

Curriculum Vitae  
**Bonnie McCracken Nickels**

## EDUCATION

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- Ph.D., Communication**, University at Buffalo, State University of New York 2016  
*Dissertation:* End-of-life communication in veterinary medicine  
 Minor: Statistics
- M.S., Communication and Media Technologies**, Rochester Institute of Technology 2011  
*Thesis:* Are new media credible? A multidimensional approach to measuring news consumers' credibility and bias perceptions and the frequency of news consumption  
 Minor: Integrated Marketing Communications
- B.A., Communication**, State University of New York at Geneseo 2009
- A.A.S., Journalism**, State University of New York at Morrisville 2005

## PROFESSIONAL DEVELOPMENT

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- 2021 – 2023, Coursework in Professional Practice of Public Health in completion towards Certification in Public Health (CPH) University at Albany, State University of New York, School of Public Health, Albany NY
- 2021, Certificate in Advancing Cultural Competence in the Public Health and Health Care Workforce University at Albany, State University of New York, School of Public Health, Center for Public Health Continuing Education, Albany NY

## PROFESSIONAL EMPLOYMENT

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- 2023 – Present, Assistant Teaching Professor University at Buffalo, State University of NY, Department of Communication, Buffalo NY
- 2016 – 2021, Visiting Assistant Professor/  
Visiting Lecturer Rochester Institute of Technology  
School of Communication, Rochester NY
- 2012 – 2016, Teaching Assistant / Instructor of Record University at Buffalo, State University of New York, Department of Communication, Buffalo NY
- 2015 – 2016, Adjunct Lecturer Rochester Institute of Technology  
School of Communication, Rochester NY
- 2013 – 2016, Adjunct Lecturer State University of New York at Geneseo  
Department of Communication, Geneseo NY
- 2010 – 2011, Research Assistant Rochester Institute of Technology  
School of Communication, Rochester NY

## TEACHING EXPERIENCE

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### Courses Taught

Freshmen Seminar\*  
 Family Communication\*  
 Communication Theory\*  
 Interpersonal Communication  
 Human Communication  
 Health Communication  
 Persuasion  
 Communication in Organizations  
 Conflict, Negotiation, & Mediation  
 Communicating Social Support  
 Mass Communication  
 Principles of Public Speaking  
 Business Communication

### Courses Taught Online

Interpersonal  
 Communicating Social  
 Support

### Courses Prepared to Teach

Advanced Interpersonal Theory  
 Research Methods  
 Gender & Communication  
 Intercultural Communication  
 Small Group Communication

\*Taught 2023-2024

## ADDITIONAL EXPERIENCE

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2022 – present, Grant Writer

Contract grant writer providing research, LOI and proposal writing, and process evaluation services in response to a variety of funding opportunities for nonprofit organizations.

- Procured \$65,000 for Warrior House of WNY to fund community-based programs aimed at reducing health disparities.
- FEMA & NYS Grants for Volunteer Fire Departments

## SCHOLARSHIP

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### Refereed Journal Articles

Nickels, B. M., Tenzek, K. E., & Lattimer, T. A. (2023). *This is Us*: An analysis of mediated family communication at end-of-life. *Omega: Journal of Death and Dying*, 87, 1238-1258  
 doi:10.1177/00302228211036307.

Nickels, B. M. (2020). Love locked up: An exploration of relationship maintenance and perceived barriers for women who have incarcerated partners. *Journal of Family Communication*, 20, 36-50. <https://doi.org/10.1080/15267431.2019.1674853>

Tenzek, K. E. & Nickels, B. M. (2019). End-of-Life (EOL) in Disney and Pixar films: An opportunity for engaging in difficult conversation. *Omega: Journal of Death and Dying*, 80, 49-68. doi: 10.1177/0030222817726258. (Early ePub release 2017).

Nickels, B. M. & Feeley, T. H. (2017). Breaking bad news in veterinary medicine. *Health Communication*, 13, 1105-1113. doi: 10.1080/10410236.2017.1331309

Anker, A. E., Feeley, T. H., & **McCracken, B. J.**, Lagoe, C. (2016). Measuring the effectiveness of mass-mediated health campaigns through meta-analysis. *Journal of Health Communication, 21*, p. 439-456. doi: 10.1080/10810730.2015.1095820

### Book Chapter

**Nickels, B. M.** (forthcoming 2023). Marriage and incarceration. In J. Hartenstein (Ed.), *Marriage and Divorce in America: Issues, Trends, and Controversies*. Publisher ABC-CLIO.

**Nickels, B. M.**, & Tenzek, K. E. (2022). Family communication at end-of-life: Breaking the taboo through entertainment media. In G. Luurs (Ed.), *Handbook of Research on Communication Strategies for Taboo Topics*. IGI Global.

**Nickels, B. M.** (2022). An illegal practice of veterinary medicine. In J. Wrench (Ed.), *Cases in Organizational Communication* (2<sup>nd</sup> ed.). Kendall Hunt Publishing co.

**McCracken, B. J.**, Rintamaki, L. S., & Peek, D. M. (2015). Breaking bad news during physician patient interactions. In M. Brann (Ed.), *Contemporary Case Studies in Health Communication: Theoretical and Applied Approaches* (2<sup>nd</sup> ed.). Dubuque, IA: Kendall Hunt Publishing co.

### Submitted Papers/In Preparation

**Nickels, B. M.**, & Tenzek, K. E. (data collected, writing results). Family end-of-life communication during the Covid-19 pandemic.

### CONFERENCE PROCEEDINGS

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Tenzek, K. E., **Nickels, B. M.**, Lattimer, T., Lapan, E., & Neurohr, M. (2024, March). Final conversations at end-of-life: An analysis of family communication in the television series *This is Us*. *Eastern Communication Association, 2024 Conference*. Paper submission, Applied Communication Division. Cambridge, Massachusetts.

**Nickels, B. M.**, Tenzek, K. E., Lattimer, T. (2019, November). *This is Us*: Depictions of end-of-life conversations in *This is Us*: Cultivating perceptions of the impact death has on life, family, and relationships. *National Communication Association 2019 Conference*. Paper submission, Family Communication Division. Baltimore, Maryland.

**Nickels, B. M.** (2019, April). Serving time together: Strategies and barriers for relational maintenance during incarceration. *Eastern Communication Association 2019 Conference*. Paper Submission, Interpersonal Communication Division. Providence, Rhode Island.

**McCracken Nickels, B.** (2017) "I'm so sorry for your loss": The practice of providing emotional support in Veterinary medicine. *Eastern Communication Association 2017 Conference*. Paper Submission, **Top Paper**, Health Communication Division. Boston, MA.

**McCracken, B. J.** & Feeley, T. H. (2016). End-of-life in veterinary medicine. *National Communication Association 2016 Conference*. Paper Submission. Philadelphia, PA.

Tenzek, K. E. & **McCracken, B. J.** (2016). End-of-life as a communication context for research: A look into the National Communication Association journals. *National Communication Association 2016 Conference*. Paper Submission. Philadelphia, PA.

**McCracken, B. J.** (2015, November). Cultural constructions of the good death: Case studies in communication about what it means to die well. *National Communication Association Conference*. Panel participant. Las Vegas, NV.

Anker, A. E., Feeley, T. H., & **McCracken, B. J.**, Lague, C. (2015, November). The impact of mass mediated health campaigns on knowledge, behavior, and self-efficacy: A series of meta-analyses characterizing current campaigns to promote health. *National Communication Association Conference*. Poster Session. Las Vegas, NV.

**McCracken, B. J.** (2015, April). Considering end-of-life (EOL) communication: A roundtable discussion encompassing collaborative perspectives of care. *Eastern Communication Association, Health Communication co-sponsorship with Interpersonal Communication Interest Group*. Panel participant. Philadelphia, PA.

**McCracken, B. J.** & Adam, C. (2010, May). Communication, Active Learning, Diversity, and Technology Findings from “The Eisenhart Interviews.” Presented in panel session at the annual meeting of the Faculty Institute for Teaching & Learning, Rochester, NY.

## PROFESSIONAL AWARDS AND HONORS

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| 2017 | Top Paper, Health Communication Division. Eastern Communication Association Convention. Boston, MA.          |
| 2017 | Nominated for an Outstanding Teaching Award for Non-Tenure-Track Faculty, Rochester Institute of Technology. |

## SERVICE

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### Service to Department

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| 2019 – 2020 | Developed and Managed Student Recognition Awards, School of Communication, Rochester Institute of Technology  |
| 2018 – 2020 | Member, Spring Celebration Event Planning Committee, School of Communication, Rochester Institute of Technology   |
| 2016 – 2021 | Senior Thesis second reader, School of Communication, Rochester Institute of Technology. Provided second advisor services to students completing senior theses. |
| 2016 – 2018 | Member, Graduate Committee, School of Communication, Rochester Institute of Technology  |
| 2016 – 2018 | Member, Curriculum Committee, School of Communication, Rochester Institute of Technology  |

2016 – 2018 Member, Communication Marketing Committee, School of Communication,  
Rochester Institute of Technology

### **Service to Discipline**

- 2024 Journal Submission Reviewer, *Omega: Journal of Death and Dying*
- 2021 Chapter Reviewer, for G. Luurs (Ed.) *Handbook of Research on Communication Strategies for Taboo Topics*. IGI Global.
- 2016 – 2021 Journal Submission Reviewer, *Omega: Journal of Death and Dying*
- 2016 – 2021 Conference Submission Reviewer, Health Communication Division, National Communication Association
- 2019 Panel Chair, James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference, Eastern Communication Association, Providence, Rhode Island.
- 2018 - 2019 Undergraduate Submission Reviewer, James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference, Eastern Communication Association
- 2015 Invited textbook review of R. B. Adler, L. B. Rosenfield, and R. F. Proctor II's *Interplay*, for Oxford University Press.

### **Service to University**

- 2019 – 2020 Seminar/workshop, "Interpersonal Communication for Professional Success," College & Careers, Rochester Institute of Technology
- 2020 Invited Speaker to the Department of Access Services at Rochester Institute of Technology. Seminar to familiarize Deaf and Hard of Hearing interpreting staff to the vocabulary and content presented within Communication classes in order to prepare interpreters for future class assignments
- 2020 Invited speaker at the Emerging Professionals Institute (EPI), Center for Leadership and Civic Engagement at Rochester Institute of Technology. Presentation scheduled for April 11, 2020 (*Cancelled due to COVID-19*)
- 2017 Seminar/workshop, "Communication: People Person or Not? Communicate Your Way," College & Careers, Rochester Institute of Technology

### **PROFESSIONAL MEMBERSHIP/AFFILIATIONS**

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- 2014 – Present Member, National Communication Association (NCA)
- 2014 – Present Member, Eastern Communication Association (ECA)