

CURRICULUM VITA
Updated December 2011



NAME Kirk Hallahan, Ph.D., APR, Fellow PRSA

ADDRESSES AND PHONES

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EDUCATION

Degrees

1995 Ph.D. Mass Communications, University of Wisconsin-Madison. Minor: Business (Marketing). Attended 1991-1993.

1974 M.A. Journalism, University of Wisconsin-Madison. Attended 1971-72.

1971 B.A. Mass Communications, University of California, Los Angeles (UCLA), 1971. Graduated magna cum laude. Elected to Phi Beta Kappa. Attended as Regents Scholar, UC System's highest academic honor at entrance.

Professional Certifications

1978 Accredited, Public Relations Society of America, 1978-

1995 Fellow, Public Relations Society of America, 1995-

ACADEMIC POSITIONS

Total full-time academic experience: 18 years

July 2007- Professor, Journalism and Technical Communication
Colorado State University, Fort Collins, CO USA

Concurrent appointments:

Professor, Colorado School of Public Health (health communication faculty)
Affiliate, Center for Disaster and Risk
Affiliate, Center for Research on Writing and Communication Technologies

University Grievance Officer, August 2009-present (50% appointment) . Assist faculty members and administrative professionals in the resolution of disputes as specified in Faculty Manual Section K. Appointed by President, accountable to Faculty Council and Administrative Professional Council.

Employment History/Special Assignments, 1996-present:

Hired as assistant professor. Promoted to associate professor with tenure, May 2001.

Taught a variety of public relations courses, including introductory and practices course and graduate management seminar. Developed, taught new media course on digital promotion management. Also advertising, graduate research methods and graduate seminar on managing communication systems and public communication campaign (social marketing). Team-teach large-lecture freshman mass media in society course.

Faculty Coordinator, Communication Management Program leading to M.S. Degree in Technical Communication, offered through the Continuing Education Division's Denver Center, 1998-2003. Responsible for all academic aspects of program, including curriculum, recruitment and admissions, advising, student support, faculty hiring and coordination.

Chair, Faculty Council's Strategic and Financial Planning Committee, 2003-2005. Ex-officio member, University's Executive Budget Committee, 2003-2004. Ex-officio member, Council of Deans, 2004-2005. Faculty representative on University Planning Council, 2004-2005.

Special Assistant to President for Strategic Planning, August 2005-July 2006. Assisted president and provost in completion of strategic plan: facilitated campus discussions; coordinated with vice presidents, vice provosts and other administrators responsible for specific activities. Staff liaison for University Planning Council. Coordinated campus communications related to project; wrote plan document.

Vice Chair, Faculty Council (academic senate), July 2006-June 2007. Parliamentarian, July 2007-June 2008.

1993-1996 Assistant Professor, School of Communication, University of North Dakota, Grand Forks.

Recruited to spearhead public relations sequence. Taught a variety of mass communications courses, including public and community relations, introductory media course, news writing, campaigns, promotional methods, research methods.

Part-Time (10 years)

1991-1993 Lecturer, Public Relations Sequence, School of Journalism and Mass Communication. (One-third and two-thirds time appointments, while pursuing doctoral studies)

Taught large-lecture introductory PR course (210 students, assisted by TA) and intermediate-level PR administration course (case studies).

Adviser, Public Relations Student Society of America, Scott M. Cutlip Chapter, UW-Madison, 1991-93. Editor, *Wisconsin Journalist*, Fall 1992 and Spring 1993 (Alumni and development newsletter)

1977-1984 Senior Lecturer, Public Relations Sequence, School of Journalism, University of Southern California

Taught one night per week, including four different courses in public relations: graduate and undergraduate introductory courses. Developed new courses in marketing public relations and publicity media and methods.

SABBATICS

Fall 2004 Pursued development of new journal on strategic communication and book on same topic

Fall 2012 Application approved.

OTHER POSITIONS Total Full-time Professional Experience: 19 Years

1989-1991 Vice President-Public Affairs, Coast Federal Bank, FSB (now part of J.P. Morgan Chase), Los Angeles.

Directed all public relations/public affairs functions, except investor relations, for major NYSE/PSE financial institution (7th largest savings institution based on California deposits).

Responsible for external and internal communications, media relations, community affairs and charitable contributions, government relations and two political action committees. Performed special projects for chairman, president and other executive officers, including speechwriting and representation in industry and civic activities. Oversaw certain marketing support functions, including special events and community advertising and CRA outreach. Reconciled Marketing Division budget (\$7.5 million annually). Wrote marketing plan for three years (including two as a consultant). Supervised staff of 3-5.

1984-1989 Senior Vice President-Public Affairs and Communications, California League of Savings Institutions (trade association), Los Angeles.

Responsible for external and internal communications. Served as chief industry spokesperson; responsible for media contacts, on-going industry publicity. Oversaw monthly publication, graphics, annual report.

Also supervised grassroots political action programs, working with Sacramento and Washington, D.C. industry lobbyists. Directed fundraising and disbursements for both federal and state PACs with budgets over \$250,000. Prepared position papers, comment letters. Organized hometown information meetings and staged candidate fundraisers.

Provided marketing and communications support for three major conferences annually. Coordinated Marketing, Smaller Associations and Political Affairs Committees. Supervised staff of four.

1979-1984 Vice President-Public Relations, California Federal Savings and Loan Association (later California Federal Bank, acquired by Citibank), Los Angeles. January 1979-April 1984.

Recruited as PR director within Marketing Division. Later transferred to new Corporate Communications Division, following conversion to stock ownership (then the second-largest initial public offering in U.S. history).

Responsible for media, consumer and community relations. Also involved in various investor and corporate programs. Produced annual reports and interim reports for four years.

While in Marketing, supervised branch promotions in 1980-1981 and oversaw direct response in 1982. Participated in development and implementation of a broad range of new services. Created first marketing newsletter for staff. Directed 250,000-circulation quarterly custom customer magazine. Responsible for corporate identity.

1973-1979 Account Supervisor, Harshe-Rotman & Druck, Inc., Los Angeles (major national public relations consulting firm, now part of Ruder Finn). Hired as an assistant account executive upon completing graduate studies, promoted twice.

Corporate and marketing public relations. Supervised two account executives and two secretaries within account group. Principal clients: Pasadena Tournament of Roses (six years); Peat, Marwick Mitchell & Co. (now KPMG, two years); TreeSweet juices (three years); Academy of Motion Picture Arts and Sciences (Academy Awards telecast, Student Film Awards); Shindana Toys (five years); U.S. Datacorp (two years); Holiday Inns Products Division-West Coast (one year); ITT Corporate-West Coast (two years). Also handled assignments for 25 other HR&D clients on spot basis, including Citicorp, State Farm, Aerosol Education Board, Aim toothpaste, R.T. French, National Air Carriers Assn.

1972 Project Assistant-Public Information, University of Wisconsin-Madison Inter-College Programs, January-December 1972 (while completing graduate studies).

Promotion of summer school attendance at UW-Madison

1972 Project Assistant-Public Information, University of Wisconsin Educational Satellite

Center, Summer 1972.

Public information and speakers bureau for NASA-sponsored research project on meteorology

CURRENT POSITION DESCRIPTION

Full Professor – 50% (40% teaching and advising; 10% service)
University Grievance Officer – 50%

TEACHING

Courses Taught at Colorado State

<u>Year</u>	<u>Semester</u>	<u>JTC</u>	<u>Title</u>	<u>Cr.Hrs.</u>	<u>Enrollment</u>
1996	Fall	100	Intro Mass Media*	3	350
1996	Fall	351	PR Practices	3	18
1997	Spring	100	Intro Mass Media*	3	350
1997	Spring	350	Public Relations	3	45
1997	Spring	650	PR Management	3	6
1997	Summer	301	Business Communication	3	24
1997	Fall	100	Intro Mass Media*	3	420
1997	Fall	350	Public Relations	3	45
1998	Spring	100	Intro Mass Media*	3	420
1998	Spring	350	Public Relations	3	45
1998	Spring	650	PR Management	3	10
1998	Summer	301	Business Communication	3	25
1998	Summer	350	Public Relations	3	19
1998	Fall	350	Public Relations	3	45
1998	Fall	501	Process & Effects Tech Comm	3	29**
1999	Spring	650	PR Management	3	10
1999	Spring	650	PR Management	3	27
1999	Summer	301	Business Communication	3	29
1999	Fall	350	Public Relations	3	50
1999	Fall	351	Public Relations Practices	3	18
2000	Spring	350	Public Relations	3	53
2000	Spring	351	Public Relations Practices	3	18
2000	Spring	500	Comm Research & Eval Methods	3	27
2000	Summer	690	Capstone Workshop	2	23**
2000	Fall	560	Managing Comm Systems	3	15
2000	Fall	560	Managing Comm Systems	3	26**
2001	Spring	350	Public Relations	3	50
2001	Spring	650	Public Relations Management	3	10
2001	Summer	690	Capstone Workshop	2	25**
2001	Fall	560	Managing Comm Systems	3	21*
2001	Spring	350	Public Relations	3	48
2002	Spring	650	PR Management	3	12
2002	Spring	350	Public Relations	3	50

2002	Spring	350	Public Relations (Online)	3	5+
2002	Summer	690	Capstone Workshop	2	21*
2002	Fall	350	Public Relations	3	50
2002	Fall	560	Managing Comm Systems	3	19*
2003	Spring	250	Advertising	3	175
2003	Spring	350	Public Relations (Online)	3	9+
2003	Spring	650	PR Management	3	13
2003	Summer	680	Capstone Workshop	2	23*
2003	Fall	250	Advertising	3	175
2003	Fall	351	PR Practices	3	18
2003	Fall	560	Managing Comm Systems	3	23*
2004	Spring	350	Public Relations (Online)	3	17+
2004	Spring	250	Advertising	3	130
2004	Spring	650	Public Relations Management	3	12
2004	Summer	690	Capstone Workshop	3	17*
2004	Fall		Sabbatical		
2005	Spring	100	Introduction to Mass Media	3	410*
2005	Spring	650	Public Relations Management	3	14
2005	Spring	350	Public Relations (Online)	3	19+
2005	Summer	690	Capstone Workshop	3	23
2005	Summer	300	Professional & Technical Comm	3	22
2005	Fall	100	Introduction to Mass Media	3	405**
2006	Spring	100	Introduction to Mass Media	3	407**
2006	Spring	350	Public Relations (Online)		24+
2006	Fall	100	Introduction to Mass Media	3	410**
2006	Fall	250	Advertising	3	87
2007	Spring	100	Media in Society	3	410**
2007	Spring	650	Public Relations Management	3	15
2007	Spring	350	Public Relations (Online)	3	19+
2007	Fall	100	Media in Society	3	400**
2007	Fall	560	Managing Comm Systems	3	7
2008	Spring	100	Media in Society	3	400**
2008	Spring	373	Digital Promotion Mngt	3	30
2008	Spring	350	Public Relations (Online)	3	22+
2008	Fall	100	Media in Society	3	400**
2008	Fall	351	Public Relations Practices	3	18
2009	Spring	100	Media in Society	3	400**
2009	Spring	373	Digital Promotion Mngt	3	37
2009	Spring	350	Public Relations (Online)	3	25+
2009	Fall	100	Media in Society	3	376*
2009	Fall	350	Public Relations (Online)	3	12+
2010	Spring	373	Digital Promotion Mngt	3	27
2010	Spring	350	Public Relations	3	45
2010	Spring	350	Public Relations (Online)	3	21+
2010	Fall	373	Digital Promotion Mngt	3	28
2010	Fall	350	Public Relations (Online)	3	16+
2011	Spring	650	Public Relations Management	3	15
2011	Spring	350	Public Relations (Online)	3	19+
2011	Spring	373	Digital Promotion Management	3	14

2011	Fall	450	Public Relations Cases	3	18
2011	Fall	614	Public Communication Campaigns	3	12
2011	Fall	614	Public Communication Campaigns	3	14
2011	Fall	350	Public Relations (online)	3	12+
2012	Spring	373	Digital Promotion Management	3	18(pending)
2012	Spring	650	Public Relations Management	3	10(pending)
2012	Spring	350	Public Relations (online)	3	12 (pending)

+ Online course developed for Continuing Education. To date, course has enrolled 150 online students and generated nearly \$100,000 in gross tuition revenue.

* Denver courses taught as part of professional M.S. degree program offered through Division of Continuing Education

**Team-taught large-lecture introduction to mass media course. Spring 2005-Fall 2008: Taught second part of two large lectures. Beginning Spring 2009 taught alternating blocks within the entire semester. Contact hours: 44 per semester (22 hours per each section).

Courses Taught at University of North Dakota

Comm	303/351/250	Principles of Public Relations
Comm	320	Promotional Methods
Comm	353	Public Relations Theory and Research
Comm	403	Community Relations
Comm	451	Advanced Public Relations
Comm	329	Practicum: Campaigns (redesigned Advanced PR)
Comm	200	Writing for the Media (lab section)
Comm	100	Introduction to Communication
Comm	103	Information Technology and Social Change (redesigned Introduction to Communication)
Comm	502	Research Methods (Graduate level)

Courses Taught at University of Wisconsin-Madison:

Jour	225	Public Relations (taught once)
Jour	425	Public Relations Administration (Cases)

Courses Taught at University of Southern California:

Jour	350	Public Relations
Jour	351	Public Relations Methods
Jour	496X	Public Relations
Jour	450	Marketing Public Relations

^Frequencies varied.

PUBLISHED WORKS

Refereed Journal Articles (Total: 19 + 1 translation; Single Authored: 1; With graduate students: 6; Senior Authored: 1)

Martz, Mechelle & Hallahan, K. (2009, Fall). Filmmakers as social advocates: A new challenge for issues managers. Claims-making and framing in four social issues documentaries. *Public Relations Journal*, 3(4), Article 4. Available online: http://www.prsa.org/SearchResults/download/6D-030404/0/Filmmakers_as_Social_Advocates_A_New_Challenge_for. [Refereed online research journal of Public Relations Society of America]

- Hallahan, K. (2008). Need for cognition as motivation to process publicity and advertising. *Journal of Promotion Management*, 14(1-2), 1-26.
- Hallahan, K., Holtzhausen, D., van Ruler, B., Verčič, D. & Sriramesh, K. (2007). On defining strategic communication. *International Journal of Strategic Communication*, 1(1), 3-35.
- Cloudman, R. & Hallahan, K. (2006). Crisis communication preparedness among U.S. organizations. Activities and assessments by public relations practitioners. *Public Relations Review*, 32(4), 367-376.
- Hallahan, K. (2004). Protecting an organization's digital public relations assets. *Public Relations Review*, 30(3), 255-268.
- Baysha, Olga & Hallahan, K. (2004). Framing of the Ukrainian political crisis, 2000-2001. *Journalism Studies*, 5(2), 233-246.
- Ho, Fei-Wen & Hallahan, K. (2004) Post-earthquake crisis communications in Taiwan: An examination of corporate advertising and strategy motives. *Journal of Communication Management*, 8(3), 291-306.
- Haruta, Amon & Hallahan, K. (2004). Airline crisis communication: A Japan-U.S. comparative study. *Asian Journal of Communication*, 13(1), 122-150.
- Hallahan, K. (2003). W.L. Mackenzie King: Rockefeller's "other" public relations counselor in Colorado. *Public Relations Review*, 29(4), 401-414.
- Hachigian, David & Hallahan, K. (2003). Perceptions of public relations web sites by computer industry journalists. *Public Relations Review*, 29(2), 43-62.
- Hallahan, K. (2002). Ivy Lee and the Rockefellers' response to the 1913-1914 Colorado coal strike. *Journal of Public Relations Research*, 14(4), 265-315.
- Hallahan, K. (2001). The dynamics of issue activation and response: An issues processes model. *Journal of Public Relations Research*, 13(1), 27-59.
- Hallahan, K. (2001). Improving public relations web sites through usability research. *Public Relations Review*, 27(3), 223-239.
- Hallahan, K. (2000). Inactive publics: The forgotten publics in public relations. *Public Relations Review*, 26(4), 499-515.
- Hallahan, K. (2000). Enhancing motivation, ability and opportunity to process public relations messages. *Public Relations Review*, 26(4), 463-480
- Hallahan, K. (1999). Seven models of framing: Implications for public relations. *Journal of Public Relations Research*, 11(3), 205-242.

Hallahan, K. (1999). No, Virginia, It's not true what they say about publicity's third-party endorsement effect. *Public Relations Review*, 25(4), 331-350.

Hallahan, K. (1999). Content class as a heuristic cue in the processing of news versus advertising. *Journal of Public Relations Research*, 11(4), 293-320.

Hallahan, K. (1992). The paradigm struggle and the public relations practitioner. *Public Relations Review*, 19(4), 197-205.

Translated and reprinted in Turkish:

Hallahan, K. (2001). Paradigma Castismasi ve Halkla Iliskiler Uygulamalari. *Selcuk Iletisim Journal of Selcuk Communicatibn*, 1(4), 127-131. ISSN 1302-2865.

Non-Refereed Journal/Professional Articles -- Total: 8 (all single authored) plus 7 book reviews.

Hallahan, K. (2004). Classic books revisited: Walter Lippmann's *Public Opinion*. *Journalism Studies*, 5(3), 412-415. [Other commentaries by Lynda Lee Kaide and Ralph Negrine, 409-412.]

Hallahan, K. (2004, April). Chaos and controversy followed Ludlow Massacre. News feature distributed on 90th anniversary of tragedy. Resulting stories: Ludlow Massacre remembered, *Fort Collins Coloradoan*, April 24, 2004, p. A10. Ludlow's legacy, *Rocky Mountain Bullhorn*, 4(35), April 29-May 8, 2004, p. 8

Hallahan, K. (2003, August). Challenges confronting public relations education. *PR Tactics*, 10(8), 8.

Hallahan, K. (2003, May). The 6Rs of public relations research. (Invited column) *Newsline*, [Monthly membership newsletter of PRSA Colorado Chapter]

Hallahan, K. (2002, Winter). Varieties of public relations programs. *Public Relations Update*, 36(2), 1+. [AEJMC PR Division Newsletter *in situ* research column]

Hallahan, K. (2000, May 8). Improving PR websites through usability research. *tips&tactics* supplement to *pr reporter*, 38(6), 1-2

Hallahan, K. (2000). CSU professor offers pointers to students. *PRSSA Forum*, 30(2), 8. [National membership newspaper of Public Relations Student Society of America]

Hallahan, K. (1994, Summer). Public relations and circumvention of the press. *Public Relations Quarterly*, 38(2), 17-19.

Book Reviews

Hallahan, K., (2003, Winter). Review of Robert L. Heath, Handbook of Public Relations, *Public Relations Review*, 29(1), 94.

Hallahan, K., (1999, Summer). Review of John J. McGonagle and Carolyn M. Vella, Protecting Your Company Against Competitive Intelligence, *Public Relations Review*, 25(2), 255-256.

Hallahan, K., (1997, Summer). Review of Paul Rogat Loeb, *Generation at the Crossroads: Apathy and Action on the American Campus*, *Public Relations Review*, 22(3), 320-321.

Hallahan, K. (1997, Fall). Review of Thomas J. Mickey, *Sociodrama: An Interpretive Theory for the Practice of Public Relations*, *Public Relations Review*, 23(4), 414-415.

Hallahan, K., (1997, Fall). Review of Gordon L. Patzer, *Experiment-Research Methodology in Marketing and Applications*, *Public Relations Review*, 23(4), 416-417.

Hallahan, K., (1995, Summer). Review of Lester W. Milbrath, *Envisioning a Sustainable Society, Learning Our Way Out*, *Public Relations Review*, 21(2), 170-171.

Hallahan, K., (1994, Summer). Review of Lee W. Baker, *The Credibility Factor: Putting Ethics to Work in Public Relations*, *Journalism Quarterly*, 71(2), 465-66.

Textbook

Hallahan, K. (1997). *The Consequences of Mass Communication*. New York: McGraw-Hill Primus.

Refereed/Invited Chapters in Books -- Total: 13 (all single-authored)

Hallahan, K. (2011). Political public relations and strategic framing. In J. Strömbäck & S.K. Kioussis & (Eds.), *Political public relations. Principles and applications*. (pp. 177-213). New York: Routledge.

Hallahan, K. (2010). Being public: Publicity as public relations. In R.L. Heath (Ed.), *Handbook of public relations* (2nd ed.)(pp. 523-545). Thousand Oaks, CA: Sage Publications.

Hallahan, K. (2010). Public relations media. In R.L. Heath (Ed.), *Handbook of public relations* (2nd ed.)(pp. 623-641). Thousand Oaks, CA: Sage Publications.

Hallahan, K. (2010). Online public relations. In H. Bidgoli (Ed.), *Handbook of technology management* (Vol. 2, pp. 497-517). Hoboken, NJ: John Wiley & Sons.

Hallahan, K. (2009). Crises and risks in cyberspace. In D. O'Hair & R.L. Heath (Eds.), *Handbook of risk and crisis communication* (pp. 415-448). New York: Routledge.

Hallahan, K. (2008). Organizational-public relationships in cyberspace. In Tricia Hansen-Horn and Bonita Dostal Neff (Eds.), *Public relations: From theory to practice* (pp. 46-73). Boston: Allyn & Bacon.

Hallahan, K. (2007). Integrated communication: Implications for and beyond public relations excellence. In Elizabeth L. Toth (Ed.), *The future of excellence in public relations and communication management: Challenges to the next generation* (pp. 299-337). Mahwah, NJ: Lawrence Erlbaum.). [Edited volume honoring the work of James and Larissa Grunig]

Hallahan, K. (2006). Responsible online communication. In Kathy R. Fitzpatrick and Carolyn Bronstein (Eds.), *Ethics in public relations: Responsible advocacy* (pp. 107-130). Thousand Oaks, CA: Sage.

Hallahan, K. (2004). Application of CB [consumer behavior] in PR. In G. Radha Krishna (Ed.), *Consumer behavior: Implications for marketing strategies* (pp. 88-103). Punjagutta, Hyderabad, India: ICFAI University Press.

Hallahan, K. (2004). 'Community' as the framework for public relations theory and research. *Communication Yearbook*, 28, 233-279.

Hallahan, K. (2004). Online public relations. In Hossein Bidgoli (Ed.), *The Internet encyclopedia* (vol. 2, pp. 769-783). Hoboken, NJ: John Wiley.

Hallahan, K. (2001). Strategic media planning: Toward an integrated public relations media model. In Robert L. Heath (Ed.), *Handbook of public relations* (pp. 461-470). Thousand Oaks, CA: Sage.

Hallahan, K. (1996). Product publicity: An orphan of marketing research. In Esther Thorson and Jeri Moore (Eds.), *Integrated communications: The search for synergy in communication voices* (pp. 305-330). Hillsdale, NJ: Erlbaum.

Non-refereed Chapters in Books -- Encyclopedia entries: 20; others: 2.

Hallahan, K. (2008). Strategic framing. Entry in Wolfgang Donsbach (Ed.), *Encyclopedia of Communication* (pp. 4855-4860). Malden, MA: Wiley-Blackwell Publishing. Online at <http://www.communicationencyclopedia>; published by International Communication Association.

Hallahan, K. (2007). Ivy Ledbetter Lee. Encyclopedia entry in Steven Vaughn (Ed.), *Encyclopedia of American Journalism* (pp. 258-259). New York: Routledge/Taylor & Francis.

Advisory Editor, Robert L. Heath (Ed.), *Encyclopedia of public relations* (2005). Thousand Oaks, CA: Sage Publications. Authored 18 entries:

- Advertising, 1: 11-14
- Boulwarism, 1: 91-94
- Colorado Coal Strike 1: 150-152
- Communication Management, 1: 161-164
- Communication Technologies, 1: 164-168
- Community/Community Building, 1: 171-174
- Cutlip, Scott M., 1:235-236
- Diffusion Theory, 1: 253-254
- Endorsement, 1: 281-283
- Framing Theory, 1: 340-345
- Integrated Marketing Communication, 1: 426-428
- Involvement, 1: 452-457
- Media Calls, 2: 520-521
- Online Public Relations, 2: 587-592
- Pat Penney, 2: 610-611
- Psychological Processing, 2:662-665 (with Cindy T. Christen)
- Public Relations Education, History of, 2: 689-691
- Third Party Endorsement, 2: 854-856.

Hallahan, K. (2003). Teaching with and about the Internet. In Lynne M. Sallot (Ed.), *Learning to teach: What you need to know to develop a successful career as a public relations educator* (3rd ed.) (pp. 369-374). New York: Public Relations Society of America.

Hallahan, K. (1979). Black toys for Christmas. In Richard W. Darrow and Dan J. Forrestal (Eds.), *The Dartnell Public Relations Handbook* (pp. 340-42). Chicago: Dartnell. [Case study: PRSA Silver Anvil award winning entry for promotional publicity—nonprofit organization, 1975]

Conference Proceedings

Huang, Chen-Yi (Joyce) & Hallahan, K. (2010, October). Perceptions of product blogs in Taiwan: impact of user motivation, blogger affiliation and language valence. *Proceedings of 2010 PRSA Educators Academy, Washington, DC* (pp. 77-97). New York: Public Relations Society of America.

Online Article

Hallahan, K. (2007). Thinking inside the box. Four observations about the impact of technology on public relations. Available online at http://www.instituteforpr.org/digest_entry/kirk_hallahan_thinking_inside_the_box

Other

Webmaster/Editor (2000-present). *PR-education.org. A web portal to public relations education.* [<http://lamar.colostate.edu/~pr>].

Webmaster, *AEJMC Public Relations Division Website.* 1999-2009. [Subsequently relocated to aejmc.net/~pr] Selected for inclusion in Thomson's ISI Web of Knowledge.

Hallahan Home Page. Contains various online class and research resources specially developed for student and practitioner use. [<http://lamar.colostate.edu/~hallahan>]

Four course packets (1993-1996): *Communication Campaigns, Promotional Methods. Community Relations. Public Relations Theory and Method.*

Manuscripts in Preparation/Review

Hallahan, K. (2012, March). Edward L. Bernays' promotion of public relations in academic publications 1928-1945. Accepted for presentation, 15th International Public Relations Research Conference, Miami, FL.

Hallahan, K. (2012, in preparation). Collaboration on two chapters in Derina Holtzhauzen and Ansgar Zerfass (Eds.), *Handbook of strategic communication.* New York: Routledge.

Hallahan, K. *Striking back! John D. Rockefeller Jr. and the 1913-1914 Colorado coal strike.* Have decided not to pursue publication through University Press of Colorado; seeking major trade publisher for 15-chapter book for which manuscript is completed.

Redmann, Jennifer & Hallahan, K. Risk-taking by public relations practitioners: The influence of sex, gender, creativity and self-efficacy. Based on paper accepted for presentation at PRSA Educators Academy, Miami, FL, October 2005.

Giordano, Joe & Hallahan, K. (2009, August). Crisis communications in 160 characters and spaces. Student responses, perceptions and preferences for emergency text notifications.

Hallahan, K. (in preparation). *Digital promotion. Principles & practice.* (Textbook)

GRANTS FUNDED

Grants Funded as Principal Investigator

Rockefeller Archive Center Grant-In-Aid (2000; Awarded \$1,550) To complete archival research on role of John D. Rockefeller and Ivy Lee in response to the 1913-1914 Colorado coal strike. Visited archives in June 2000 and May 2001.

CSU College of Liberal Arts Mini-Research Grant (2001. Awarded \$750) To conduct research in southern Colorado and New York on 1913-1914 Colorado coal strike.

CSU Career Enhancement Grant (1998; \$4,991)

CSU Arts & Sciences Core Curriculum Grant (1997, \$8,400). For development of multimedia instruction package using PowerPoint. Received in tandem with Office of Instructional Services Investing in Instruction Grant (\$1,500 for 1997-98) and two College of Liberal Arts Instructional Development Program grants (\$743 for 1996-97; \$800 for 1997-98)

Prairie Community Communication Project (1995; competitively selected funding for graduate research assistant within UND School of Communication).

UND Office of Instructional Development (1995; \$500). Travel Award for attend Technology College at PRSA Conference in Seattle: Using Technology in Advertising and Public Relations.

UND Office of Instructional Development (1996). Instructional Development Professorship Grant: Multimedia/PowerPoint Instructional Module for Communication 103--Information Technology and Social Change, A GER Course.

College of Liberal Arts Professional Development Program (Various years since 1997). Grants for travel, research and attendance at conferences. Amounts all under \$1,000.

PROFESSIONAL AFFILIATIONS AND ACTIVITIES

Editorship

2007- Co-Editor, *International Journal of Strategic Communication* (with Derina Holtzhauzen, 2008 Oklahoma State University). Began publication January 2007 by Lawrence Erlbaum & Associates, later changed to the Routledge imprint by owner Taylor & Francis. Involved in processing/evaluating more than 60 manuscripts for first two volumes.

Editorial Board Service

- 2000-present *Journal of Public Relations Research*
- 2002-present *Public Relations Review*
- 2009-present *International Journal of Strategic Communication*
- 2002-2004 *Encyclopedia of Public Relations* (published)
- 2005- Public Relations Advisory Board, Sage Publications

Completed ad hoc reviews for leading journals: *Journalism and Mass Communication Quarterly*, *Journal of Religion and Media*, *Western Journal of Communication*, *Science Communication*, *Human Communication Research*, *Communication Yearbook*, *New Media & Society*, *Journal of Communication*.

Memberships/Leadership

Association for Education in Journalism and Mass Communication - Public Relations Division

- . Webmaster, 1999-2009
- . Chair, Research Committee, 2001-02
- . Chair, Professional Freedom and Responsibility Committee, 1995-96, 1997-98
- . Judge, Teaching Papers Competition, 1994, 2001
- . Judge, Research Papers Competition, 1999, 2003, 2004, 2005, 2006, 2007
- . Respondent, Top Papers Competition, 2003
- . Member, Diversity Committee, 1993-1994
- . Annual conference attendee 1992-1998, 2001, 2003-2006, 2009

Public Relations Society of America

Educators Academy

- . Member 1995-2005
- . Judge, Student Papers Competition, 1995, 1997, 1998, 2000
- . Judge, Faculty Papers Competition, 1998, 2002, 2004
- . Elected Director, 1999
- . Elected Treasurer, 2000

Colorado Professional Chapter, Denver

- . Board of Directors, 1998-99, 2002-2003
- . Member, PRSSA Advisory Committee/Student Outreach *ex-officio*, 1996-present
- . Served as national assembly delegate, 2000, 2001, 2004
- . Appointed national assembly delegate and director, 2002-2003

Previous Involvement

- . Judge, Sid Gross Award competition, PRSSA (student essay contest on ethics), 1993.
- . Madison Chapter, Member 1991-1993; Vice President and Board Member, 1993.
- . Financial Services Section Chairman, 1986 and 1987
- . South Pacific District Chairman, 1984
- . Los Angeles Chapter officer, 1981-87: Assembly Delegate 1981-83; Membership Committee Chairman, 1981; Treasurer 1985-88. Board member for six years. Organized Don Perkins Community Service Award endowment.
- . President, PRSSA Chapter, University of Wisconsin- Madison, 1972.
- . Vice President, PRSSA Chapter, UCLA, 1970-71.
- . Recognized for 25 years of membership in 2004.

International Communication Association

- . Paper Session Respondent, Public Relations Division, 2001, 2004 (Top Papers Session), 2008
- . Judge, Dissertation and Thesis Competition, 2004.
- . Poster Sessions Respondent, Public Relations Division, 2000, 2009
- . Judge, Competitive Papers Competition, 2000, 2002-2009

Institute for Public Relations

- . Advisory Committee Member, new research initiative on public relations and technology, 2006-present
- . Member, Educators Advisory Committee, 1997-present
- . Judge, Master's Thesis Competition, 1998, 1999, 2000, 2007
- . Judge, Walter K. Lindemann Graduate Scholarship Competition, 2000

Society of Professional Journalists

- . Member, 1970-present (recognized as 35-year member in 2005)
- . Colorado Chapter member, 1996-present

Publicity Club of Los Angeles (later Public Communicators of Los Angeles, now defunct)

- . Past President (1978-79) and Life Member
- . Board Member and Officer (1973-78): Treasurer, Secretary, Vice President, First Vice President.

HONORS AND AWARDS; OTHER RECOGNITION

Major Educator Awards

- 2010 Outstanding Educator of the Year, Public Relations Society of America
- 2009 suPRstar Award, AEJMC Public Relations Division. (For body for work--one of two inaugural recipients)
- 2007 Pathfinder Award, Institute for Public Relations (for outstanding contribution to research in public relations, recent emphasis on the impact of technology on public relations)
- 2001 Jackson, Jackson & Wagner Behavioral Science Prize, Public Relations Society of America Foundation, 2001.

Professional – Public Relations Society of America

- 2005 PRSA Colorado Professional Chapter, Swede Johnson Lifetime Achievement Award
- 1995 Elected to College of Fellows, PRSA
- 1988 PRSA-LA Chapter Professional of Year

Research

- Various Top paper winner at academic conferences (11): AEJMC PR Division: 2009 (Research) 1995 (Teaching), 1992 (Student Research); ICA PR Division: 1999, 2003; PRSA International Fall Conference: 1995, 1997, 1999, 2001; PRSA Educators Research Spring Conference: 1998, 1999.
- 1993 First Recipient, PRSA College of Fellows Dissertation Fellowship (\$3,000).

Teaching and Service

- 2010 Recognized as long-term student club adviser, Public Relations Student Society of America
- 1998 Nominee, 1998, "Best Teacher Awards," CSU Alumni Association Award
- 1996 Nominee, Faculty Enhancement Award (for Service), UND College of Fine Arts and

Communication

Professional Program Awards

- 1983 Maggie, Western Magazine Publishers Association, Best Overall Consumer Publication: compendium of articles from *DollarSense* magazine, with E.F. Baumer & Co.
- 1975 PRSA Silver Anvil (Black Toys for Christmas: best national program for nonprofit organization: Shindana Toys, Division of Operation Bootstrap, Inc.)
- 1975 Publicity Club of Los Angeles PRO Awards, 1975 (Black Toys for Christmas)
- 1974 Publicity Club of Los Angeles PRO Awards, 1974 (Opening of Institutional Mart of America, Holiday Inns Products Division)

Listings

- 1992 *Who's Who in Public Relations*, 6th ed., 1992.
- 1990- *O'Dwyer's Directory of Public Relations Executives*
- 2000-2001 *Who's Who in the West* (20th edition, 1985-86; 27th edition, 2000-2001)
- 2003-2005 *Who's Who in America*, 57th and 58th eds.

PAPERS PRESENTED/SYMPOSIA/INVITED LECTURES/PROFESSIONAL MEETINGS/WORKSHOPS

Refereed Conference Papers--Single Authored (Total: 17; # indicates 5 papers not published elsewhere)

- 2003 W.L. Mackenzie King: Rockefeller's Other Public Relations Counselor, ICA Public Relations Division, San Diego. Top 5 Research Paper.
- 2003 A Model for Assessing Web Sites as Tools in Building Organizational-Public Relationships, ICA Public Relations Division, San Diego, May.
- 2000 Improving Public Relations Web Sites Through Usability Research, 3rd PRSA Educators Academy Interdisciplinary, International Research Conference, Miami, March 31.
- 1999 The Dynamics of Issues Activation and Response: An Issues Dynamics Model, Top 3 Faculty Paper, Educators Academy, PRSA International Conference, Anaheim CA, October.
- 1999 Communicating with Inactive Publics: The Moderating Role of Motivation, Ability and Opportunity, Top 2 Faculty Paper-Behavioral Sciences Division, PRSA Educators Academy Interdisciplinary, International Research Conference, College Park, MD, June.
- 1999 Seven Models of Framing: Implications for Public Relations, Public Relations Division, International Communication Association, Top 3 Faculty Paper, San Francisco, May.
- 1998 No, Virginia, It's Not True What They Say About Publicity's Third-Party Endorsement Effect, Association for Education in Journalism and Mass Communication, Joint Advertising-Public Relations Research Session, Baltimore MD, August.
- 1997 Need for Cognition as Motivation to Process Publicity and Advertising, Educators Academy, Public Relations Society of America, Nashville TN, November. Top 3 Faculty Paper.
- 1996 'Community' as the Foundation for Public Relations Theory/Practice, Advertising and Public Relations Divisions, Association for Education in Journalism and Mass Communication, Anaheim CA, August.
- 1995 Content Class as a Contextual Cue in the Processing of News Versus Advertising, PRSA Educators Section, Seattle, October. (Top 3 Faculty Paper)

- 1995 An Integrative Public Relations Media Model," Association for Education in Journalism and Mass Communication Public Relations Division, Washington DC, August. Top 3 Faculty Paper/IABC Award Winner for Teaching Papers.
- 1994 #Gender-Based Differences in Processing of Persuasive Communications, Advertising-Public Relations Division, Association for Education in Journalism and Mass Communication, Washington DC, August.
- 1993 #Product News and Advertising: An Exploration Within a Student Population, Association for Education in Journalism and Mass Communication Public Relations Division, Atlanta, August.
- 1993 Product Publicity: An Orphan of Marketing Research, Consumer Psychology Association (APA Section 23), Chicago, May.
- 1992 #Public Relations and Marketing: Toward A Typology of Organizational Relationships, Association for Education in Journalism and Mass Communication Public Relations Division. A Top Student Paper, Montreal, August.
- 1992 #The Mortgage Redlining Controversy, Association for Education in Journalism and Mass Communication Qualitative Studies Division, Montreal, August.
- 1972 #Licensure of Public Relations Practitioners and the Doctrine of Compelling State Interest, 1972 Midwest Public Relations Conference, Madison WI, April.

Refereed Conference Papers--Co-Authored with Graduate Students as Adviser. (Total: 11: #-indicates 6 not published subsequently)

- 2010 Huang, Chen-Yi (Joyce) & Hallahan, K. Perceptions of product blogs in Taiwan: The impact of user motivation, blogger affiliation and language valence. PRSA Educators Academy, Washington, DC, October.
- 2009 #Giordano, Joe & Hallahan, K. Crisis communications in 160 characters and spaces. Student responses, perceptions and preferences for emergency text notifications. AEJMC Public Relations Division, Boston, August 2009. Received Third Place in research paper competition
- 2009 Martz, Mechelle & Hallahan, K. Filmmakers as social advocates: A new challenge for issues managers. Claims-making and framing in four social issues documentaries. PRSA Educators Academy Annual Conference, San Diego, November 2009.
- 2005 Cloudman, Reghan & Hallahan, K. Measuring Crisis Communication Preparedness. Public Relations Division, Association for Education in Journalism and Mass Communication, San Antonio TX, August.
- 2005 #Redmann, Jennifer & Hallahan, K. Risk-taking by Public Relations Practitioners: The Influence of Sex, Gender, Creativity and Self-efficacy. PRSA Educators Academy, Miami, October 2005.
- 2003 #Loveland, Jack & Hallahan, K. Economics, Content and Identity Issues at U.S. Online Newspapers--A Survey of Managers, AEJMC Communication Technology and Policy Division, Toronto, August.
- 2003 #Weitzel, Debby & Hallahan, K., Organizational Adoption of an Intranet-Based Performance Reporting System: A Test of Rogers' Model of Innovation, ICA Communications and Technology Division, San Diego, May.
- 2003 Baysha, Olga & Hallahan, K. Framing of the Ukrainian Political Crisis 2000-2001, ICA, Political Communications Division, San Diego, May.
- 2001 Hachigian, David & Hallahan, K. Journalists' Perceptions of Public Relations Web Sites, PRSA Educators Academy International Conference, Atlanta, October. (Top 3 Research Paper)
- 2000 Haruta, Amon & Hallahan, K. Cultural Issues in Airline Crisis Communication: A U.S.-

- Japan Comparative Study, PRSA Educators Academy Interdisciplinary Research Conference, Miami, March.
- 1998 #Steele, Debbie & Hallahan, K. Media Framing of the Canadian Tainted Blood Controversy, 1983-1993, PRSA Educators Academy Research Conference, College Park, Maryland, June (Top Three Paper in Communication Sciences Division; \$1,000 cash prize).

Invited Panel Presentation Papers--Single Authored (7)

- 2009 Hallahan, K. Publicity as public relations. Invited panel presentation on redefining the discipline. International Communication Association Public Relations Division, Chicago. May 2009.
- 2006 Public Relations and Framing, Public Relations and Communication Theory and Methodology Divisions, Association for Education in Journalism and Mass Communication, San Francisco, August.
- 2005 Responsible Online Communication. Public Relations Division, Association for Education in Journalism and Mass Communication, San Antonio, TX, August.
- 2005 Four Arguments for Adoption of Strategic Communication as the Focus for Studying Public Relations. International Communication Association Public Relations Division, New York, May.
- 2003 Protecting an Organization's Digital Public Relations Assets, Association for Education in Journalism and Mass Communications Public Relations and Law Divisions, Kansas City, August.
- 2003 #Crossing Borders and Crossing Reality, Prepared remarks for theme panel presentation, ICA Public Relations Division, San Diego, May.
- 2000 The Contributions of Consumer Behavior Theory and Research to Public Relations, Public Relations Division, International Communication Association, Acapulco, Mexico, June.
- 2000 The Next Decade in Public Relations Research, Public Relations Division, International Communication Association, Acapulco, Mexico, June. [panel organizer and moderator]

Conferences/Workshops Presented - National (10)

- 2006 Workshop Presenter, Protecting Your Organization's Digital Public Relations Assets, Public Relations Society of America National Conference, Salt Lake City, UT, November.
- 2001 Breakfast Table Discussion Moderator, Motivating Audiences to Process Public Relations Messages, PRSA International Conference, Atlanta, October.
- 2001 Presenter, Incorporating Technology in the Public Relations Curriculum, AEJMC PR Division, Washington, D.C., August.
- 2001 Panelist, Adjusting to the Academy: Making the Transition from the Boardroom to the Classroom, AEJMC PR Division, Washington, D.C., August.
- 2001 Convention Paper Respondent, Session on Relationship Management, International Communication Association, Washington DC, May.
- 2001 Presenter, Improving Public Relations Web Sites Through Usability Research, 2000 Public Relations World Congress (PRSA/IPRA), Chicago, October.
- 1998 Moderator, Campaign Finance Reform--Implications for Political Communication, Association for Education in Journalism and Mass Communication, Public Relations Division Professional Freedom and Responsibility Committee, Baltimore, August
- 1998 Panelist, Striking Back at Technology: Effective Applications in the Classroom, Case study of JT100 at CSU. Association for Education in Journalism and Mass Communication, Joint

- Session of the Community College Journalism Association and Public Relations Division, Baltimore, August.
- 1989 Moderator, The Crisis in Customer Confidence, Financial Institutions Marketing Association, San Antonio, TX.
- 1986, 1987 Presiding Chair, Public Relations Society of America Financial Services Section Annual Section Meetings: Washington, DC., 1986; Los Angeles, 1987.

Conferences and Workshops -- Regional/State (14)

- 2010 Avoiding Lost Opportunities—The Challenge of Synergy. Cooperation Between Advertising and News in Community Newspapers. [Separate presentations for news and sales staffs]. Wyoming Press Association Winter Conference, January 2010, Casper WY.
- 2004 Panelist, Workshop on Overlap of Investor Relations and Public Relations, PRSA Colorado Chapter North Boulder Group, CU-Boulder, October.
- 2004 Speaker/Discussion Leader on Crisis Management, Northern Colorado Professional Communicators, June.
- 2001 Moderator, Reporting the 2000 Census, Colorado Department of Local Affairs, Arvada, CO, May (media panel for local government officials).
- 1999 Presenter, PRSA Technology Section, Colorado Chapter, September.
- 1998 Presenter, Panel on Public Relations Education, Western States Communication Association, Denver, February.
- 1997 Presenter, PRSA Colorado Chapter Special Interest Meeting On Research, August
- 1996 Moderator, North Dakota Professional Communicators, Panel on Civic Journalism, April.
- 1996 Moderator/Panelist, Careers in Communication, Northern Interscholastic Press Association, October
- 1996 Moderator, AEJMC Mass Communication Division Media, Technology and Community Conference, Grand Forks ND, March
- 1993 Panelist, The Future of Communications, UND School of Communication Editors-Broadcasters Day, Bismarck ND, October
- 1991 Moderator, Kenneth Oowler Smith Distinguished Lecture in Public Relations, University of Southern California School of Journalism, April
- 1975 General Chairman, Future Directions in Public Relations, Publicity Club of Los Angeles Professional Development Seminar, May.

University (4) and Other Training/Outreach Sessions (2)

- 2005 Colorado High School Press Association Journalism Day (newspaper critique), October.
- 2000 Workshop Leader, Impact Evaluation, CSU Extension, Fort Collins, CO February
- 2000 Speaker, Impact Evaluation, CSU Extension Southwest Division, May .
- 2000 Workshop Speaker, JohnstonWells Public Relations, Denver, April (Dealing with inactive publics)
- 2000 Panelist, Community Representatives, *Fort Collins Coloradoan* strategic planning session for managers, July.
- 1998-2000 Presenter, Crisis Planning, CSU Student Media Leadership Retreats, Estes Park, August (three years)

COMMITTEES AND SERVICE

University: Faculty Council

- 2008-2011 College Representative (College of Liberal Arts), Strategic and Financial Planning Committee
- 2007-2008 Parliamentarian
- 2006-2007 Vice Chair. Elected in 2005 but resigned to accept special assignment. Elected again in 2006.
Ex-officio member of Faculty Council Executive Committee, Council of Associate and Assistant Deans (CAAD).
- Various Strategic and Financial Planning Committee
Chair 2003-2005 (also ex-officio member of Executive Budget Committee in 2003-2004 and Council of Deans in 2004-2005 and Faculty Council); Member, 2002 and 2008-2011 (representing College of Liberal Arts)
- 2004-2005 Faculty Representative, University Planning Council 2004-2005
- 2000-2002 Executive Committee Member, Faculty Council (representative of College of Liberal Arts)
- 1999-2002. Department Representative, Faculty Council

University: Other Service

- 1999-2005 Faculty Representative, Board of Student Communications,
- 1999 Search Committee Member, University Marketing Director (University Advancement Division), 1999
- 2001 Search Committee Member, Cooperative Extension Marketing Specialist .

College of Liberal Arts

- 1999-2000 Faculty Representative (Social Sciences), Instructional Development Program (IDP) Committee

Department of Journalism and Technical Communication

Denver Program

- 1998-2003 Faculty Coordinator, Communication Management Program leading to M.S. Degree in Technical Communication, offered through the Continuing Education Division's Denver Center, 1998-2003. Responsible for all academic aspects of program, including curriculum, recruitment and admissions, advising, student support, faculty hiring and coordination.

Student Programs

- 1996-present Faculty Adviser, Public Relations Student Society of America (except 2004-2005)
- 1996-present Faculty Reviewer, Student Portfolios, Public Relations and Computer-Mediated Communication concentrations (every semester)

Committees

- 2001-present Tenure and Promotion Committee
. Member, 2001-present
. Chair, Spring 2006. Re-elected chair 2006-2007.
- Various Merit Review Committee

- . Member for 2003; Chair for 2004 reviews
- . Member for 2007; Chair for 2008 reviews
- Various Curriculum Committee
 - . Chair, 2006-2007, 2007-2008. Facilitated revision of major and concentration in tandem with implementation of revised AUCC effective Fall 2007.
 - . Member, 1997-1998, 1999-2000, 2000-2001, 2004-2005
 - . Chair, Ad Hoc Capstone Course Curriculum Development Committee, Fall 2010.
- Various Graduate Committee
 - . Chair, Denver Program Subcommittee
 - . Spearheaded development of program curriculum and wrote first draft of comprehensive descriptive brochure, 2000.
 - . Served on initial Ph.D. program planning committee, 2002-2007. Wrote first draft of Ph.D. program descriptive brochure and web site copy.
 - . Member, Fall 2008-present.
- Various Professional Liaison Committee
 - . Chair, 2000-2001, 2001-2002, 2004-2005
 - . Member 1996-97, 1997-1998, 1998-1999
 - . Oversaw redesign, production of departmental newsletter, 2001; coordinated production 2002.
 - . Developed system for tracking guest speakers
 - . Maintained ongoing contact with public relations professionals in region
 - . Compiled, updated list of notable PR graduates.
- 1996-1998 Internship Committee
 - . Member, 1996-97, 97-98
 - . Participated in internship orientation sessions Fall 1996
 - . Conducted on-site interviews with supervisors: Fall 1996 (7 interviews)
 - . Adapted existing internship materials to online documents, Fall 1996
- 1999-2000 Library-Information Resources Committee Chair, 1999-2000
- Various Search Committees
 - . Chair, 2000-01 (new tech/public relations specialist)
 - . Member, 1996-97 (news-editorial/public affairs/history)
 - . Member, 1998-99 (news-editorial/newspaper vacancy)
 - . Member, 2002-03 (public relations)

ACEJMC Re-accreditation

- 2010 Compiled various exhibits on faculty research, teaching awards, public service and research support; distinguished graduates; student awards. Updated department strategic plan. Wrote draft narrative for Standard 9-Assessment.
- 2011-2012 Chair, Assessment and Accreditation Committee (also responsible for 6-Year University Program Review exercise due May 2012).

STUDENT ADVISING/GRADUATE SUPERVISION

Undergraduate

- Ongoing 25-30+ current undergraduate advisees
- Honors Thesis Committee member, Diana Veatch (2011)

Current Graduate Committee Memberships

- 4 - MS/MA Adviser/Committee Chair
- 0 - MS/MA Committee Member
- 1 – Ph.D. Adviser (Xu Bevin Song)
- 1 – Ph.D. Temporary Adviser (Stephen Cory Robinson)
- 1 - Ph.D. Committee Member (Peter Houton, School of Education)

Graduate Committee Memberships

(Completed/In Progress = Total)

- 21/2 = 23 - Plan A MS/MA Adviser/Committee Chair
- 88/0 = 88 - Plan B MS/MA Adviser/Committee Chair
- 6/0 = 6 - Plan A Committee Member
- 45/0 = 45 - Plan B Committee Member
- 1/1 = 2 - Ph.D. Committee Member

Ph.D. Dissertation Co-Adviser

Moore, Joseph H. (2011) – Predictor of strategic influence among college sports public relations directors.

M.S. Theses Supervised (25-27) – Technical Communication/Public Communication and Technology

Preliminary Development

- Long, Megan – Marketing program for College of Engineering student recruitment
- Renga-Parker, Teddy – Campaign to promote citizen weed abatement in Teton County, WY.
- Barclay, Lena – International social marketing campaign in Nepal (co-adviser)
- Timmons, Rachel – A paratextual analysis of promoting “Glee” across online and traditional media platforms

Inactive

- Humphries, Jeri – Crisis preparedness among medical practices in Georgia
- Miller, B.J. -- Public relations strategies among female Olympic athletes.

Completed 1999-2010 (21)

- Dana Strongin, 2010 – Health Promotion Strategies Among Practitioners in Three Settings: The Role of Directionality and Balance
- Song, Xu (Bevin), 2010 – Online High-Definition Video Use Among College Students
- Huang, Chen-Yi (Joyce), 2010 – Perceptions of Product Blogs in Taiwan
- Joseph Giordano, 2009 – Student Perceptions and Preferences for Emergency Cell Phone Notifications
- Mechelle Mayfield-Martz, 2009 – Film and Function: A Critical Analysis of Claims Made by Four Social Issue Documentary Films.
- Robert Sponheimer, 2008 -- Professional Sports Teams' Use of Community Relations
- Lisa Cantrup, 2007 - Web Search Strategies by Women Versus Men (Served as adviser through proposal, then turned over adviser responsibilities to Professor Rosa Martey)
- Theresa Ramos-Garcia, 2006 – Hispanic Women Communicating About Death
- Tsen-Fan (Frances) Hsu, 2006 – The Use of Guanxi Strategy in Media Relations Among Corporate Public Relations Practitioners in Taiwan

Reghan (McDaniel) Cloudman, 2004 -- An Index of Crisis Communication Preparedness
Lina Saldarriaga, 2003 -- Assessing Intranet Effectiveness and Its Predictors. A Case Study
(Co-adviser with Donna Rouser)
Melissa (Pusz) Moran, 2003 -- Credibility Perceptions of Sponsored and Non-Sponsored Web and
Print Information
Tonie Miyamoto, 2003 -- Dialogic Communication and Feminist Values: A Content Analysis of
Women's Organizations Web Sites
Clayton Jack Lovelace, 2002 - Newspapers Online: Assessing Economic, Content and Identity
Issues
Debby Weitzel, 2002 - Assessing the Adoption of an Online Reporting Program (E-Power) for
Colorado State University Cooperative Extension
Olga Baysha, 2002 - Framing of the Ukrainian Political Crisis
Jennifer Redmann, 2001 -- Effect of Sex, Gender Orientation, Self-Efficacy and Creativity Among
Public Relations Professionals
David J. Hachigian, 2001 --The Reliance of Computer Industry Trade Journalists on the World
Wide Web as an Information Gathering Source
Fei-Wen Ho, 2001 -- Corporate Crisis Communications in The Aftermath of the 'Chin Chin'
Earthquake in Taiwan
Pamela Jackson, 2000 -- The Influence of Market-Driven Journalism on Network News Framing of
the Clinton-Lewinsky Sex Scandal
Amon Haruta, 1999 -- Cultural Issues in Airline Crisis Communications

Plan A Committee Member:

Rita Saunders (Technical Communication)
Sojin Yi (Technical Communication)
Lynsey Lysengen (Technical Communication)
Amy Robinson Rust (Technical Communication)
Amanda Anderson (Radiological Health)
Patrick Callahan (Technical Communication)
Rita-Lyn Saunders (Technical Communication)

Plan B Committee Member:

Jill Kolosky, Agricultural Extension Education, 2001
Todd Stupnik, Technical Communication, 2002
Dani Griffith, Agriculture, 2003
Jessica Schleiger, English, 2003
Amanda Adams, Public Communication and Technology, 2010

OTHER ACTIVITIES/ACCOMPLISHMENTS

Reviews of pre-publication proposals or manuscripts: Books 30+ Journals: 2

External Reviewer for Tenure or Promotion at Other Institutions

Joye C. Gordon, Kansas State, 2003
Coy Callison, Texas Tech, 2004
Spiro Kioussis, Florida-Gainesville, 2005
Douglas Hindman, Washington State, 2006
Alex Wang, Connecticut, 2007

Susan Gonders, Southeast Missouri State, 2008 (Post-Tenure)
Kelly Werder, South Florida, 2008
Don Wright, Boston, 2009 (Promotion to Full)
Spiro Kiouisis, Florida-Gainesville, 2009 (Promotion to Full)
Lance Porter, Louisiana State, 2009
Michael Palenchar, Tennessee-Knoxville, 2009
Charles A. Marsh, Kansas, 2010 (Promotion to Full)
Kenneth Plowman, Brigham Young, 2011 (Promotion to Full)
Michael L. Kent, Oklahoma, 2011 (Promotion to Full)

Relevant Prior Service Involvements

USC School of Journalism Public Relations Advisory Committee, Chairman 1990-91.
Organized Kenneth Owler Smith Distinguished Lecturer Series fund- raising activities, 1990-1991.
St. Marks School, Altadena, CA, Development Committee Chairman 1991.
Served on PR committees for Los Angeles Area Chamber of Commerce Business Outlook Conference 1976-81), Central City Association (1980), United Way Region V (1979-81)
Member, Public Relations Advisory Council, Los Angeles City Fire Department
Member, UND External Relations Council, 1994-1996
General Chair, UND School of Communication's Communication Day, 1995
Chair, School of Communication Development Committee, 1993-94

Consulting

Annual Guest Lecturer on Savings Institutions Business, Shinkin Bank Association of Kanto, Japan, 1991-1998 (presenter since 1983)
Coast Federal Bank, Los Angeles, realty newsletter and marketing plans, 1991-1994.
Worthington (MN) Municipal Airport (under management contract with UND Aerospace), 1994.

Other Training/Academic Experience

Colorado Certification in Core Mediation and Conflict Resolution, Colorado State University School of Social Work, September 2009.
Advanced courses in investor relations, marketing campaigns and photojournalism at UCLA Extension
State Department Fellow, International Communication Seminar, Sali, Yugoslavia, 1971
Advanced training in survey research, Mass Communications Research Center, UW-Madison, 1971-72
Alice T. Clark New Faculty Mentoring Program, University of North Dakota, 1993-94.
Colorado State Institutional Research Board training in human subjects research, 2001, 2006.

Institutes Attended

Advanced Workshop for Professors, Direct Marketing Educational Foundation, Detroit, October 2004.
College of Liberal Arts Grants Writing Workshop, Colorado State University, May 2004.
Digitally Conscious. Workshop on applications of computers in public relations. Ball State University, October 2002.
Workshop in Active Learning, Colorado State College of Liberal Arts, June 2001.

Online Public Relations Seminar, Lawrence Ragan Associates, San Francisco, July 2001.
Direct Marketing Association Foundation Institute for Professors, Chicago, May 1995
Riding the Information Superhighway, Clearwater Information Systems, Minneapolis, May 1994.
Covering the Housing Markets, (national conference for real estate and business reporters),
Federal Home Loan Mortgage Corporation, New York, 1988.
Financial Institutions Marketing Association (then SIMSA) Marketing School, 1979

Community Service

Pasadena Tournament of Roses, Member 1979-1994
First Presbyterian Church, Grand Forks, ND
. Chair, Property Committee, 1995 (co-chair 1996); Chair, Stewardship Committee, 1996;
Harmony Presbyterian Church, Fort Collins, CO
. Clerk of Session, 1997-1998; Chair, Finance & Stewardship Committee, 2001-2002
First Presbyterian Church, Fort Collins, CO
. Elder and Clerk of Session, 2004-2006

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