

Kirk Hallahan

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Educational Background

Degrees Ph.D. Mass Communications, University of Wisconsin-Madison. Minor: Business (Marketing). 1995.
M.A. Journalism, University of Wisconsin-Madison, 1974. Attended 1971-72.
B.A. Mass Communications, University of California, Los Angeles (UCLA), 1971. Magna cum laude. Elected to Phi Beta Kappa. Attended as Regents Scholar, UC System's highest academic honor at entrance.

Professional Designations Accredited, Public Relations Society of America, 1978-
Fellow, Public Relations Society of America, 1995-

Academic Experience (1991-present)

Current Position Professor, Department of Journalism and Technical Communication *and* University Grievance Officer
Colorado State University, Fort Collins, CO USA

Hired as assistant professor, 1996-2001. Promoted to associate professor with tenure, 2001, full professor in 2007.

Faculty Coordinator, Communication Management Program, Denver, 1998-2003. Coordinated admissions, curriculum, advising and graduate projects, student communications. Oversaw hiring and activities of adjuncts and facilitated assignments by tenure-track faculty. Served as liaison with Continuing Education division responsible for promotion and facilities. Program generated more than \$1.5 million in gross tuition revenue with 1w8 master's degrees awarded.

Special Assistant to President for Strategic Planning (80% commitment), 2005-2006. Spearheaded completion of project undertaken in 2004-2005, wrote final draft plan, facilitated campus communications, advised President and Provost.

Faculty adviser, Public Relations Student Society of America, 1996-2005, 2006-present.

Member CSU Faculty Council (Academic Senate). Executive Committee, 2000-2002. Chair, Strategic & Financial Planning Committee, 2003-2004; Vice Chair 2006-2007; Parliamentarian, 2007-2008.

Appointed University Grievance Officer effective August 2009 (50% administrative appointment).

Previous
Full-Time

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

Previous
Part-Time

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

Senior Lecturer, Public Relations Sequence, School of Journalism, University of Southern California (part-time), eight years, 1977-84.

Courses Taught

Public Relations: Principles (also online version), Practices/Writing, PR Administration (case studies), Campaigns, Marketing Public Relations, Digital Promotion Management. Graduate Level: Graduate Survey Course, Public Relations Management (including two years devoted exclusively to online public relations), Managing Communication Systems.

Other: Media in Society, Newswriting, Advertising, Professional and Technical Communication, Business Communication. Graduate courses: Communication Theory, Research Methods.

Professional Public Relations Experience (1972-1991)

Full-Time

Vice President-Public Affairs, Coast Federal Bank, FSB, (later acquired by Washington Mutual), Los Angeles, October 1989-August 1991.

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 speech writing and representation in industry and civic activities. Oversaw certain marketing support functions, including special events and community advertising and CRA outreach. Managed Marketing Division budget (\$7.5 million annually). Supervised staff of 3-5.

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

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

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.

Vice President-Public Relations, California Federal Savings and Loan Association (later California Federal Bank and 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 public company. 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 and 1981 and oversaw direct response in 1982. Participated in development and implementation of a broad range of new services. Created first marketing training newsletter for staff. Directed 250,000-circulation quarterly customer magazine. Responsible for corporate identity, including adaptation to several out-of-state acquisitions.

Account Supervisor, Harshe-Rotman & Druck, Inc., Los Angeles (now Ruder Finn), February 1972-January 1979.

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. (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 Association.

Research and Publications

Interests Strategic communications, online public relations/digital promotion management, media theory and research.

Published Works More than 20 refereed articles in scholarly journals, and 20 conference presentations, plus various book reviews and professional articles. Wrote short textbook, *The Consequences of Mass Communications* (McGraw-Hill). Lists of citations by year and by topic (with links to full-texts) available online: <http://amar.colostate.edu/~hallahan>.

Web Publishing Creator of *pr-education.org*, a web portal to online resources about public relations education.

Recognition

Academic Honors Jackson, Jackson & Wagner Behavioral Science Prize, Presented by PRSA Foundation for application of social science research to public relations practice, 2001.
Pathfinder Award, Institute for Public Relations. For work related to applications of communications technology to public relations, 2007.
Top Paper Competition Winner at Academic Conferences (10): AEJMC PR Division: 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.
Nominee, 1998, "Best Teacher Awards," CSU Alumni Association
PRSA College of Fellows Dissertation Fellowship, 1993
Cited among most productive scholars in public relations in three bibliometric studies.

Professional Honors College of Fellows, PRSA, 1995
PRSA Colorado Chapter Swede Johnson Lifetime Achievement Award, 2005
PRSA-Los Angeles Chapter Professional of the Year, 1988
Maggie, Western Magazine Publishers Association, Best Overall Consumer Publication, 1983: compendium of articles from *DollarSense* magazine, with E.F. Baumer & Co. (joint venture)
PRSA Silver Anvil, 1975 (Black Toys for Christmas, best

national program for nonprofit organization: Shindana Toys, division of Operation Bootstrap, Inc.)
Publicity Club of Los Angeles PRO Awards, 1975 (Black Toys for Christmas); 1974 (Opening of Institutional Mart of America, Holiday Inns Products Division)

Listings

Who's Who in Public Relations (6th ed., 1992)
O'Dwyer's Directory of Public Relations Executives
Who's Who in the West, (27th edition, 2000-2001)
Who's Who in America, (58th edition, 2003-2004).

Memberships

Public Relations Society of America
(Former South Pacific district and Financial Services section chair. Served as officer, director or assembly delegate for Los Angeles, Madison and Colorado chapters.)
Association for Education in Journalism and Mass Communication (Served as Professional Freedom and Responsibility Chair, Research Chair, and Webmaster for Public Relations Division)
International Communication Association
Society of Professional Journalists.

Detailed academic curriculum vita (updated annually) available online:
<http://lamar.colostate.edu/~hallahan>

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