

# Pauline W. Hoffmann, Ph.D.

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Infodemiologist | Keynote Speaker | Author | Data Nerd | Leader | Professor

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## Education

### Cornell University

Ithaca, New York

Public Health Essentials Certificate, 2022

### World Health Organization

3<sup>rd</sup> Infodemic Manager Training Completion, December, 2021

### State University of New York at Buffalo (SUNYAB)

Buffalo, New York

Ph.D. May 2007: Communication

Dissertation title: *Safety in Numbers and Power in Determining Strategy Evolution in the Game of Chicken*

M.A. June 2003: Communication

Thesis title: *Strategy Evolution and the Game of Chicken*

### St. Bonaventure University

St. Bonaventure, New York

Bachelor of Science, 1991

Major: Biology; Minor: Mass Communication

### Duke University Marine Laboratory

Beaufort, North Carolina

Summer, 1990; Marine biology courses

## Professional Experience

### Cattaraugus County Health Department

Olean, New York

Senior Public Health Fellow

February 2022 – present

*Cattaraugus County Health Department serves a largely rural county in the southern tier of New York State.*

- Led strategic planning committee in developing, implementing and evaluating county-wide strategic plan.
- Developing, implementing and evaluating county-wide communication plan.
- Presented rural communication planning and disinformation at the inaugural Public Health Fellows Summit in Albany, NY.
- Keynote address regarding disinformation and the infodemic at second annual Public Health Fellows Summit in Albany, NY.

## **Data Doyenne, LLC**

Franklinville, New York

Owner

2021-present

*Data Doyenne is a LinkedIn newsletter, podcast, and website for the data nerd and the data nervous.*

- Research and write LinkedIn newsletter WTF? (What the Facts?).
- Research topics, write and record podcast.
- Interview experts and guests on a variety of topics.
- Write blog posts that complement podcasts.
- Write and manage social media (LinkedIn, Instagram, Facebook, YouTube).
- Wrote *Fake News, Witch Hunts & Conspiracy Theories: An Infodemiologist's Guide to the Truth*. Publisher: Broad Book Group. Publication: April, 2024.

## **St. Bonaventure University**

St. Bonaventure, New York

*Assessment Coordinator*

Summer 2021 - present

*Associate Professor, Jandoli School of Communication*

Fall 2011 – Present

*Dean, Graduate Studies*

June 2017 – April 2018

*Dean, Jandoli School of Communication*

June 2012 – January 2018

*Interim Dean*

Fall 2011 – June 2012

*Assistant Professor, School of Journalism and Mass Communication*

Spring 2006 – Fall 2011

*Visiting Instructor/Adjunct Professor, School of Journalism and Mass Communication*

Fall 2005

*St. Bonaventure University is a largely residential university just south of Buffalo, New York with an enrollment of about 1,850 undergraduate and 700 graduate students. The institution has more than 50 undergraduate and nearly 20 graduate programs. Thirteen of those graduate programs are offered online.*

### *Dean*

- Member of Strategic Planning Commission, charged with developing a University-wide strategic plan. Co-chair of the Communication and Organizational Development task force (a sub-committee of the larger planning commission).
- Member of Olean Business Development Organization, involved in instituting a business incubator in a renovated building in downtown Olean, NY. Worked with other schools at St. Bonaventure as well as Jamestown Community College, Olean Chamber of Commerce, Olean Central School District, and other community and business leaders.
- Developed the university's first online-only program, a Master of Arts in Strategic Leadership (MSL) program. The program was developed through the Post-Baccalaureate Program Planning Ad Hoc Committee, now the Technology Enhanced

Education Task Force. Also added the Integrated Marketing Communication (IMC) program in an online format.

- Looked at ways to enhance graduate and undergraduate curriculum choices using data-driven planning. Added certificates and additional classes in health care leadership and health care IMC in an online-only setting.
- Worked with the U.S. Army Command and General Staff College to offer the MSL and IMC online degrees to Army officers.
- Shepherded the undergraduate major in Strategic Communication and Digital Media (SCDM) through the University's Faculty Senate and through the New York State Department of Education. Worked with JMC faculty and administration to implement the new major. Also worked with marketing, development and admissions in developing and implementing a marketing plan to promote the new major. It was the second undergraduate major in the School of Communication's history.
- Served on the committee to develop and implement new interdisciplinary undergraduate majors in Professional and Creative Writing and Environmental Studies.
- Developed new undergraduate major in Sports Communication to complement our Division I athletics programs. Students would work with broadcasting as they currently do but also strategic sports communication and sports journalism.
- Worked with professional filmmaker on an MA in Film Studies to be delivered in New York City. Would also provide an opportunity to recruit international and domestic students at the undergraduate and graduate level.
- Convened an interdisciplinary group to discuss development of a Sports, Health and Recreation Institute on campus combining strengths from each school with Division I athletics.
- Worked with School of Communication (JMC) Accreditation Team to develop a self-study for review by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). Through the self-study review, and on advisement of ACEJMC, proceeded with a site visit in January 2017. Received provisional accreditation in 2017 with full accreditation in 2019.
- Established an academic advisory council to aid in making curricular changes, enhance JMC-related events, and enhance the role of alumni and friends with faculty, staff and students.
- Participated in university-wide assessment review process titled APEC.
- Participated in CASE development conference for deans and new administrators.
- Member of Post-Baccalaureate Program Planning Ad Hoc Committee charged with addressing the University's strategic plan of increasing graduate programs and graduate credit hours taken as well as increase the use of University facilities over the summer and during other academic breaks.
- Worked with Admissions in administering a Jandoli scholarship of distinction to already admitted students who meet high academic standards. Also worked with Admissions to identify national and international academic honors that may be available for JMC students.
- Participated in Bonas on the Road and other recruiting events to talk to prospective students and parents. Established a prospective student recruiting event in New York City to correspond with the SBU American Advertising Federation competition.
- Worked with Advancement office on quiet phase of the JMC fundraising campaign. Developed marketing collateral associated with the campaign. Met with key donors. Secured over \$250,000 in funds.
- Oversaw production of The Communicator, the JMC alumni magazine.

- Developed and implemented JMC social media outlets including Facebook, LinkedIn, Instagram, and Twitter to encourage current students to develop a strategic online presence to aid in internship and job searches. Communication to current students, prospective students, faculty, alumni and friends is being done via these outlets.
- Reinvigorated JMC-related events. The biennial Dick Joyce Sports Symposium expanded to include a dinner the evening prior to honor the John Domino award winner; the annual Woman of Promise event was expanded to include a lunchtime panel discussion on issues affecting women and to include the Women's History Bracket to mimic the NCAA March Madness basketball bracket; the Hellinger Awards have been expanded to include a fundraising component; Communications Day (CommDay) includes a communication competition for area high school students.
- Member of Women's Leadership Institute sponsored by the Western New York Consortium of Higher Education. Selected to participate by Sr. Margaret Carney, University president-emerita.
- Completed JMC and SCDM assessment reports for APEC.
- Developed course schedules.
- Facilitated faculty meetings.
- Developed and updated JMC budgets including JMC, IMC, Hellinger Awards, Communications Day, Dick Joyce Sports Symposium, Koop Lab as well as associated endowed accounts.
- Worked closely with Human Resources and Administration in dealing with sensitive employee issues.

*Assistant and Associate Professor*

- Worked with colleagues to pen editorials for the Olean Times Herald educating the public regarding Covid.
- Founding member of BonaBRAVE (now March Into Women's History), a group of faculty and staff dedicated to diversity issues on campus and worldwide. Spearhead the March into Women's History bracket in March highlighting the accomplishments of women.
- Work with the Jandoli School dean on program assessment per ACEJMC guidelines.
- Member of JMC Diversity Committee, providing diversity resources to faculty across campus.
- Member of Master of Communication graduate program design committee.
- Member of Strategic Communication and Digital Media major proposal development team.
- Recognized the need for and helped to develop the 4+1 IMC program on the University campus. Worked with colleagues to bring the IMC program to the SBU campus so that it mirrored the program offered at the Buffalo Center in Hamburg, NY.
- Co-web editor for the JMC/IMC portion of the University website. Assisted in updating JMC and IMC portions of the SBU website, paying special attention to the needs of prospective undergraduate and graduate students.
- Taught masters-level students in the IMC and Strategic Leadership programs and developed and managed class curricula.
- Taught undergraduate students at SBU and developed and managed class curricula.
- Guest lectured in classes to discuss public relations, research methods, HIPAA, and health care.
- Communication Day judge and participant. Also participated in other JMC events including the Hellinger Awards and the Dick Joyce Sports Symposium.
- Completed Sexual Harassment Awareness Training Workshop.

- Participate on IMC and MSL defense panels, evaluating student graduate thesis work.
- Developed and administered an alumni survey to determine employer needs of students to push JMC curriculum change.

### **Wild Mountain Organics, LLC**

Franklinville, New York

Owner

2004-Present

*Wild Mountain Organics is an all-natural body care company located in rural New York State.*

- Purchased organic/natural body care company and serve in all roles.
- Formulate new products and scents based on market research, such as a secondary research environmental scan, customer surveys, and customer request/feedback.
- Create and produce all marketing collateral. Developed and implement corporate marketing/communication plan.
- Developed strategic plan and initiatives.
- Developed and update business plan.
- Participate in or have participated in national artisan shows such as Premier Promotions' shows (Springtime in the Country, Christmas in the Country, Christmas in the Country, Erie PA, Yuletide in the Country), Buffalo Women's Gifts, Corn Hill Arts and Crafts Show, Letchworth Arts and Crafts Show, Knox Farm, Fiber Festival, and the Southern Christmas Show. Also e-tail.

### **Freelance Professional**

Franklinville, New York

1996 - Present

- Manage the complete creation and development of promotional pamphlets, brochures, training materials, websites, and other collateral for local organizations and small businesses.
  - *Buffalo Women's Gifts (worked with the group until 2013):* Annual event highlighting women artists in Western New York. Helped with public relations and website development and maintenance. Also, was an artist at the event (selling Wild Mountain Organics). In 2009, Buffalo Women's Gifts was featured as the number one activity in November by *Buffalo Spree Magazine*. The group was also featured on *AM Buffalo* and in other local media. In an effort to offer real world experience to students, IMC students in the Public Relations class were able to develop a public relations campaign for Buffalo Women's Gifts and present it to the group.
  - *www.TippyHomestead.com:* Blog highlighting life on our 57-acre farm in Franklinville including renovation projects and antiquing finds. (Now [www.wildmountainorganics.com](http://www.wildmountainorganics.com))
  - *Pauline W. Hoffmann:* Personal website highlighting CV, portfolio pieces, travel, Wild Mountain Organics, endurance training and fundraising, and extracurricular activities and interests. (Now [www.datadoyenne.com](http://www.datadoyenne.com))
  - *Data Doyenne:* Podcast, website, blog, newsletter catering to the data nerd and the data nervous.
- Acted as internship adviser to students working with Marketing Technology Solutions, a Web content organization, to write health related pieces for websites. Also wrote an article for the site (*10 Things No One Ever Tells You About Your Health*).

- Provided editing services for graduate students.
- Tutored high school students in NYS Regents biology, math and chemistry, and SAT preparation.

**State University of New York at Buffalo**

Buffalo, New York

*Visiting Instructor*

2001 – 2005

*SUNYAB is a research-1 university in Buffalo, New York with over 30,000 undergraduate and graduate students in programs at all degree levels.*

- Taught 35 to 40 students Business and Professional Communication and Promotional Writing, as well as created and managed class curriculum.
- Guest lectured in Mass Communication (PR/Marketing component), Business and Professional Communication, and Introductory Public Relations to discuss advertising, public relations, health communication, organizational communication, and conflict resolution.

*Research Assistant*

2001-2002

- Assisted in providing content to the Health Sciences Library for Public Health curriculum. Course would include public health information related to refugees from around the world including Vietnam and Sudan.

**The CRS Companies™**

Williamsville, New York

*Corporate Communications Manager*

2004-2005

*Secretary*

1991-1994

*The CRS Companies is a real estate development and management company in Western New York.*

*Website*

- Redesigned website layout to increase usability for clients.
- Created content specific for residential and commercial publics showcasing services offered and amenities available.

*Communication*

- Developed, wrote and coordinated resident newsletter for three properties (total of 69 apartments and townhouses).
- Acted as internal communication liaison between owner, property manager, and other stakeholders.
- Designed and implemented corporate communication training program addressing common internal and external stakeholder communication problems.

*Public Relations and Marketing*

- Coordinated public relations by writing press releases, writing feature articles, and designing advertising to appear in local media.
- Developed and implemented strategic marketing/communication plan.

### *Project Management*

- Organized and oversaw maintenance and construction projects including permit acquisition, budget, and timeframe.

### **Catholic Health System (CHS)**

Buffalo, New York

*Staff Development Educator*

2006-2007

*Creative Services Specialist*

2001-2004

*Communications Specialist*

1998 – 2001

*Administrative Assistant*

1994-1998

*Catholic Health is the second-largest health care system in Western New York and includes hospitals, primary care centers, imaging centers, nursing home care, and other community health outlets.*

### *Education*

- Developed and taught corporate classes through CHS University including communication, public speaking, customer service, public relations, and organizational leadership and change.

### *Website*

- Developed and managed CHS website. Website was used as an example for other content management system clients with its clean layout, comprehensive content and easy navigation.
- Created all content and performed all maintenance to site, including implementation and effective promotion of website to stakeholders.

### *Communication*

- Developed, wrote and coordinated quarterly community newsletter, *Heart of Our Mission*, based on CHS strategic initiatives. Circulation of 40,000.
- Acted as internal consultant to departments to improve orientation and recruitment materials. This included extensive development of orientation packets, script writing for videos, oversight of final editing processes, as well as creating practical standardized forms, brochures, and informational booklets.
- Designed, wrote and distributed monthly system-wide employee newsletter, *Connections*.
- Wrote system-wide patient guides highlighting services offered and what to expect during your hospital stay for distribution to patients upon admission.

### *Public Relations and Marketing*

- Coordinated and supported CHS public relations by writing press releases, planning events, writing feature articles, designing advertising to appear in local media, and participating in advocacy and governance efforts.
- Participated on branding team to develop and implement corporate identity. Ensured brand identity was consistent system-wide. Educated stakeholders about brand and brand awareness.
- Participated on management team to develop and implement communication strategy during labor/management and health maintenance organization/system negotiations.

- Coordinated with all communication-related vendors, including printers, for many CHS service lines and departments based on strategic initiatives and marketing needs.
- Developed advertising campaigns for services and corporate events, notably The Heart Center, Annual Baby and Kids Fair, Community Cancer Center at Sisters Hospital, American Heart Walk, Making Strides Against Breast Cancer, among others.

## **Committee Involvement, Professional Affiliations and Advising**

### *Committee Involvement*

- Presidential Committee on Diversity and Inclusion (2019-present)
- Honors Council (2009 - 2019)
- Health Professions dean and directors search committee (2018-2019)
- JMC Faculty Senate Representative (2007 – 2010; 2016 - 2019)
- Faculty Senate Representative to the Board of Trustees Marketing Committee (2007-2010; 2016- 2019)
- Compensation Committee (2014 – 2021) Chair (2016 - 2019)
- Technology Enhanced Education Task Force (2011 – 2019)
- Graduate Council (2006 – 2007; 2017 - 2018)
- APEC committee (2011 – 2018)
- Academic Advisory Council (2011- 2018)
- Post-Baccalaureate Program Planning Ad Hoc Committee (2011 – 2018)
- Provost's Council (2011 – 2018)
- Senior Management Team (2011 – 2018)
- Presidential Search Committee member (2016)
- Vice President, Advancement Search Committee member (2015)
- Women's Leadership Institute (2011)
- Enrollment Management Committee (member 2006 - 2011; Chair, 2009 – 2010)
- Faculty Status Committee (2006 - 2011)
- Grievance Committee (spring 2010)
- Health Care Task Force (2009)
- Associate Vice President Enrollment Search Committee (2009 - 2010)
- St. Bonaventure University Library Committee (Chair, 2007 - 2008)
- Catholic Health System Worksite Wellness Committee; Communication liaison (2003 - 2004)
- Catholic Health System Values In Practice (VIP) Leadership Team; Member and Management Team Educator (2003-2004)
- Communication Graduate Student Association (CGSA) at University at Buffalo; Secretary (elected) (2002)

### *Professional Affiliations*

- New York State Public Health Association (2024 – present)
- Society for Health Care Strategy and Market Development (2023 – present)
- National Public Health Information Coalition (NPHIC) (2022 – present)
- Society for Infodemic Management (2022 – present)
- Zonta International (2020- present), Publicity Chair (2021 – present)
- Healthy Community Alliance Board Member (2018 – present; Secretary)
- Embrace It Africa Founding Member, Board Member (2008- present)



- New York State Women, Inc., Buffalo Niagara Chapter – President (2015-2016); President-elect (2014-2015); State Marketing Chair (2015-2018). Named Woman in Leadership, May, 2019.
- American Association of University Women (AAUW) member (2013 – 2018)
- International Communication Association (ICA) (2001 – 2018)

*Advising*

- Faculty adviser for Embrace It Africa (2008 – 2012; 2017 - present)
- Faculty adviser for Public Relations Student Society of America (2009 – 2011)
- Communication adviser and Sam Walton Free Enterprise Co-Fellow for St. Bonaventure's Students in Free Enterprise (SIFE) chapter (2007 – 2010)
- Faculty adviser for Colleges Against Cancer (2007 – 2008)
- Faculty adviser for Delta Psi Omega service fraternity at University at Buffalo (2003 - 2005)

**Community Service/Affiliations**

**Society for Infodemic Management**

International

*Member*

2022 - present

*Organization dedicated to providing information to help manage the infodemic.*

- Working on methodology to determine education needs of health care educators and front line workers in managing the infodemic.

**Zonta International, Olean Chapter**

Olean, NY

*Member, Publicity Chair*

2020 - present

*Organization dedicated to women's issues worldwide.*

- Created and update the website.
- Plan, create and evaluate social media campaigns.
- Received the Yellow Rose Award in 2020 for dedication to women's initiatives.
- Write and distribute press releases.
- Manage media relations.

**Healthy Community Alliance**

Gowanda, NY

*Board Member*

2018-present

*Board Secretary*

2019 – present

*Chair, Communication and Partner Development Committee*

2019 – present

*Organization dedicated to building the quality of life in rural communities.*

- Work with HCA to create and implement communication plan.
- As a board member, oversee governance of organization.

### **March Into Women's History**

St. Bonaventure University, St. Bonaventure, NY

*Founding member, participant*

2017 – present

*Formerly titled "BonaBRAVE," March Into Women's History is designed to raise awareness of issues facing women.*

- Created and implemented annual March Into Women's History bracket to raise awareness of issues facing women worldwide.
- Develop related programming including panel discussions and speakers.
- Developed and update website.
- Oversee interns.

### **Embrace It Africa**

St. Bonaventure University, St. Bonaventure, NY

*Founding Member, Participant, Board Member*

2008 - present

*Faculty adviser*

2008 – 2012; 2017 – present

*Embrace It Africa, Inc. is a 501c3 non-profit organization working to develop and implement sustainable projects that address issues of poverty, access to education and public health through the Kyotera district in southern Uganda.*

- Develop and implement Brewganda fundraiser to raise funds for programs.
- Assisted with fundraising campaigns such as the \$3 Campaign and Art From the Heart.
- Collaborated with co-president on a program for students to participate in an intercession program with medical facilities in Uganda. Conducted health communication research (2018).
- Assisted with the Mikwano Financial Agency (microfinance program), the Hajjisa Kabiito Sponsorship Program (personally sponsor two students) and Nakagongo Widows Cooperative (supporting women's economic success) and Bethlehem Parents School Health Clinic.
- Oversaw students for internship credit.
- Participate in trip to Uganda with students overseeing projects and scouting new initiatives.

### **New York State Women Inc., Buffalo Niagara Chapter**

Buffalo, NY

*Member*

2013 – 2020

*President-Elect*

2014-2015

*President*

2015-2016

*State Marketing Committee Chair*  
2015-2018

*Organization dedicated to supporting women personally, professionally and politically.*

- Named Woman in Leadership in 2019.
- Served as president-elect, president and state marketing committee chair.
- Developed and implemented monthly programming dedicated to the mission of the organization.
- Presented several programs at the local and state level including at two state conferences.
- Encouraged SBU student participation in events.

### **Health Care Access Coalition**

Olean, NY

*Member*

2008-2014; 2018-2019

*Group works to promote affordable, comprehensive, and quality health care for all through education and advocacy.*

- Helped with public relations initiatives and website development and maintenance. In 2012 sponsored “Am I My Brother’s Keeper?” and participated in a panel to discuss social media in health care.
- Sponsored a panel discussion titled “The Affordable Care Act: What’s in it for You?” on the SBU campus.
- Put together an interfaith forum that allowed people (SBU faculty, local physicians and other health care advocates) of different faiths to express the importance of health care for all in terms of their faith tradition.
- Presented a panel discussion with then congressman Eric Massa and Andrew Coates, M.D., to discuss the then proposed health care legislation.
- Additionally, the coalition is often covered in or contributes editorials to the *Olean Times Herald*.

### **Leukemia and Lymphoma Society Team In Training**

WNY and Finger Lakes Chapter

*Endurance Athlete/Fundraiser*

2004, 2010

- Participated in endurance events to raise money for the organization. Have cycled in a century ride (America’s Most Beautiful Bike Ride, Lake Tahoe, 2004) and have run a marathon (the Corning Wineglass Marathon in October 2010 in Corning, NY).

### **BonaResponds**

*Participant*

*Communication adviser*

2006 - 2010

- Participated in first spring break trip (Spring 2006) to the ravaged Gulf Coast, post Hurricane Katrina, specifically St. Bernard Parish.
- Participated in local service day (Fall 2006).
- Assisted with communication initiatives and oversaw JMC students for internship credit.

## Current Academic Interests/Projects

- Infodemics
- Big data and data gathering.
- Punctuated equilibrium, evolution and disrupters.
- Women's issues worldwide.
- Ecotourism and worldwide national parks as a diffusion of innovation model.
- Safety In Numbers (SIN) in negotiations in politics, communication, and economics.
- Examination of Island Biogeography in National Parks and Protected Areas worldwide.
- Health education and awareness in Uganda.
- Culture and communication in Uganda.
- Rural health care.
- Content analysis of media coverage of environmental, health care, and corporate social responsibility issues.

## Papers, Conference Presentations, Workshops, Articles Written, Expert Advice and Journal Review

- Please see [www.datadoyenne.com/blognewsletter](http://www.datadoyenne.com/blognewsletter) for additional posts.
- *Protecting, connecting, thriving: We are ALL public health.* Pauline Hoffmann. Olean Times Herald. April, 2, 2024.
- *National Nurses' Week: You Make a Difference.* Pauline Hoffmann. Olean Times Herald. May, 12 2023.
- *Public Health Week 'centers and celebrates cultures in public health.'* Pauline Hoffmann. Olean Times Herald. April, 4, 2023.
- *National Nurses' Week: Rooted in Strength.* Pauline Hoffmann. Olean Times Herald. May, 8 2022.
- *Vaccines: A Long Life for All.* Pauline Hoffmann. Olean Times Herald. April 28, 2002.
- *Public Health is Where you are.* Pauline Hoffmann. Olean Times Herald. April 7, 2022.
- *What Does Normal Mean?* Xiaoning Zhang, Pauline Hoffmann, Mary Rose Kubal. Olean Times Herald. May 16, 2020.
- *#FaceFacts.* Xiaoning Zhang, Pauline Hoffmann, Mary Rose Kubal. Olean Times Herald. March 26, 2020.
- *This Global Pandemic is Nothing to Sneeze At.* Xiaoning Zhang, Pauline Hoffmann, Mary Rose Kubal, Robin Valeri. Olean Times Herald. March 20, 2020.
- *Journal of Communications Media Studies* reviewer. Journal published by the Indiana University of Pennsylvania. (2010 – 2012)
- *A Tale of Two Cities: Content Analysis of Newspaper Coverage of Coke Industry Environmental Violations in Erie, PA, and Tonawanda, NY.* Pauline W. Hoffmann and Anne Zaphiris, Mercyhurst College. Presented at International Symposium on Green Supply Chains July 30, 2010, Akron, Ohio.
- Session chair at International Symposium on Green Supply Chains July 30, 2010, Akron, Ohio.
- *Ten things no one ever tells you about your health.* Quality Health website. November 20, 2008. Written by Pauline W. Hoffmann for web content site.
- *Outrage a blow to HSBC's image.* Buffalo News August 27, 2008. Quoted as an expert on crisis communication.
- *Marketing in Higher Education.* Research conducted with Basil Valente, Pauline W. Hoffmann, Heidi Ofinowicz, Hallie Stubie, Jonathan Ter Meer. Presented at the

Marketing Association Conference, San Diego, CA, Fall 2007. Research findings used by the SBU Public Relations/Marketing office in developing strategy and an IMC plan for the university. Project also served to help students in understanding research methods, objectives, and report writing. Also presented to the SBU Board of Trustees in Spring 2007.

- *Carnegie Mellon School of Computer Science Institute for Software Research curriculum of study in Dynamic Network Analyses and Computational Organization Theory - Center for Computational Analysis of Social and Organizational Systems (CASOS)*. 2007 Summer Institute at Carnegie Mellon University, Pittsburgh, PA. First-hand experience working with the latest software designed to facilitate computational analysis of social networks, content analysis, and multi-agent modeling.
- *Safety in Numbers and Power in Determining Strategy Evolution in the Game of Chicken*. Pauline W. Hoffmann. A dissertation submitted to the faculty of the Department of Communication at the State University of New York at Buffalo, January 2007.
- *Network Structure, Strategy Evolution, and the Game of Chicken*, Social Networks, 28, 2006, 377-396; Frank Tutzauer, Margaret Chojnacki, Pauline W. Hoffmann.
- *Ecotourism as an Innovation and Biogeographic Phenomenon Based on Worldwide Protected Areas Data*. Pauline W. Hoffmann. Academic research paper presented as qualifying exam, 2006.
- *Network Structure, Strategy Evolution, and the Game of Chicken*. Frank Tutzauer, Pauline W. Hoffmann, Margaret Chojnacki. Presentation of academic research paper at the International Communication Association Conference in New York City, 2005.
- *Game of Chicken in a Cellular Automata Network*. Frank Tutzauer, Pauline W. Hoffmann, Margaret Chojnacki. Presentation of academic research paper at the Sunbelt Networking Conference in New Orleans, 2002.

### **Invited Lectures, Talks, Interviews, Awards**

- *How to identify disinformation and inoculate the public against it*. Keynote address at the second annual Public Health Fellows Summit in Albany, NY, December 2023.
- *Communication planning for rural health systems*. Society for Health Care Strategy and Market Development (SHSMD). Annual conference, Chicago, September, 2023.
- *Effective Communication*. Virtual. New York State Department of Health Regional Fellowship Summit.
- *Climate Change and its Impact on Women Globally*. Zonta Club of Olean keynote speaker for the regional Zonta conference. Allegany, NY
- *Communication Planning, Albany, NY*
  - New York State Department of Health Health Corp Summit. November 16, 2022
- *Infodemic: Social Media Influence on Covid-19, virtual panel discussion*. BEA (Broadcast Education Association), April, 2022
- *Disinformation and Misinformation*. Numerous talks related to this topic including guest lectures in classes, St. Bonaventure CALM presentation, Erie County Health Department Lunch and Learn, Healthy Community Alliance.
- *Jandoli Institute Panelist*
  - *Summer 2020 – Headlines should do no harm*
- *BonaBRAVE Panelist*
  - Spring, 2019 - Defective Women
- *Zonta Club, Olean, NY*

- Fall, 2019 - Women's Issues in Uganda, Africa
- Women in Leadership award recipient, NYS Women, Inc. Buffalo Niagara Chapter, Buffalo, NY
  - Spring 2019 – Appeared on AM Buffalo (ABC affiliate)
- Yellow Rose winner, Zonta Club of Olean, Olean, NY
  - Spring 2019 – in recognition for shepherding women's issues
- *Young Non-Profit Networking Group, Buffalo, NY*
  - Spring 2018 – Using readily available data for your non-profit
- *Young Non-Profit Networking Group, Buffalo, NY*
  - Spring 2017 – Non-profit crisis management
- *New York State Women, Inc. Conference, Syracuse, NY*
  - October, 2015 - Dealing with Difficult People and Managing Across Generations
- *Young Non-Profit Networking Group, Buffalo, NY*
  - October 2015 - Your Role in Public Relations (especially if you don't think you have one)
- *New York State Financial Aid Administrators Conference, Buffalo, NY*
  - October 2015 - Dealing with Difficult People in the Workplace
- *Jamestown Community College and Seneca Nation of Indians*
  - Spring 2015 – Dealing with Difficult People
- *Young Non-Profit Networking Group, Buffalo, NY*
  - Spring 2015 – Dealing with Difficult People
- *Buffalo Niagara Chapter, New York State Women Inc.*
  - Fall 2014 – Dealing with Difficult People
- *Non-Profit Networking Day*
  - Summer 2014 – Communication in Crisis
  - Summer 2013 – Dealing with Difficult People
- *SBU Board of Trustees*
  - Spring 2010 – Embrace It Africa program presentation
  - Fall 2008 – Embrace It Africa program presentation
  - Spring 2007 – Research findings of study presented at *Marketing in Higher Education* conference
- *Olean Public Library*
  - Spring 2010 – Embrace It Africa program presentation
- *Buffalo Museum of Science*
  - Spring 2010 – Embrace It Africa program presentation to Lily Foundation members
- *Clare Forum/Passport Event*
  - Spring 2010 – Embrace It Africa program presentation
- *Olean Rotary Club*
  - Spring 2009 – Embrace It Africa program presentation
- *Africa Teach-in Week* (sponsored by SBU)
  - Spring 2009 – Embrace It Africa program presentation
- *Faculty Forum*
  - Spring, 2009 – Embrace It Africa program update
  - Fall, 2008 – Embrace It Africa program presentation
- Salamanca School District Career Day January 30, 2007. Spoke about careers in JMC as well as careers in higher education.
- *Catholic Health System*

- 2006-2007 – developed and taught corporate classes through CHS University including communication, public speaking, public relations, customer service, and organizational leadership and change.