Athletic Achievement: Gerald Ford’s ‘Remarks to Members of the U.S. Olympic Team and Presentation of the Presidential Medal of Freedom to Jesse Owens.’” Eastern Communication Association annual conference, Pittsburgh, 2008.

“Kobe Bryant’s Rhetoric of Self-Defense: Synthesizing Image Restoration and Corporate Apologia.” National Communication Association annual conference, Chicago, 2007.

“Searching For Identity Through Music: A Comparative Narrative Analysis of the Lyrics of Creed, Audio Adrenaline, and Days of the New.” National Communication Association annual conference, Seattle, 2000 and National Undergraduate Honors Conference, Minneapolis, 2000.

Invited Presentations:

“Teaching Sports and Race.” Presented at the Edgewood College Arts & Sciences Committee Against Racial Bias Colloquium (September, 2018).

“Baller-in-Chief: Barack Obama and the Rhetoric of Sport.” Presented at Ripon College (public lecture) and broadcast on Community Access Television (October, 2015).

“Searching for Her Inner Jock: Sport as the Double Bind in Hillary Clinton’s 2008 Presidential Campaign.” Presented at the Edgewood College Women’s History Month scholarly panel (March 2015).

“Confident, Not Cocky: Sport and Race in Barack Obama’s 2008 Presidential Campaign.” Presented at the New Agendas in Communication: Sports and Identity summit at the University of Texas at Austin (February 2013).

“Confident, Not Cocky: Basketball as Deep Play in Barack Obama’s 2008 Election.” Presented at the Penn State Department of Communication Arts and Sciences Colloquium (February 2012).

Teaching

Current Courses Taught for Penn State University

- CAS 100A: Effective Speech (Public Speaking)
- CAS 100C: Effective Speech (Message Analysis)
- CAS 137H: Rhetoric and Civic Life
- CAS 138T: Rhetoric and Civic Life, Part II
- CAS 214W: Speech Writing
- CAS 494H: Research Topics (Honors Option)
- CAS 602: Supervised Experience in College Teaching

Courses Taught for Edgewood College

COMMS 479: Independent Study in Communication Studies
COMMS 450: Internship in Communication Studies
COMMS 430D: Special Topics – Unspinning Campaign Rhetoric
COMMS 325/WGS 325: Gender, Culture, and Communication
COMMS 314: Persuasion, Promotion, and Advertising
COMMS 312: Argument and Controversy
COMMS 311: Qualitative Research Methods in Communication
COMMS 243: Introduction to Media Studies
COMMS 225: Advanced Applied Communication
COMMS 201: Communication and Civilization
COMMS 110: Sports Talk
COMMS 100: Introduction to Communication
C 401: Honors Scholarship Project

Guest Lectures:

COMMS 440: Senior Capstone (“Interviewing Tips and Techniques”)
COMMS 290: Professional Presentations (“Crisis Communication”)

Previous Courses Taught at Penn State University:

CAS 497H – Special Topics (Honors Option) Directed independent study original research accepted for presentation as the Top Paper at Eastern Communication Association, Lambda Pi Eta Division, 2010

CAS 496 – Independent Studies in Communication Arts and Sciences Directed independent studies in rhetoric of the media, critical race scholarship, and sport sociology, as well as propaganda, social media, and the performance of gender

LA 495 – Internship in Communication Arts and Sciences Directed and evaluated undergraduate research assistants supporting the activities of the Center for Democratic Deliberation

CAS 494H – Research Topics (Honors Option) Directed an undergraduate honors thesis project, titled “The Creation of an American Super Race: American Sporting Media’s Categorization of Barack Obama”

CAS 214W – Speech Writing (Writing Intensive)

CAS 201 – Introduction to Rhetorical Theory

CAS 175 – Persuasion and Propaganda

CAS 100A – Effective Speech

Guest Lectures:

CAS 100C – Effective Speech/Message Analysis (“Sport and Identity”)

CAS 175 – Persuasion and Propaganda (“Nazi Propaganda and the Big Lie”)

CAS 175 – Persuasion and Propaganda (“World War II and Film”)

CAS 175 – Persuasion and Propaganda (“Woodrow Wilson and the Committee on Public Information”)

CAS 175 – Persuasion and Propaganda (“Propaganda and Sport”)

CAS 100A – Effective Speech (“Effectively Fielding Audience Questions”)

CAS 201 – Rhetorical Theory (“Enlightenment Rhetorics”) CAS 201 – Rhetorical Theory
 (“Rhetoric in Everyday Life”) CAS 201 – Rhetorical Theory (“Lloyd Bitzer and the Rhetorical
 Situation”)

Ripon College, Speech Communication Department Teaching Assistant:

SPE 115 – Public Speaking
SPE 352 – Political Communication
SPE 228 – Principles of Debate
SPE 075 – First Year Studies: Communication

College, Departmental, and Disciplinary Service

CAS Department *Keywords* Editorial Board (co-chair; 2023-present)
CAS Department Undergraduate Studies Committee (2023-present)
CAS Department Awards Committee (2023-present)
Reviewer, International Association of Communication and Sport
Reviewer, National Communication Association
Reviewer, Central States Communication Association
Penn State Schreyer Honors College Application Reviewer (2020-present)
CAS Department CAS 100 Committee (Chair; 2022-present)
CAS Department Accessibility Working Group)
CAS Department Rhetoric and Civic Life Committee (2021-present)
CAS Department Teaching Faculty Committee (2021-present)
Edgewood College Honors Program Director (appointed; 2014-2020)
Edgewood College Student Ambassador Advisory Committee (2019-2020)
Edgewood College Election Engagement Committee (2020)
Edgewood College NetWorks mentoring program for STUDIUM students (2019)
Edgewood College Student Conduct Board Member (2013-2020)
Edgewood College, Student Affairs Committee (elected; 2019-2020)
Edgewood College “Dominican Dialogues” Committee (2017-2019)
Edgewood College Healthy Campus Coalition (2017-2020)
Edgewood College Search Committee: Director of Student Conduct (2018)
Edgewood College, First Year Experience Faculty Fellow (2016-2020)
Edgewood College, Admissions Committee (elected; 2016-2019)
Edgewood College, Common Reading Program Director (2014-2019)
Edgewood College Presidential Scholarship Day Committee (2015-2018)
Edgewood College, Co-Advisor of the Public Relations Student Society of America Chapter
(2014-2020)
Edgewood College Ad Hoc Committee on Freedom of Expression (2017)
Edgewood College Dominican Awards Selection Committees (2014-2018)
Edgewood College, Title IX Training Committee Reviewer (2014)
Edgewood College Student Affairs Committee (elected; 2013-2016)
Edgewood College Honors Advisory Committee (appointed; 2020)
Edgewood College Field Experience/Internship Committee (appointed; 2013-present)
Reviewer, Edgewood Engaged Student Research Symposium (2013-2020)
Reviewer, International Association for Communication and Sport (2013-present)

Member, National Communication Association (1999–present)
Founding Member, International Association for Communication and Sport (2012-present)
Advisor, Penn State Speech Association (2012)
Reviewer, Public Address Division, National Communication Association (2012)
Grader, Departmental Senior Assessment Exam, Penn State University (2012)
Authored textbook revisions to “The Art of the Speaker,” the department’s custom online textbook for the basic course, CAS 100A (2008-2009)
Co-Chairperson, Ripon College New Student Orientation Committee (1999-2000)
Student Mentor, Ripon College Communicating Plus Program (1999-2001)

Awards & Honors

- College of Liberal Arts Outstanding Teaching Award for Graduate Students, Penn State University (2011-2012)
- Kathryn DeBoer Distinguished Teaching Award in the Department of Communication Arts and Sciences, Penn State University (2011-2012)
- Fellow, Center for Democratic Deliberation, Penn State University (2011-2012)
- Research Assistant, Center for Democratic Deliberation, Penn State University (2010)
- Top Student Paper award, National Communication Association Critical and Cultural Studies Division (2010)
- First Place Graduate Student Research Paper award, AEJMC Minority & Communication Division (2009)
- Eastern Communication Association’s Rhetoric and Public Address interest group Top Student Paper (2009)
- Graham Fellowship, The Pennsylvania State University (2006-2007)
- Pro-College research grant collaboration with Dr. Jody M. Roy, Associate Professor of Communication and Chair of the Department (RiponCollege). Collaboration resulted in a co-authored paper: “Blood as Ultimate Concern: The Online Persuasive Recruiting Tactics Employed by Radical Groups” (2000)
- Ripon College delegate to the Communicating Common Ground initiative, National Communication Association annual conference (2000)
- Mrs. John James Ripon College Outstanding Communication Scholar (2001)
- The Laurel Honor Society, Ripon College (2001)
- Phi Beta Kappa (2001)
- Pi Kappa Delta (National Forensics League Honor Society, 2001)
- Lambda Pi Eta (National Communications Studies Honor Society, 2001)
- Clifford Crump Phi Beta Kappa Award, Ripon College (2000)
- Pickard Scholarship, Ripon College (1997-2001)
- Assistant Editor, College Days student newspaper, Ripon College (1998-1999)
- National qualifier, Ripon College Division I forensics team (1997-1998)

Additional Professional Experience

C. Blohm & Associates, Madison, WI
Account Executive

1/04 – 6/06

Summary of duties: Oversaw development and execution of strategic public relations plans for approximately ten leading K-12 educational publishers. Responsible for sustained media relations efforts including press releases, case studies, pitching, media training and interview coordination. Research areas of emphasis included character development education, parental involvement, and meeting No Child Left Behind Act standards.

Selected achievements:

- ✓ Established a new media training program offered as a service by the agency, including tailored documents and custom support materials for each client
- ✓ Launched a parent/consumer market public relations campaign for one of the nation's leading publishers of preK-6 supplemental learning resources, resulting in a 20% share of the company's total media coverage
- ✓ Developed and/or authored regular content for key education industry publications such as Scholastic Administrator, eSchoolNews, and District Administration

Wisconsin Dells Visitor & Convention Bureau, Wisconsin Dells, WI 6/01 – 11/03
Public Relations Director

Summary of duties: Directed media and community relations activities for the Midwest's number-one family vacation destination, attracting three million visitors annually. Produced collateral media materials, coordinated media visits, and acted as the area's primary interview spokesperson. Conducted presentations to conventions hosted by area facilities and prepared regular reports for the Board of Directors and area business owners.

Selected achievements:

- ✓ Generated over \$3 million annually in equivalent advertising value in both 2002 and 2003 (a 35% increase over 2001), while managing an external and internal communications budget of up to \$500,000.
- ✓ Significantly heightened exposure in strategically selected target markets, including meeting and convention publications, ethnic publications, and national media.
- ✓ Increased in-person media visits by more than 40% to attain approximately 80-100 individual visits per year.
- ✓ Served as the area's primary spokesperson for presentations and media purposes while also training local business owners to deliver effective media interviews.

Awards and Honors:

- Wisconsin Tourism Trailblazer Award, Wisconsin Department of Tourism (2002)
- Best of Division, Business Marketing Association of Milwaukee Bell Awards (2002)
- Award of Merit, Public Relations Society of America Paragon Awards (2002)
- Gold Award, Business Marketing Association Chicago Tower Awards (2001)
- Excellence Award, Business Marketing Association of Milwaukee Bell Awards
- Summit International Advertising Creative Award (2001)
- Award of Merit, Public Relations Society of America Paragon Awards (2001)

Selected Community Service _____

- Volunteer at Urban Triage: Cook It Forward Meal Delivery program, Agriculture Program, homeless outreach support (2020-present)
- Hosted a Be the Match bone marrow registration drive with Mike Jacques of NBC 15 (2017)
- Judge for the Sussex-Lisbon-Lannon-Menomonee Falls Optimist Club Oratorical Contest (2017-present)
- Volunteer for the Greater Madison Boys & Girls Club of Dane County (2015)