

**IRV SCHENKLER**  
**Stern School of Business New York University**  
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## **TEACHING EXPERIENCE**

1982-Present **NEW YORK UNIVERSITY STERN SCHOOL OF BUSINESS**

1994- **Clinical Associate Professor of Management Communication**  
Director, Management Communication Program, 2002-

1988-1994 **Clinical Assistant Professor of Management Communication, Graduate Division**  
Director, Undergraduate Program, Management Communication

1982-1988 **Instructor, Management Communication**

**Receipient, Stern School Award for Teaching Excellence, 1990**

### Courses designed and taught:

- Business and its Publics, undergraduate core course
- Commerce and Culture, undergraduate writing course
- Crisis Communication, MBA elective
- Business Communication, core course for part-time MBA program
- Organizational Communication and its Social Context, core course for undergraduate program
- Integrated Strategic Exercise, MBA core course
- Management Communication, MBA elective in Professional Writing and Speaking
- Media and Management, MBA elective
- Crisis Communication, MBA elective
- Presentation and Communication Workshop, Executive MBA Program
- Organizational Communication, Undergraduate elective
- Communicating in American Business, MBA seminar for international students

### Additional Responsibilities:

- Director, Graduate and Undergraduate Course Area
- Conduct Faculty Seminars for Teaching Effectiveness (1985-1995)
- Course Coordinator, Integrative Strategy Exercise (1996-2002)
- Select and train teaching assistants

- 1999-2008 **UNIVERSITY OF LUGANO, LUGANO, SWITZERLAND**  
**Visiting Professor**  
Teach module course in Crisis Management for MS candidates  
Participated in issue forums on public affairs
- Autumn 1988 **AMOS TUCK SCHOOL OF BUSINESS, DARTMOUTH**  
**Visiting Assistant Professor of Management Communication**  
  
Taught two sections of required Management Communication Course.  
Conducted faculty seminars on teaching effectiveness to new faculty members.  
Coordinated faculty-wide seminar on pedagogy and curriculum.
- Autumn, 1991 **UNIVERSITY OF WASHINGTON, COLLEGE OF BUSINESS,**  
**SEATTLE, WA**  
**Adjunct Faculty Member**  
  
Taught advanced undergraduate courses in Business and Society; participated  
in course development of Management Communication area
- 1980-1982 **COLUMBIA UNIVERSITY GRADUATE SCHOOL OF BUSINESS**  
**Associate, Communication Program**  
  
Designed and directed writing program for MBA candidates; developed procedures  
to select and train teaching assistants; taught courses and workshops on oral  
presentation and case analysis.
- 1976-1978 **COLUMBIA COLLEGE, COLUMBIA UNIVERSITY**  
**Preceptor, Department of English and Comparative Literature**  
  
Taught expository prose to freshmen and sophomore students. Conceived course  
structure and format.

#### **ADMINISTRATIVE EXPERIENCE**

- 1978-1980 **COLUMBIA COLLEGE, COLUMBIA UNIVERSITY**  
**Assistant Director of College Admissions**  
  
Participated in all admission decisions. Wrote and edited newsletters and  
publications; hired and supervised staff of 12 interviewers; served as academic  
advisor to freshmen and sophomores.
- 1978 **BARNARD COLLEGE, COLUMBIA UNIVERSITY**  
**Fellow, National Endowment for the Humanities**

Organized International Symposia and University Conferences.

1977 **COLUMBIA UNIVERSITY**  
**Secretary, Faculty Seminar in Medieval Studies**

## **EDUCATION**

1975-1978 **GRADUATE SCHOOL OF ARTS AND SCIENCES, COLUMBIA UNIVERSITY**  
Department of English and Comparative Literature  
M. Phil. 1978 Honors  
Thesis subject: Selling Sensationalism - How Crime Became a Commodity in Sixteenth Century England  
M.A. 1976 Honors

1971-1975 **COLUMBIA COLLEGE, COLUMBIA UNIVERSITY**  
A.B. English  
Chamberlain Scholar: 1974-1975  
Exeter College, Oxford University: 1974

1977 **LATIN INSTITUTE, GRADUATE CENTER OF THE CITY UNIVERSITY OF NEW YORK**  
Certificate, Latin Language and Literature

## **PRESENTATIONS AND CONFERENCES**

December, 2009, May, 2010, November, 2010, "Crisis Communication," webinar for Reputation Institute.

May, 2006-2009 "Crisis Response: A Framework Approach." Yearly presentation to Erasmus University Executive Program.

September, 2006 Conference Board, New York. "Corporate Reputation and Communication Conference," Speaker and Panelist.

May, 2006 "From IRO to PR Pro: Do's and Don'ts of Media Relations," National Investor Relations Institute (NIRI) Speaker on webcast.

January, 2006 "Current Environment of Communication Courses at MBA Programs," Council of Public Relations Firms

May, 2004 "Corporate Communication and Crisis Planning," Lugano, University of Lugano, Switzerland, Masters in Communication Program Distinguished Lecture Series

April, 2004 "Mad Cow and the Media: BSE in the US and EEC." Lecture delivered to Executive MS Program in Corporate Communication, Erasmus University, Rotterdam during New York Residence Week

April, 2003 "Crisis Communication: Frameworks for Communication," Lecture delivered to M.A.

students of the Erasmus University, Rotterdam Residence Week

April, 2003 "Media and Crisis Communication, A Stakeholder Approach," Lecture delivered to senior members of Homeland Security Agency (formerly U.S. Customs division), Arden House.

May, 2002 "Conceptual Model of Crisis Communication." 6th International Conference on Corporate Reputation, Identity and Competitiveness, Boston.

January 2001 "Issues Management and the New Economy," Panel Discussant, University of Lugano, Lugano, Switzerland.

October, 2000. "A Framework Approach to Crisis Response," Presentation to Visiting Faculty of University of Amsterdam, NYC.

April, 2000 "Choosing Public Relations Counsel in a Crisis," Presentation for Senior Partners of Winthrop, Stimson, Putnam and Roberts

January, 2000 "Issues Management: US versus European Trends", Panel Discussant, Unversite' della Svizzera Italiano in Lugano, Switzerland..

October, 1999 "Choosing Public Relations Counsel in a Crisis," Presentation for Senior Partners of Winthrop, Stimson, Putnam and Roberts

May, 1999 "Crisis Management Response," lecture/ presentation for visiting mission members of Japan Institute for Social and Economic Affairs

May, 1999 **Management Communication Association**  
Georgetown University  
"Kenneth Burke's Rhetoric of Motives: A Blueprint for Communication Strategy"

May, 1998 **Management Communication Association**  
Darden School, U.Virginia  
"Plato's Gorgias Dialogue and the Tradition of Sophistic Suspicion"

September 1997 **Corporate Communication Association**  
Notre Dame University  
"A Model For Analyzing Crisis Response"

January 1997 **Conference on Corporate Reputation**  
**New York**  
"Fanning Fires: Mitsubishi Motors and the EEOC"

November 1996 **American Business Communication Association**  
**Chicago**  
"Walmart and its Opposition: How Advocacy Groups Are Using The Web to Build Alliances"

- May, 1996            **Management Communication Association  
Ithaca, NY**  
"Integrating Corporate Communication into  
the MBA Curriculum"
- April 1994           **MANAGEMENT COMMUNICATION ASSOCIATION  
New York**  
"The Language of Layoffs: Why Companies  
Subvert Themselves"
- May 1993            **CONFERENCE ON CORPORATE COMMUNICATION,  
Fairleigh Dickinson University**  
"The Mitsubishi Estate Company's Acquisition  
of Rockefeller Center: How Public Relations  
Strategies Blunted Japan Bashing"
- March 1993           **GRADUATE BUSINESS CONFERENCE, New York**  
Roundtable Moderator: Corporate Integrity
- November 1992      **INTERNATIONAL CONFERENCE OF AMERICAN BUSINESS  
COMMUNICATION, New Orleans**  
A Model for International Orientation  
Programs
- April 1992           **AMERICAN BUSINESS COMMUNICATION ASSOCIATION,  
Washington, D.C.**  
Rethinking Corporate Communication:  
Curricular Changes and Financial Constraints
- April 1990           **MANAGEMENT COMMUNICATION ASSOCIATION, Ann Arbor**  
Images of Japanese Business in the U.S.: 1975-1990
- April 1988           **AMERICAN BUSINESS COMMUNICATION ASSOCIATION,  
Montreal**  
Teaching Management Communication To Japanese Executives
- April 1987           **MANAGEMENT COMMUNICATION ASSOCIATION, New York**  
Cultural History in Managerial Education
- April 1987           **AMERICAN BUSINESS COMMUNICATION ASSOCIATION, New  
York**  
Chair: Interdisciplinary Approaches to Teaching Organizational  
Communication
- April 1986           **MANAGEMENT COMMUNICATION ASSOCIATION, Chapel Hill,  
NC**  
Using Personal Cases in Management Communication Courses

- April 1985      **AMERICAN BUSINESS COMMUNICATION ASSOCIATION, Toronto**  
Guidelines for Writing Instructors: How To Teach Oral Presentation
- April 1985      **MANAGEMENT COMMUNICATION ASSOCIATION, New Orleans**  
Peter Drucker's Prophecy for the Post-War II Era: Implications for Communications Today
- February 1985      **AMOS TUCK SCHOOL OF BUSINESS, DARTMOUTH COLLEGE, Hanover, NH**  
Communication and the Modern Executive
- May 1984      **MANAGEMENT COMMUNICATION ASSOCIATION, Charlottesville, VA**  
Writing Cases for Communication Courses: Hows and Whys
- May 1983      **MANAGEMENT COMMUNICATION ASSOCIATION, Cambridge, MA**  
Teaching Management Communication As Process and Strategy
- February 1983      **AMERICAN ASSOCIATION OF COLLEGIATE SCHOOLS OF BUSINESS, St. Louis**  
Undergraduate Issues in Business Communication
- January 1983      **NEW YORK UNIVERSITY SYMPOSIUM ON COMMUNICATION, New York**  
An Assessment: Graduate and Undergraduate Curricula

## **PUBLICATIONS AND OTHER RESEARCH**

*Guide to Media Relations*, Prentice Hall/Pearson, 2004.

“Crisis Communication: A Conceptual Model,” Spring 2002, Proceedings of the 6th International Conference on Corporate Reputation, Identity and Competitiveness. Reputation Institute in association with Corporate Reputation Review.

The Expressive Organization: Linking Identity, Reputation, and the Corporate Brand The Journal of Business Communication; Urbana; Jul 2001

Communicating Value in The New Economy, Stern Business, Spring, 2000

Employee Communication: A Review of Communicating Corporate Change, Human Resource Management, Winter, 1991

Coping With Crisis, Stern Business, Fall 1997

Fanning Fires: Mitsubishi Motors and the EEOC. Corporate Reputation Review, 1997

Counter-attack: Should Business Attack the Media? Stern Business, 1996

Toward a Theory of Business Communication. (With Melinda Knight), Management Communication Association Papers, 1983.

Contributor to AACSB's Business Communication, Programs and Courses, (Mary Munter, Editor), 1983

**MEDIA**

Interviewed by Financial Times, CNN, USA Today, CBS Market Watch, ABC World News Tonight, Business Week, Wall Street Journal, Good Morning America (ABC), Reuters Television, Forbes, Dow Jones Newswire, Yomiuri America , Moneyline CNN, NY Post, NPR Marketpalce 1990- 2011

