

# Curriculum Vitae

## David W. Guth, APR

(revised 5/19/11)

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### DEGREES:

- M.A.            1990    University of North Carolina-Chapel Hill, Journalism (Public Relations emphasis)
- B.A.            1973    University of Maryland - College Park, Radio-Television-Speech

### ACADEMIC POSITIONS:

- 2004 - 2009    Associate Dean, William Allen White School of Journalism and Mass Communications, University of Kansas.
- Spring 2004    Visiting Professor. Consortium International University at Paderno del Grappa, Italy.
- 2000 - 2003    Chair, Strategic Communication Track, William Allen White School of Journalism and Mass Communications, University of Kansas.
- 1997 -            Associate Professor, William Allen White School of Journalism and Mass Communications, University of Kansas.
- 1991 - 1997    Assistant Professor, William Allen White School of Journalism and Mass Communications, University of Kansas.

### COURSES TAUGHT:

- |                |                                  |
|----------------|----------------------------------|
| Journalism 301 | Research and Writing             |
| Journalism 390 | Broadcast Production and Writing |
| Journalism 433 | Strategic Communications         |
| Journalism 435 | Message Development              |

Journalism 445	Multimedia Reporting and Production (graduate)
Journalism 500	Topics in Journalism: Campaign 2000/2004 - The Media, Politics and Persuasion
Journalism 503	History of Journalism and Mass Communications
Journalism 523	Principles of Public Relations (formerly numbered Journalism 220 and Journalism 420)
Journalism 608	Ethics and the Media
Journalism 620	Business Communications Projects
Journalism 676	Strategic Communications Campaigns
Journalism 749	Integrated Marketing Project (Served as academic adviser to students enrolled in Integrated Marketing program at the KU Regents Center).
Journalism 807	News-Editorial Seminar (Emphasis: Public Policy and Public Opinion)
Journalism 811	Radio-TV Seminar (Emphasis: Media Convergence on the Web)
Journalism 811	Public Relations Seminar (Emphasis: Crisis Communications)
Journalism 811	Public Relations Seminar (Emphasis: Public Relations and Public Policy)

Served on 19 Master's Committees. Chair of four. (Most recent: Spring 2011)

Served on 2 Doctoral Committees. (Most recent: Fall 2007)

### **RECOGNITION FOR TEACHING:**

Budig Teaching Award -- September 2001, September 2002.

PRSSA Day Competition, from the Greater Kansas City Chapter of the Public Relations Society of America, for student projects produced in JOUR 620. First place for projects produced 1995, 1996, 1997, 1998 and 1999. Second place in 1998 and 1999. Third place in 1994.

Teaching Development Awards - Granted by the Dean for innovations in teaching. May 1996, September 1993, May 1993 and October 1992.

Bronze Quill Awards from the Kansas City Chapter of the International Association of Business Communicators for projects produced in JOUR 620, Business Communications Projects in 2000, 1999, 1998, 1997, 1996, 1995, and 1994. An Award of Merit was presented to student groups in 2005, 2000 and 1999.

### **PROFESSIONAL EMPLOYMENT:**

Special Assistant to the Secretary for Public Information, North Carolina Department of Correction. Raleigh, North Carolina. October 1987 - July 1991.

Special Assistant to the Secretary, North Carolina Department of Administration. Raleigh, North Carolina. February 1985 - September 1987.

Press Coordinator, North Carolina Inaugural Committee. Raleigh, North Carolina. November 1984 - February 1985.

Reporter/Anchor, Capital Broadcasting Company (WRAL-FM, North Carolina News Network and Capital Sports Network). Raleigh, North Carolina. November 1981 - June 1982 (part-time), July 1982 - November 1984.

Director of Public Information. North Carolina Wesleyan College. Rocky Mount, North Carolina. January 1981 - June 1982.

News and Sports Director, WCEC-AM and WFMA-FM. Rocky Mount, North Carolina. March 1978 - December 1980.

News and Public Affairs Director, WBNR-AM and WSPK-FM. Beacon/Poughkeepsie, New York. July 1977 - February 1978.

News and Public Affairs Director, WXLX-AM. Milledgeville, Georgia. March 1976 - July 1977.

News Director, WDEC-AM and WIPE-FM. Americus, Georgia. August 1975 - February 1976.

Announcer, WORX-AM-FM. Madison, Indiana. January 1975 - June 1975.

Announcer and salesperson, WKCM-AM. Hawesville, Kentucky. February 1974 - December 1974.

## PROFESSIONAL HONORS

George Foster Peabody Award, 1983, as part of a team of reporters at WRAL-FM, for a 75-part radio public affairs series, "Victims." (The Peabody, awarded by the University of Georgia, is considered the most prestigious award in broadcast journalism.)

National Headliners Awards, 1983, as part of a team of reporters at WRAL-FM, for a 75-part radio public affairs series, "Victims," and for radio spot news reporting. (These awards, presented by the Atlantic City Press Club, were presented in conjunction with a national journalism competition.)

Received approximately two dozen additional state and regional broadcast journalism awards 1975-1983.

## CREATIVE ACTIVITY - RESEARCH & SCHOLARSHIP:

### MAJOR PUBLISHED WORKS

*Public Relations: A Values-Driven Approach*, Fifth Edition Co-authored with Associate Professor Charles Marsh. Allyn & Bacon. Boston. 2012.

"Black, White and Shades of Gray: The Sixty-Year Debate Over Propaganda v. Public Diplomacy," *Journal of Promotion Management*, Vol 13 Issues 3-4, 2008, 309-325.

"Untapped Potential: Evaluating State Emergency Management Agency Web Sites 2008," Findings of the University of Kansas Transportation Research Institute-funded study "Crisis Communications: Evaluating Effectiveness of State Emergency Management Agency Web Sites" (Project Number: FED45344)

*Strategic Writing: Multimedia Writing for Public Relations and more; Second Edition*. Co-authored with Charles Marsh and Bonnie Poovey Short. Allyn & Bacon. Boston. 264 pp. Copyright 2009. ISBN: 978-0-205-59162-6.

*Public Relations: A Values-Driven Approach*, Fourth Edition Co-authored with Associate Professor Charles Marsh. Allyn & Bacon. Boston. 2008.

"The Bay Bridge Metonymy: How Maryland newspapers covered the opening of the Chesapeake Bay Bridge." *American Journalism*. 25:2 (Spring 2008), 57-83.

*Public Relations: A Values-Driven Approach*, Fourth Edition Co-authored with Associate Professor Charles Marsh. Allyn & Bacon. Boston. 624 pp. Copyright 2009. ISBN 978-0-205-56945-8. Textbook, accompanying Instructor's Manual and Test Bank (264 pp.), and web site (abacon.com/~guthmarsh4e)

*Public Relations: A Values-Driven Approach*, Third Edition Co-authored with Associate Professor Charles Marsh. Allyn & Bacon. Boston. 624 pp. Copyright 2006. ISBN 0-205-45953-6. Textbook, accompanying Instructor's Manual and Test Bank (264 pp.), and web site (abacon.com/~guthmarsh3e). Twenty-four additional case studies have been submitted for fall 2006 publication of a "Case Studies Edition" of this book.

*Adventures in Public Relations: Case Studies and Critical Thinking*. David W.Guth and Charles Marsh. Allyn & Bacon. Boston. 2005. ISBN: 0-205-40570-3

*Strategic Writing: Multimedia Writing for PR, Advertising, Sales & Marketing, and Business Communications*. Coauthored with Associate Professor Charles Marsh and Bonnie Short. Allyn and Bacon, Boston. 266 pp. Copyright 2005.

*Public Relations: A Values-Driven Approach*, Second Edition Co-authored with Associate Professor Charles Marsh. Allyn & Bacon. Boston. 604 pp. Copyright 2003. ISBN: 0-205-35969-8. Textbook, accompanying Instructor's Manual and Test Bank (300 pp.), and web site (abacon.com/~guthmarsh2e).

"From OWI to USIA: The Jackson Committee's Search for the 'Real' Voice of America." *American Journalism*. Winter 2002. Vol. 19, No. 1. pp. 13-38

"Ike's Red Scare: The Harry Dexter White Crisis." Published in the anthology *The Cold War*. Lori Lyn Bogle ed. Taylor & Francis, San Diego 2001. (Republication of the *American Journalism* article - see below)

"The Emergence of Public Relations in the Russian Federation." *Public Relations Review*. Summer 2000. Vol 26, No. 2. pp 191-208.

*Public Relations: A Values-Driven Approach*. Co-authored with Associate Professor Charles Marsh. Allyn & Bacon. Boston. 588 pp. Copyright 2000. ISBN: 0-205-29574-6. Textbook, accompanying Instructor's Manual and Test Bank (300 pp.), and web site (abacon.com/~guthmarsh).

"Proactive Crisis Communication." Reprint of *Communication World* article (see below). *Perspectives: Public Relations*. Edited by Giner Rudeseal Carter. Coursewise Publishing. St. Paul, Minnesota. 1999. pp.91-93.

"Public Relations in the New Russia." (Article and photos) *PR Strategist*. Public Relations Society of America. New York. Fall 1998. Volume 4, Number 3. pp 51-54.

"The Acceptance and Use of Public Relations Practices Among Kansas Litigators." *Public Relations Review*. Winter 1996. pp 341-354.

“Ike’s Red Scare: The Harry Dexter White Crisis.” *American Journalism*. Volume 13, No. 2. Spring 1996. pp 155-173.

“Proactive Crisis Communication” (a review of management issues in crisis communications). *Communication World*. International Association of Business Communicators. October 1995. pp 12-14

*Media Guide for Attorneys*. Co-authored with Assistant Professor Paul Wenske. Kansas Bar Association. September 1995.

“Organizational Crisis Experience and Public Relations Roles.” *Public Relations Review*. 21(2):123-136. Summer 1995.

#### **MINOR WORKS:**

"Visit to France drives home invasion's meeting." *Lawrence Journal-World*. June 6, 2004. 1A, 6A.

Book review: *Developing and Leading the Sales Organization* by Thad B. Green. *PR Review*. Volume 25, Number 2. Summer 1999. pp 256-257.

“Eisenhower and the media.” 1998. Entry in *History of Mass Media in the United States: An Encyclopedia*. Margaret A. Blanchard, editor. Fitzroy Dearborn Publishers. Chicago. pp 203-205.

“Presidential news conferences.” 1998. Entry in *History of Mass Media in the United States: An Encyclopedia*. Margaret A. Blanchard, editor. Fitzroy Dearborn Publishers. Chicago. pp 528-530.

“Can Russia Learn from the American Public Relations Experience?” Edited by Associate Professor Thomas W. Volek. *PR Dialogue*. Published by the Journalism Faculty, St. Petersburg State University, St. Petersburg, Russia. Spring 1997.

Book review: *Public Relations In Practice*, edited by Anne Gregory. *PR Review*. Vol. 23, No. 3. Fall 1997. pg 285.

Book review: *The New Second Generation* edited by Alejandro Portes. *PR Review*. Vol. 23, No. 1. Spring 1997. pg 91.

“There’s No Place Like Rome: The St. Lawrence Choir Pilgrimage.” A 32-minute videotape production. Co-edited with Denise Morris. December 1996.

“There’s No Place Like Rome.” *Kansas Alumni*. September 1996. pp 36-37.

“Rock Chalk Through Rome.” (Photographs and feature article). *Lawrence Journal-World*. June 23, 1996. pp 1D, 3D.

“When in Rome...” (Photographic spread). *University Daily Kansan*. June 19, 1996. pg. 6A

“Choir has brush with greatness at papal audience” (Spot news article). *Lawrence Journal-World*. June 14, 1996. pp 1B, 3B.

“Removing the Fear of ‘Going Public.’” *The Communicator*. Kansas Correctional Association. Spring 1996. pp 16-17.

“Educating Ike: the Evolution of Presidential PR in 1953.” *1996 Business Research Yearbook*. International Academy of Business Disciplines. Vol. III. April 1996. pp 709-713.

“Litigation Public Relations in Kansas: More in Theory Than in Practice.” *Journal of the Kansas Bar Association*. Vol. 65, No. 1. February 1996. pp 4-8.

“Media guide available soon.” *Journal of the Kansas Bar Association*. Vol. 64, No. 7. Co-authored with Assistant Professor Paul Wenske. September 1995.

Focus Group Research for *Capper's*. Report and analysis of focus groups of subscribers to *Capper's*, a publication of the Stauffer Magazine Group. May 1995.

Public Information Annex to the Regional Response Plan and FEMA - Region VII Media Information Kit. FEMA Region VII Office, Kansas City, Mo. March 1995.

Book review - *The Wiesenthal File* by Alan Levy. *Public Relations Review*. Vol. 21, No. 4. Winter 1995. pp 371-372.

Book review - *The Essence of Chaos* by Edward N. Lorenz. *Public Relations Review*. Vol. 20, No. 4. Fall 1994. pp 398-399.

Focus Group Research for WIBW-TV, Topeka, Kansas. Report and analysis of focus groups on the television viewing habits of people in the Topeka television ADI. August 1994.

“Thinking the Unthinkable: Crisis Management in Law Firms.” *Journal of the Kansas Bar Association*. May 1994. pg. 19.

“Crisis Communications Planning.” *The Communicator*. Kansas Correctional Association. Winter 1993-1994. pp 1-5.

Communications services for the annual conference of the Association for Education in Journalism and Mass Communication. Media relations, media kits, media information center management, news releases, and daily newsletter for AEJMC's 1993 meeting in Kansas City, Missouri. August 1993.

"Crisis plans in short supply." *Public Relations Journal*. Public Relations Society of America. August 1993. pg. 12.

*Shaping Our Future: Leadership In The Twenty-First Century*. Official proceedings of the Second National Forum, National Institute of Corrections Academy, U.S. Department of Justice, Longmont, Colorado. August 1992; December 1992.

Communications services for KJHK-FM. International and multi-cultural media relations and media kits for joint KJHK-FM/Radio Exterior de España international short-wave radio broadcast commemorating the 500th anniversary of Christopher Columbus' arrival in the Americas. October 1992.

Video script: *Shaping Our Future: Leadership In The Twenty-First Century*. Second Annual National Forum. National Institute of Corrections Academy. August 1992.

"Grassroots In Reverse: the Campaign for North Carolina's Prison Bonds." *Corrections Today*. American Correctional Association. April 1992. pp 120-122.

#### **INVITED SCHOLARLY PRESENTATIONS:**

"Wary of the Web: The underutilization of Web sites for public outreach by state emergency management agencies." Principal investigator. Gordon Alloway, University of Kansas Center for Telemedicine and Telehealth, research assistant. Association of Educators in Journalism and Mass Communications, Boston, Mass. ,August 2009.

"Untapped Potential – An Analysis of Online Newsrooms on State Emergency Management Agency Web Sites." Public Relations Society of America International Conference. Philadelphia, Pa. October 2007.

"Propaganda v. Public Diplomacy: How 9/11 Gave New Life to a Cold War Debate." Association of Educators in Journalism and Mass Communication. Kansas City, Mo. August 2003.

"Rebirth of a Nation: The Emergence of Public Relations in the New Russia." 4<sup>to</sup> Congreso Internacional de las Américas. Popular Culture Association/American Popular Culture Association. Universidad de las Américas, Puebla, Mexico. September 1999.

"Educating Ike: the Evolution of Presidential PR in 1953." International Academy of Business Disciplines. Rockville, Maryland. April 1996.

“Educating Ike: the Evolution of Presidential PR in 1953.” American Journalism Historians Association. Tulsa, Oklahoma. September 1995.

#### **OTHER SCHOLARLY PRESENTATIONS:**

“Collaborative Service Learning in a Capstone Course.” Pearson Education Online Conference: “Speaking About Communications,” April 20, 2011.

“Wary of the Web: How the State EMAs Use the Web,” Speech to the Medical Reserve Corps of Kansas City. Kansas City, Missouri. May 12, 2009.

Web chat with 17 alumni of US government-sponsored exchange programs at IATP access sites in Ashgabat, Dashoguz, and Balkanabad, Turkmenistan. Internet Access and Training Program of Central Asia. June 7, 2005.

Roundtable on crisis communications with accredited journalists. Broadcast Center. Ashgabat, Turkmenistan. June 7, 2005.

Discussion of media issues with editors-in-chief of Turkmen media. Printing House. Ashgabat, Turkmenistan. June 7, 2005.

Discussion of American media with Turkmen television journalists. Broadcast Center. Ashgabat, Turkmenistan. June 7, 2005.

Discussion of American radio broadcasting techniques and issues with Turkmen radio journalists. Broadcast Center. Ashgabat, Turkmenistan. June 6, 2005.

Discuss of American media and journalism ethics with students and faculty of Azadi World Language Institute. Ashgabat, Turkmenistan. June 6, 2005.

Discussion of American journalism basics with Turkmen television journalists. Broadcast Center. Ashgabat, Turkmenistan. June 6 2005.

Roundtable on American journalism ethics with accredited foreign journalists. American Center. Ashgabat, Turkmenistan. June 3, 2005.

Roundtable on American media issues with undergraduate alumni of U.S. Government programs. American Center. June 3, 2005.

Seminar on Strategic Planning. Wichita Area Chamber of Commerce. Wichita, Kansas. October 2002.

Speech on crisis communications planning and training. Kansas City Healthcare Communications Society. Overland Park, Kansas. August 15, 2001.

Lecture on the role public relations played in the 2000 U.S. presidential election. Novgorod State University. Novgorod, Russia. March 21, 2001.

Seminar on Journalism Ethics. Conducted with journalists from throughout the Pskovkayia Region. Pskov, Russia. March 19-20, 2001.

Seminar on Civic Journalism. Conducted with journalists from the Kaliningrad region. Kaliningrad, Russia. March 15-16, 2001.

Lecture on Trends in American Journalism. Kaliningrad State University. Kaliningrad, Russia. March 14, 2001.

Seminar on Public Relations and Crisis Communications. Conducted for Leningrad Oblast public information officers. St. Petersburg, Russia. March 12-13, 2001.  
"The Winners and Losers of Campaign 2000." Speech to the Lawrence Kiwanis Club. January 18, 2001.

"Elections, Debates, and the Media in the United States." Presentation and panel discussion. Fort Leavenworth International Officer Program, Command and General Staff College. October 17, 2000.

Lecture on Mass Media and Political Corruption. Conducted with students of the Journalism Faculty of St. Petersburg State University in St. Petersburg, Russia. March 23, 2000.

Seminar on Advertising and Marketing. Conducted at the offices of Slavica Television in Novgorod, Russia. March 22, 2000.

Lecture on Journalism Ethics. Conducted for students of the Journalism Faculty of Novgorod State University in Novgorod, Russia. March 22, 2000.

Seminar on Public Relations for Government Practitioners. Novgorod, Russia. March 21, 2000

Seminar on Public Relations for Non-Government Organizations. Conducted at the Non-Government Organizations Office on Novgorod, Russia. March 20, 2000.

Lecture on Journalism History. Conducted for students of the Journalism Faculty of Novgorod State University in Novgorod, Russia. March 20, 2000.

Lecture on Public Relations and Integrated Marketing. Conducted at the International School of Management, St. Petersburg State University in St. Petersburg, Russia. March 17, 2000.

Seminar on Civic Journalism and Elections Coverage with journalists from throughout the Leningrad Oblast. Conducted in cooperation with the National Press Institute - St.

Petersburg Branch. Conducted at the U.S. Consulate American Center in St. Petersburg, Russia. March 16, 2000.

Seminar and Workshop on Public Relations with Leningrad Oblast public information officers -- emphasis on issues surrounding elections and political communications. Conducted at the U.S. Consulate American Center in St. Petersburg, Russia. March 14-15, 2000.

Lecture on Television Journalism Ethics and Political Coverage with students of the Television Faculty of St. Petersburg State University, St. Petersburg. Conducted at the U.S. Consulate American Center in St. Petersburg, Russia. March 13, 2000.

Lecture on Ethics in Journalism to students of the International Faculty of St. Petersburg State University, St. Petersburg, Russia. March 13, 2000.

Seminar on Journalism Ethics and Political Reporting. Conducted in Vologda Oblast Administration Hotel in Vologda, Russia. Conducted in conjunction with the National Press Institute - St. Petersburg Branch. March 10-11, 2000.

Meeting of Leningrad Oblast Public Information Officers. Leningrad Oblast Administration Building, St. Petersburg, Russia. March 9, 2000.

Seminar on Ethics in Journalism. Conducted at the office of the *Tosno Herald* in Tosno, Russia. Conducted in conjunction with the National Press Institute - St. Petersburg Branch. March 6, 2000.

Crisis communications workshop. Kansas Governor's Cabinet Retreat. August 1999.

"The Press: Between Citizen & State." Presentation to a group Ukrainian graduate students. Part of a six-week program sponsored by the Political Science Department, University of Kansas. August 1999.

"Civic Journalism and the 2000 Russian Elections." Two-day seminar conducted on behalf of the United States Information Service and the National Press Institute for regional newspaper reporters and editors. March 25-26, 1999. St. Petersburg, Russia.

"Civic Journalism and the 2000 Russian Elections." One-day seminar conducted on behalf of the United States Information Service and the National Press Institute for local reporters and editors. March 24, 1999. Priozersk, Russia.

"Political Communications." Two-day seminar conducted on behalf of the United States Information Service for municipal and regional government public relations practitioners in the Leningrad Oblast. March 22-23, 1999. St. Petersburg, Russia.

“The Role of the Government Public Relations Practitioner During an Election Campaign.” Presentation before a meeting of Leningrad Oblast government public information officers. March 19, 1999. St. Petersburg, Russia.

“Political Public Relations.” Presentation to students and faculty at Novorod State University. March 18, 1999. Novorod, Russia.

“Special Features of Election Strategies.” Presentation to journalists and advertising sales executives at Slavicka Television Company. March 17-18, 1999. Novorod, Russia.

“Civic Journalism.” Presentation to St. Petersburg State University Students. March 16, 1999. St. Petersburg, Russia.

“The Role of Public Relations in Management.” Presentation to students in the Russian-American Graduate School of Management, St. Petersburg Polytechnical University. March 16, 1999. St. Petersburg, Russia.

Crisis Communications Workshop. KU Regents Center. Overland Park, Kansas. February 1999.

“American Political Advertising and Public Relations.” English Speaking Union meeting at the Friendship House. Conducted under the auspices of the Russian Centre for International Scientific and Cultural Cooperation. St. Petersburg, Russia. June 17, 1998.

Presentation to faculty about public relations curricular issues in the United States. Vonch Brugevish University (State University of Telecommunications). St. Petersburg, Russia. June 16, 1998.

Public relations seminar for provincial and municipal government officials. Conducted under the auspices of the United States Information Agency. June 9-10, 1998.

Public relations seminar for Leningrad oblast government officials. Conducted under the auspices of the United States Information Agency and the Russian Press Institute. St. Petersburg, Russia. June 8, 1998.

Ethics seminar for journalists at *Kirishshy Fakel*. Conducted under the auspices of the United States Information Agency. Kirishi, Russia. June 5, 1998.

Presentation on American public relations at Public Relations Conference at Electrotechnical University, St. Petersburg, Russia. June 4, 1998.

Interviewing workshop for Russian journalists. Conducted under the auspices of the United States Information Agency and the Russian Press Institute. U.S. Cultural and Information Center, St. Petersburg, Russia. June 3-4, 1998.

Participated in educators round table at “Free Press, Fair Press:Europe” conference. Sponsored by the Freedom Forum. Russian Press Institute, St. Petersburg, Russia. June 1, 1998.

“Professional Standards in American Public Relations.” Meeting of Leningrad oblast government public relations officers at LenExpo, St. Petersburg, Russia. May 29, 1998.

Welcoming address, Public Relations Student Society of America Regional Conference. Hosted by KU chapter of PRSSA. February 1998.

A speech on crisis communications planning for business and industry. Lawrence Cosmo Club. March 1997.

Media Relations and Crisis Communications. California Department of Corrections in conjunction with the University of California - Davis. San Diego, California. Intensive media relations training for middle-upper level managers within the California Parole and Community Services Division. October 1996.

Public and Media Relations Seminars. National Institute of Corrections Academy, U.S. Department of Justice. Aurora, Colorado; Longmont, Colorado; and Phoenix, Arizona. Training for management personnel within the Federal Bureau of Prisons and various state and local public safety agencies. July 1992, July 1993, October 1994, June 1996, and July 1996.

News Release Writing Workshop. Part of the “Communication Boot Camp” seminar series conducted by the Kansas City Chapter of the International Association of Business Communicators. Kansas City, Missouri. April 1996.

Crisis Communications and Media Relations Training. Ten days of communications staff training and critiques for the Wolf Creek Nuclear Operating Corporation in preparation for a mandatory Nuclear Regulatory Commission drill. Burlington, Kansas. August 1995.

Crisis Communications and Crisis Planning Workshops. Two one and one-half day workshops for members of the Kansas Peace Officers’ Association. Kansas Law Enforcement Training Center. Hutchinson, Kansas, May 1995; Emporia, Kansas, June 1995.

“Public Relations for Public Agencies.” Coalition for Positive Family Relationships membership training. Overland Park, Kansas. January 1994.

Crisis Communications Workshops. Two 90-minute presentations on crisis communications in schools at the annual convention of the Kansas School Public Relations Association. Wichita, Kansas. October 1993.

Crisis Communications Workshop. A three-hour workshop for members of the Kansas Communications Connection (NE Region, Kansas School Public Relations Association). Overland Park, Kansas. September 1993.

“What If...,” a speech on crisis communications in law firms to the Kansas City Chapter of the Association of Legal Administrators. Kansas City, Missouri. May 1993.

“Trends Shaping the Future of Communications,” a five-session professional development workshop co-sponsored by the William Allen White School of Journalism and Mass Communications and the Topeka Chapter of the International Association of Business Communicators. Topeka, Kansas. May 1993.

#### **ACCEPTED FOR PUBLICATION:**

*Strategic Writing: Multimedia Writing for Public Relations and more*; Third Edition. Co-authored with Charles Marsh and Bonnie Poovey Short. Allyn & Bacon. Boston. Expected publication in 2011.

#### **WORK SUBMITTED FOR PUBLICATION OR COMPLETED AND READY TO SUBMIT:**

“The Bay Bridge: Differing Metonymies for Maryland’s Distinct and Disparate Regions.” Submitted to *Maryland Historical Magazine*, published by the Maryland Historical Society. January 2010.

#### **EXTERNAL FUNDING**

United States Department of State Grant – An \$11,000 U.S. Speaker and Specialist Grant to cover travel, lodging and salary associated with a series of presentations in Ashabgat, Turkmenistan in June 2005.

United States Department of State Grant - A \$2,300 grant to cover travel, lodging and salary associated with a series of presentations in Northwest Russia in March 2001.

United States Department of State Grant - A \$2,300 grant to cover travel, lodging and salary associated with a series of presentations in Northwest Russia in March 2000.

United States Information Service Grant - A \$2,300 grant to cover travel, lodging and salary associated with a series of presentations in the St. Petersburg, Russia, area in March 1999.

United States Information Service Grant - A \$2,300 grant to cover travel, lodging and salary associated with research and a series of presentations in the St. Petersburg, Russia, area in May and June 1999. This led to a publication in *Public Relations Strategist*, and international trade publication.

Stauffer Communications - A \$1,000 grant was awarded January 25, 1994, in support of a professional internship with the Region VII Office of the Federal Emergency Management Agency, Kansas City, Missouri. This led to the development of a public information annex to the regional emergency response plan and an emergency media information packet.

### **INTERNAL OR KU FUNDING**

Transportation Research Institute Research Grant – A \$65,514 grant to study the effectiveness of state emergency management agency web sites nationwide.

Departmental Discretionary Funding - A \$5,000 General Research Fund grant was awarded during the spring 1995 semester to conduct a litigation public relations survey. This led to publications in *The Journal of the Kansas Bar Association* and *Public Relations Review*, a refereed journal.

New Faculty Grant - Received \$5,000 in summer 1992 to fund a nationwide survey of public relations practitioners. This led to publications in *Public Relations Journal*, an international trade publication, and *Public Relations Review*, a refereed journal.

### **HONORS FOR RESEARCH OR CREATIVE PERFORMANCE**

Top Faculty Paper -- “Untapped Potential – An Analysis of Online Newsrooms on State Emergency Management Agency Web Sites.” Public Relations Society of America International Conference. Philadelphia, Pa. October 2007.

American Bar Association Partnership Award Program for the Kansas Bar Association’s *Media Guide for Attorneys*. Co-authored with Paul Wenske. Designed by Mike Cuenca. January 1997.

PRISM Award -- Special Projects Category (Not-for-profit, association, government) --- from the Greater Kansas City Chapter of the Public Relations Society of America for the Kansas Bar Association’s *Media Guide for Attorneys*. Co-authored with Paul Wenske. Designed by Mike Cuenca. October 1996.

Bronze Quill Award -- Special Publications Category --- from the Kansas City Chapter of the International Association of Business Communicators for the Kansas Bar Association’s *Media Guide for Attorneys*. Co-authored with Paul Wenske. Designed by Mike Cuenca. April 1996.

Silver PRISM Award -- Special Project Category -- from the Greater Kansas City Chapter of the Public Relations Society of America for Communications Services for AEJMC. Along with Assistant Professor Charles Marsh, directed the convention news bureau. October 1994.

## UNIVERSITY AND ACADEMIC SERVICE

### SCHOOL

Chair. School Curriculum Committee, AY 2010. Member 2009-2011.

Search Committee. Multimedia and Visual Communication faculty positions. Fall 2007 – Spring 2008.

Search Committee, Multimedia Newsroom Assistant. Fall 2007.

Chair, Search Committee. School Information Technology Administrator. Spring 2007.

Chair, Search Committee. School Coordinator for Recruitment and Retention. Spring 2006.

Member, Search Committee. Science/medicine faculty position. Fall 2003

Chair, Search Committee. Strategic Communications faculty position. Fall 2002.

Member, School Futures Committee. Fall 2002.

Spoke to Pre-Journalism Club about new curriculum and public relations. October 2000.

Assisted with New/Transfer Orientations, conducting Academic Information Meetings. July 2000 – present.

Track Chair, Strategic Communications. January 2000 - August 2003

Chairman, Ad Hoc Committee on School Governance. May-December 1999

Escorted Brazilian journalism educators on a USIA visit on a tour of the radio-TV facilities in the Dole Center. February 1999.

Served as school's representative at a meeting of prospective journalism students (in association with KU Admissions Office). September 1998.

Chairman, School Culture Committee. October 1997 - December 1999.

Member, Faculty Committee. August 1997 - present. Chairman, November 1998 - present.

Member, School Values Committee. June-September 1997.

Freshman Calling Project volunteer. Fall 1997.

Development of the business communications emphasis. One of two faculty members given the primary responsibility of developing course content for the emphasis, created in 1991. Primary contributions were made in the development of the introductory course, Public Relations, and the capstone course, Business Communications Projects. 1991 - present.

Public Relations Society of America - Faculty adviser to the KU Public Relations Student Society of America Chapter, 1992-2004.

Faculty Marshal - Served as a school marshal during commencement. May 1996. May 2003.

HawkNet TV - Helped promote first live Internet telecast of a college basketball game, KU vs. Cornell. January 2, 1996.

Faculty Search Committee - Served as member of a Visual Communications faculty search committee. April and May 1994.

School Committee - Member August 1993 - August 1995. Served as chair during 1994-1995 school year.

Sunflower State Games - Organized a student-run media information center and served as the school's contact with Kansas Amateur Sports, the organizers of the annual Sunflower State Games. 1993-1995.

Commencement/Alumni Weekend Displays - Developed displays of student project work, including a 20-minute videotape, for the 1993 and 1994 commencements and the 1993 Alumni Weekend.

Association for Education in Journalism and Mass Communication - Served as a member of a subcommittee assisting the Host Schools Committee in the task of hosting the 76th AEJMC Annual Conference in Kansas City, Missouri. August 1993. Member of AEJMC since the spring 1993 semester.

Integrated Marketing Communications Committee - Helped to formulate a series of recommendations for establishing a graduate program in integrated marketing communications. Spring 1992.

Kansas Scholastic Press Association - Judge in KSPA regional and statewide competitions since 1992.

## **UNIVERSITY**

Assessment of General Education Interviews. March 2006.

Kansas University Center for Research communications director search committee. Spring 2005

Judge. University ExCEL Award. October 2003.

University Marketing Council. September 2002 - September 2003

Kansas Public Radio Fund Raising. Semi-annually since October 1999.

University Relations Search Committee - Served as a member of a search committee that screened candidates for the position of coordinator of news and public information in the Office of University Relations. January-March 1999.  
McNair Scholars Program - Served as mentor for program participant India Webb. 1994 and 1995.

University Relations Search Committee - Served as a member of a search committee that screened candidates for the position of coordinator of news and public information in the Office of University Relations. Summer 1994.

University of Kansas Center for Environmental Education and Training - Appointed to Faculty Advisory Committee, September 1993. Served as moderator of a soil contamination panel CEET Environmental Research Symposium. April 1995.

The Developing PEER Program - Made presentations on conducting public relations to students enrolled in a leadership development program sponsored by Student Union Activities. October 1992 and March 1993.

Gridlock Conference - Faculty from several disciplines held several meetings to discuss the feasibility of conducting a conference addressing issues arising out of continual gridlock in government. Spring 1992.

## **LOCAL, STATE AND REGIONAL**

Judge, Harris Newspapers reporting contest. Judged Sports writing and local government/education reporting categories. March 2006.

Edited 30-minute video, "Jubilee 2000: Pilgrimage of the St. Lawrence Catholic Campus Center Choir," for the St. Lawrence Catholic Campus Center, Lawrence, Kansas. March 2001.

Videography on behalf of the Lawrence Free State High School Firebird Marching Band. Produced and edited a performance tape for inclusion in the band's application for participation in the 2002 Rose Parade in Pasadena, California. November 2000.

Publicist, St. Lawrence Catholic Student Center combined choirs Rome pilgrimage. 1995 - 1996.

“Ethical Dilemmas of Pretrial Publicity.” Media Law Seminar, Kansas Bar Association. Wichita, Kansas. November 1995.

Writing judge, “Star 50,” annual reports competition sponsored by *the Kansas City Star*. July 1995.

Member, Kansas Special Olympics Public Relations Advisory Committee. 1995-1998.

Panelist, Public Relations Society of Topeka discussion on “Ways my university can work with PR professionals.” February 1995.

Member, Greater Kansas City Chapter of the Public Relations Society of America Public Service Committee. 1993-1995.

Judge, Lawrence High School Debate Tournament. December 1994.

East Central District Chapter (Indianapolis)/Public Relations Society of America. Served as Silver Anvil Awards judge, crisis communications categories. September 1993.

Member, Greater Kansas City Chapter of the Public Relations Society of America Minority Recruitment Committee. 1993.

Member, Kansas School Public Relations Association. 1991-1992.

Member, Kansas Correctional Association. 1991 -

## **NATIONAL**

Member, Maryland Historical Society. November 2010 –

Moderator, Theoretical Research Panel, Public Relations Division, Association of Educators in Journalism and Mass Communications Annual Conference. Washington, D.C. August 2007.

Outside reviewer of a public relations degree program proposal at St. John’s University, New York, New York. February 2006.

Outside tenure reviewer (Dr. Thomas Kelleher), School of Communications, University of Hawaii at Mānoa. October 2003 and October 2006.

Professional Liaison, Public Relations Division, Association of Educators in Journalism and Mass Communications. August 2003 -

Chair, Research Committee, Public Relations Division, Association of Educators in Journalism and Mass Communications. August 2002 - August 2003.

Reviewer, *American Journalism*. 2000-present

Member, *Public Relations Review* editorial review board. 1995 - present.

Judge, National Federation of Press Women Awards (judged four radio categories). 1994 - 1996.

Textbook reviewer. Reviewed *Public Relations Cases, Third Edition*, by Jerry Hendrix on behalf of Wadsworth Publishing Company. March 1996.

Member, Association for Education in Journalism and Mass Communication -- Public Relations Division. 1993 -

Member, American Journalism Historians Association. 1994 -

Member, Public Relations Society of America. 1992 -

Member, American Correctional Association. 1989 – 1997

## **INTERNATIONAL**

Escorted foreign military officers during Ft. Leavenworth International Officer Program, "The First Amendment, the Media and Democracy." October 1997, October 1998, October 2000, February 2002.

Business Communications Curriculum Overview - Developed a booklet on the school's business communications emphasis, including syllabi and descriptions of individual courses, for use by school faculty members in their visit to emerging democracies in the former Soviet Union. June 1995.

## **HONORS OR AWARDS FOR PROFESSIONAL SERVICE**

An Integrated Marketing Communications Project, done in conjunction with the JOUR 640 Advertising Campaigns class, was the basis of the winning entry in Motorola's national Total Customer Satisfaction competition. The award was won by the client, the Lenexa, Kansas, office of Motorola's Land Mobile Product Sector. September 1996.

APR (Accredited Public Relations) - Received accreditation and APR title from Public Relations Society of America, New York, New York. July 1996. Reaccredited 1999, 2002, 2005, 2008.

Certificate of Appreciation, National Federation of Press Women. April 1995.

Certificate of Appreciation, Ryan Gray Playground for All Children Steering Committee. May 1994.