

# Brad L. Rawlins

## *Curriculum Vitae*

School of Media & Journalism  
Arkansas State University  
State University, AR 72467

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**ACADEMIC RANK** Professor, Arkansas State University

### **ADMINISTRATION**

May 2023 – present

ARKANSAS STATE UNIVERSITY, COLLEGE OF LIBERAL ARTS & COMMUNICATION

*Interim Dean*

Duties: Chief academic officer for the largest college on campus with 250 employees in ten academic units and four auxiliary units: Art + Design; Communication; English, Philosophy and World Languages; Heritage Studies; History; Media & Journalism; Music; Political Science; Sociology & Criminology, Theatre; KASU public radio; Printing Services; Bradbury Art Museum; and Fowler Center. This includes responsibilities for the strategic plan, budget, DEIB initiatives, fundraising, alumni relations, facilities and equipment maintenance, student advising and appeals, hiring faculty and staff, annual reviews of faculty and staff, tenure and advancement of faculty, developing and managing curriculum, representing the college to university administration, and serving on several university committees.

June 2019 – June 2023

ARKANSAS STATE UNIVERSITY, SCHOOL OF MEDIA & JOURNALISM

*Director*

Duties: Oversee the three units of the school – academic programs, KASU (public radio station) and Printing Services. Our academic programs include B.S. degrees in Creative Media Production (including an online degree) and Multimedia Journalism, Master's degrees in Journalism and Radio/Television and an online Master's program in Media Management. This includes responsibilities for the strategic plan, assessment, budget, fundraising, alumni relations, facilities and equipment maintenance, hiring faculty and staff, annual reviews of faculty and staff, tenure and advancement of faculty, developing and managing curriculum, program reviews and accreditation, representing the school to university administration, and serving on several university committees.

Jan. 2017 – Jan 2019

ARKANSAS STATE UNIVERSITY CAMPUS QUERETARO

*Vice Rector (Vice Chancellor) and Chief Academic Officer*

Duties: Chief academic officer of the Querétaro Campus of Arkansas State University. Responsible for starting up the academic affairs and student affairs operations of a campus that began teaching in September 2017. Recruit, hire and manage all academic and student affairs personnel. Oversee the admission and registration process of all incoming students. Work with A-State Jonesboro campus to ensure that all programs meet HLC accreditation and program accreditation standards. Manage the budget and work with the General Director of A-State CQ to ensure resources are adequate for delivering quality instruction and research. Build relationships with industry, businesses, research centers and other universities to promote collaboration and synergy in learning and scholarship. Lead in the development of current and future programs, including an initial offering of 9 undergraduate and 2 graduate degrees. Develop a Student Success Center to help students, primarily freshman from Mexico, transition to college and instruction in English.

- May 2016 – Dec. 2016 ARKANSAS STATE UNIVERSITY, ACADEMIC AFFAIRS AND RESEARCH  
*Special Assistant to the Provost in charge of developing the Arkansas State University campus in Querétaro Mexico*  
 Duties: Take the lead on preparing the Querétaro campus to open in September 2017. Coordinate with ASUCQ (the nonprofit entity in Mexico responsible for building and funding the campus) to ensure that buildings, facilities, operations and systems are in place before the campus opens. Specifically charged with helping the approval of 9 undergraduate and 2 graduate degrees by Secretary of Education of Mexico, recruiting of faculty and students, assisting the development of Website, initiating the admissions process, establishing a budget, developing procedures and promoting the campus in Mexico and Arkansas.
- July 2015 – June 2016 ARKANSAS STATE UNIVERSITY, COLLEGE OF HUMANITIES AND SOCIAL SCIENCES  
*Interim Dean*  
 Duties: Chief academic officer for the college that is composed of four departments, including undergraduate and graduate programs in Criminology, English, Geography, History, Philosophy, Political Science, Sociology, World Languages and a Ph.D. in Heritage Studies. This includes responsibilities for the strategic plan, budget, fundraising, alumni relations, facilities and equipment maintenance, hiring faculty and staff, annual reviews of faculty and staff, tenure and advancement of faculty, developing and managing curriculum, representing the college to university administration, and serving on several university committees.
- July 2012 – June 2016 ARKANSAS STATE UNIVERSITY, COLLEGE OF MEDIA AND COMMUNICATION  
*Dean*  
 Duties: Chief academic officer for the college that includes two departments, four undergraduate degree programs (Communication Studies, Creative Media Production, Multimedia Journalism and Strategic Communication), three Master's programs (MSMC in Journalism, MSMC in Radio/Television, MA in Communication Studies), KASU (public radio station) and Printing Services. This includes responsibilities for the strategic plan, assessment, budget, fundraising, alumni relations, facilities and equipment maintenance, hiring faculty and staff, annual reviews of faculty and staff, tenure and advancement of faculty, developing and managing curriculum, representing the college to university administration, and serving on several university committees.
- June 2008 – May 2012 BRIGHAM YOUNG UNIVERSITY, DEPARTMENT OF COMMUNICATIONS  
*Department Chair*  
 Duties: Responsible for budget, fundraising, alumni relations, hiring faculty and staff, annual reviews of faculty and staff, tenure and advancement of faculty, serving on college council, and overall department governance.
- Jan 2005 – June 2008 BRIGHAM YOUNG UNIVERSITY, DEPARTMENT OF COMMUNICATIONS  
*Associate Chair for Undergraduate Studies*  
 Duties: Responsible for all curriculum decisions, managing teaching assignments, recruiting and training part-time faculty, managing selective admission process, assessment, managing required internship program, resolving undergraduate conflicts and academic honor code issues, and serving on several department and university committees.
- July 2004 – Jan 2005 BRIGHAM YOUNG UNIVERSITY, DEPARTMENT OF COMMUNICATIONS  
*Associate Chair for Graduate Studies*  
 Duties: Recruit and admit graduate students, manage graduate curriculum, chair graduate committee, supervise and coordinate comprehensive exams, manage

scholarships and paid assistantships, manage graduate program budget, and oversee thesis process.

## EDUCATION

- May, 1995 University of Alabama. Ph.D. in Communications. Dissertation: "Organizational Factors That Contribute to Using Interactive Public Relations: A Case Study Analysis."
- August, 1992 University of Alabama. M.A. in Advertising and Public Relations.
- May, 1987 Washington State University. B.A. in Communication (Public Relations) and B.A. in Foreign Languages and Literature (Spanish).

## TEACHING

### *Arkansas State University*

- 2012-present MDIA 1001, Media Grammar and Style  
MDIA 1003, Mass Communication in Modern Society  
CMAC 3001, Professional Seminar  
MDIA 3323, Media Analytics and Data Visualization  
MCOM 6043, Theory of Mass Communications  
MCOM/SCOM 6203, Introduction to Graduate Study

### *Arkansas State University Campus Querétaro*

- 2017-2018 CMAC 1003, Mass Communication in Modern Society  
CMAC 1001, Media Grammar and Style

### *Brigham Young University*

- 2000-2012 COMMS 101, Mass Communication and Society  
COMMS 230, Introduction to Advertising  
COMMS 318, Public Relations Research and Measurement  
COMMS 319, Communication Research Methods  
COMMS 336, Public Relations Case Studies  
COMMS 421, Public Relations Writing and Production  
COMMS 428, Publication Design  
COMMS 480, Ethics and Issues in Mass Communications  
COMMS 485, Public Relations Campaigns  
COMMS 609, Introduction to Graduate Studies  
COMMS 610, Mass Communication Theory  
COMMS 611, Communications/Social Science Research Methods

### *James Madison University*

- 1992-2000 GRPH 345, Advertising Design  
SMAD 101, Introduction to Media Arts and Design  
SMAD 201, Fundamental Skills in Media Arts I  
SMAD 210, News Writing  
SMAD 256, Principles of Advertising  
SMAD 300, Media, Information and Society  
SCOM 121, Basic Human Communication  
SCOM 260, Introduction to Public Relations  
SCOM 261, Writing for Public Relations  
SCOM 350, Organizational Communication  
SCOM 361, Publication Design  
SCOM 460, Public Relations Management  
SCOM 461, Public Relations Campaigns

Walker College

1991-1992 MC 101, Introduction to Mass Communication  
MC 102, Introduction to Media Writing  
MC 211, Introduction to News Reporting  
CEJ 125, Layout and Editing  
CEJ 135, Feature Writing  
CEJ 145, Advertising  
CEJ 205, Mass Media Law and Ethics

## BOOKS

- Bowen, S. A., Rawlins, B. L., & Martin, T. M. (2019). *An Overview of the Public Relations Function, 2<sup>nd</sup> Edition*. New York: Business Expert Press.
- Bowen, S. A., Rawlins, B. L., & Martin, T. M. (2010). *An Overview of the Public Relations Function*. New York: Business Expert Press.

## PEER-REVIEWED PUBLICATIONS

- Forde, J. E., Puglisi, G., Rawlins, B., Plowman, K., Farrar, B. and VanSlyke Turk, J. (2022). "Public Relations Graduates' Perceptions of Their Degrees and Careers: A Five-University Survey." *Journal of Public Relations Education*, Vol. 8, (Issue 1), 7-42.
- Plowman, K. D. and Rawlins, B. (2017). "The Case for Envirocare: Prioritizing Stakeholders for Public Relations." *Case Studies in Strategic Communication*, Vol. 6, (Issue 1), 1-30. (2 citations)
- Hawes, L., Rawlins, B. and Plowman, K. (2015). "Transparency and City Government Communications." *Public Relations Journal*, Vol. 9, (Issue 3), pp. 1-16. (10 citations)
- Wilson, C., Rawlins, B. and Stoker, K. (2013). "Public Relations Paradox on Display: A Comparative Case Study Analysis of the Autonomy-Dependency Paradox at a University Art Museum." *Public Relations Journal*, Vol. 7, (Issue 1), pp. 1-52. (4 citations)
- Stoker, K. and Rawlins, B. (2010). "Taking the BS out of PR: Creating genuine messages by emphasising character and authenticity." *Ethical Space*, Vol. 7 (Issue 2/3), pp. 61-69. (10 citations)
- Jeffrey, A., Jeffries-Fox, B. and Rawlins B. (2010) "A New Paradigm for Media Analysis: Weighted Media Cost" Peer-Reviewed Published White Paper for Institute for Public Relations, Measurement Section, January 2010. <http://www.instituteforpr.com>.
- Rawlins, B. (2009). "Give the Emperor a Mirror: Toward Developing a Stakeholder Measurement of Organizational Transparency." *Journal of Public Relations Research*, Vol. 21, pp. 71-99. (666 citations)
- Rawlins, B. (2008). "Measuring the Relationship Between Organizational Transparency and Employee Trust." *Public Relations Journal*, Vol. 2, (Issue 2), pp. 1-21. **Selected for Best of Public Relations Journal Showcase at PRSA International Conference, 2009.** (488 citations)
- Lubbers, C., Bourland-Davis, P. and Rawlins, B. (2007/2008). "Public Relations Interns and Ethical Issues at Work: Perceptions of Student Interns from Three Universities." *PRism*, Vol. 5, (Issue 1 & 2). [http://praxis.massey.ac.nz/prism\\_on-line\\_journ.html](http://praxis.massey.ac.nz/prism_on-line_journ.html) (14 citations)
- Fairbanks, J., Plowman, K. and Rawlins, B. (2007). "Transparency in Government Communications." *Journal of Public Affairs*, Vol. 7, pp. 1-15. (275 citations)

- Rawlins, B. (2006). "Prioritizing Stakeholders for Public Relations." Peer-Reviewed Published White Paper for Institute For Public Relations, PR and Management Section, March 2006.  
[http://www.instituteforpr.com/pdf/Rawlins\\_Prioritizing\\_Stakeholders.pdf](http://www.instituteforpr.com/pdf/Rawlins_Prioritizing_Stakeholders.pdf) **Selected as a Gold Standard Paper by the Institute for Public Relations.** (274 citations)
- Rawlins, B. (2006). "A Comprehensive Model for Prioritizing Stakeholders: A Synthesis of Stakeholder Management and Public Relations Literature." *Notizie di Politeia*, Anno XXII, n. 82, pp.75-90.
- Stoker, K. and Rawlins, B. (2005). "Paradox and Progress in Public Relations: Confronting the Negatives Produces Fresh Perspectives." *Business Research Yearbook*, Vol. 12, pp. 717-721.
- Rawlins, B., Plowman, K. and Stohlton, E. (2005). "A Comprehensive Approach to Prioritizing Stakeholders: A Synthesis of Stakeholder and Public Relations Literature on Identifying and Prioritizing Stakeholders for Strategic Management." *Business Research Yearbook*, Vol. 12, pp. 733-737.
- Stoker, K. and Rawlins, B. (2005). "The 'Light' of Publicity in the Progressive Era: From Searchlight to Flashlight." *Journalism History*. Vol. 30 (Issue 1), pp. 177-188 (74 citations)
- Randle, Q., Rawlins, B. and Parkin, J. (2003). "Advertiser Pressure and Editorial Favoritism in Consumer Auto Magazines: A Content Analysis." *Journal of Magazine and New Media Research*, Fall 2003.
- Rawlins, B. and Stoker, K. (2002). "Dropping A Loaded Gun: Using Topical Transformation to Explain How Smith & Wesson Failed to Influence the Influential." *Journal of Communication Management*, 6, (3) 269-279. (7 citations)
- Rawlins, B. and Stoker, K. (1999) "Principled Professionalism: Weaving Ethical Behavior with Threads of Personal Integrity." *Business Research Yearbook*, Vol. 6, pp. 669-673.
- Sundar, S. and Rawlins, B. (1997). "Watchdog or Lapdog? The effect of U.S. foreign policy on the New York Times' coverage of Central America." *The Journal of International Communication*, 4 (1), pp. 67-80. (4 citations)

## PEER-REVIEWED PUBLISHED PROCEEDINGS

- Forde, J. E., Puglisi, G., Rawlins, B., Plowman, K., Farrar, B. and VanSlyke Turk, J. (2014). "Perceptions of Public Relations Graduates Concerning Public Relations Degrees and Positions." 17<sup>th</sup> International Public Relations Research Conference, Miami, FL, March 6-8.
- Hawes, J., Rawlins, B. and Plowman, K. (2011). "Transparency and City Government Communications." 14<sup>th</sup> International Public Relations Research Conference, Miami, FL, March 10-12, 2011. **Top 3 Paper Award.**
- Wilson, C., Rawlins, B. and Stoker, K. (2011). "Autonomy-Dependency Paradox in Organization-Public Relationships: A Case Study Analysis of a University Art Museum." 14<sup>th</sup> International Public Relations Research Conference, Miami, FL, March 10-12, 2011. **Top 3 Paper Award.**
- Rawlins, B. and Centurion, D. (2009). "Does Familiarity Breed Contempt or Trust?: A Case Study of a Gas Pipeline Awareness Campaign among School Safety Officers." *Proceedings of the Twelfth International Public Relations Research Conference.*
- Rawlins, B. (2007). "Measuring the relationship between organizational transparency and trust." *Proceedings of the Tenth International Public Relations Research Conference.* **Included in Best of Conference Showcase at PRSA.**

- Rawlins, B. and Stoker, K. (2006). "Taking the B.S. out of P.R." *Proceedings of the Ninth International Public Relations Research Conference*. **Included in Best of Conference Showcase at PRSA.**
- Rawlins, B., Plowman, K., and Stohlton, E. (2005). "Identifying and Prioritizing Stakeholders for Strategic Management in Public Relations: The Case for Envirocare." *Proceedings of the Eighth International Public Relations Research Conference*. **Included in Best of Conference Showcase at PRSA.**
- Rawlins, B., Carpenter, M., Stoker, K. (2004). "Looking Through A Glass Clearly: An Interdisciplinary and International Approach to Measuring Transparency." *Proceedings of the Seventh International Public Relations Research Conference*. **Included in Best of Conference Showcase at PRSA.**
- Stoker, K. and Rawlins, B. (2004). "Light and Air Hurt No One: The Moral and Practical Imperative for Transparency." *Proceedings of the Seventh International Public Relations Research Conference*.
- Rawlins, B., Grover, T., and Stoker, K. (2003). "Public Justification of Moral Choices: Using Bok's Test of Publicity to Evaluate Moral Reasoning in Public Relations." *Proceedings of the Sixth International Public Relations Research Conference*.
- Stoker, K. and Rawlins, B. (2003). "The Paradoxes in Public Relations: How the Evolution of the Field has Inhibited its Progress." *Proceedings of the Sixth International Public Relations Research Conference*.
- Rawlins, B. and Stoker, K. (2002). "The Factors Contributing to the Moral Development of Public Relations Professionals: Preliminary Results from In-depth Interviews with Frontline Practitioners." *Proceedings of the PRSA Fifth Annual International, Interdisciplinary Research Conference*.
- Rawlins, B. and Stoker, K. (2001). "Dropping A Loaded Gun: How Smith & Wesson Failed to Influence the Influential," with Kevin Stoker. *Proceedings of the PRSA Fourth Annual International, Interdisciplinary Research Conference: Ethics in the Workplace*.
- Rawlins, B. (2001). "Four Approaches to Public Relations: A Situational Perspective on PR Behavior." *Proceedings of the PRSA Fourth Annual International, Interdisciplinary Research Conference: Ethics in the Workplace*.

## **BOOK CHAPTERS AND ENCYCLOPEDIA ENTRIES**

- Rawlins, B. and Wheeler, R. (2012). "Burnout In The Newsroom: Measuring The Effects Of New Media Tasks On Journalists" in George Sylvie (Ed), *Media Management Decision-Making: Under New Management*, Lisbon: Media XXI Publishing, pp. 127-158.
- Rawlins, B. (2007). "Trust." *Public Relations Essential Knowledge Project*, Institute for Public Relations. [http://www.instituteforpr.org/essential\\_knowledge/](http://www.instituteforpr.org/essential_knowledge/).
- Bowen, S. and Rawlins, B. (2005). "Corporate Moral Conscience." *Encyclopedia of Public Relations*, Vol. 1, Robert Heath (Ed), Sage Publications, pp. 205-210.
- Rawlins, B. (2005). "Corporate Social Responsibility." *Encyclopedia of Public Relations*, Vol. 2, Robert Heath (Ed), Sage Publications, pp. 210-214.
- Rawlins, B. and Bowen, S. (2005). "Publics." *Encyclopedia of Public Relations*, Vol. 2, Robert Heath (Ed), Sage Publications, pp. 718-721.

## PROFESSIONAL TRADE PUBLICATIONS

- Walton, S. B. and Rawlins, B. (2011). "Great Expectations: Engaging employees in corporate responsibility." *Public Relations Tactics*, September.
- Walton, S. B. and Rawlins, B. (2010). "Do the right thing: Measuring the effectiveness of corporate social responsibility." *Public Relations Tactics*, July.
- Rawlins, B. (2004). "Providing a Better Perspective: Combining Theory and Practice," *Public Relations Tactics*, Vol. 10, August.
- Rawlins, B. and Stoker, K. (2003-2004). "Research you can Use" monthly article, *Public Relations Tactics*

## PEER-REVIEWED CONFERENCE PAPERS

- Rawlins, B. (2021). "Do Regularly Scheduled Press Conferences on Coronavirus Increase Perception of Transparency and Trust?" 24<sup>th</sup> International Public Relations Research Conference, Virtual, March 4-6, 2021.
- Stoker, K., Rawlins, B. and Stoker, A. (2020). "Public Relations with Authority: How Communicating Authority Produces "Fire" Content and Finds Position Zero." 23<sup>rd</sup> International Public Relations Research Conference, Orlando, FL, March 5-8, 2020.
- VanSlyke Turk, J., Puglisi, G., Forde, J., Plowman, K., Rawlins, B. and Farrar, B. (2015). "You Said Work-Life Balance was Important to your PR Career Decisions. Are You Finding that Balance with your Current Employer?" 18<sup>th</sup> International Public Relations Research Conference, Miami, FL, March 5-7, 2015.
- Forde, J. E., Puglisi, G., Rawlins, B., Plowman, K., Farrar, B. and VanSlyke Turk, J. (2014) "Public Relations Alumni in the Profession: Why They Stay, Why They Go, and What Educators and Practitioners Need to Know." PRSA Educators Academy Super Saturday Conference, Washington, DC, October 2014. **Top Faculty Paper.**
- Rawlins, B., VanSlyke Turk, J. and Stoker, K. (2012). "It's Not Raining Men: Why the Gender Gap in the Study of Public Relations?" 15<sup>th</sup> International Public Relations Research Conference, Miami, FL, March 9-11, 2012. **Included in Best of Conference Showcase at PRSA.**
- Plowman, K. and Rawlins, B. (2010). "Prioritizing Stakeholders for Public Relations: A Case Study of Envirocare." Educators Academy of the Public Relations Society of America, Washington D.C., October 16-18, 2010.
- Stoker, K. and Rawlins, B. (2010). "Communicating Accountability: The Role and Moral Obligations of Public Relations in Justifying Organizational Actions and Decisions." 13<sup>th</sup> International Public Relations Research Conference, Miami, FL, March 10-12, 2010. **Included in Best of Conference Showcase at PRSA.**
- Shawcroft, S., Velbovets, L., Rawlins, B., Cannon, J. & Miller, M. (2009). "Uses and Gratifications of Mommy Blogging: Socialization, Agenda Setting, Disclosure, and Diversion." International Association of Online Communicators Annual Conference, Washington D.C., October 1-2, 2009.
- Brown, A., Wallace, H., Mott, L., Rawlins, B., Denney, K. & Linford, A. (2009). "Keeping up with Mrs. Jones: Mommy blogging, social comparison, and self-esteem." Communication Technology Division at the Annual Convention of the Association for Education in Journalism and Mass Communication, Boston, MA, August 5-8, 2009.

- Wheeler, R., Christiansen, C., Cameron, A., Hollingshead, T. & Rawlins, B. (2009) "Burnout in an online world: Measuring the effects of new media tasks on journalists." Media Management and Economics Division at the Annual Convention of the Association for Education in Journalism and Mass Communication, Boston, MA, August 5-8, 2009. **Best Poster Award by division.**
- Phillips, J. & Rawlins, B. (2008). "The Double-Edged Sword: LDS Church Leaders' Messages on Media, 900-1948." Religion and Media Interest Group at the Annual Convention of the Association for Education in Journalism and Mass Communication, Chicago, IL, August 6-9, 2008.
- Rawlins, B., Kowalski, P., & Paine, K. D. (2008). "Measuring the Transparency of Environmental Sustainability Reporting Through Websites of Fortune 50 Corporations." 11<sup>th</sup> International Public Relations Research Conference, Miami, FL, March 6-9, 2008. **Included in Best of Conference Showcase at PRSA.**
- Rawlins, B. & Stoker, K. (2007). "Dealing with Paradox in Public Relations: A Change of Perspective offers Hope for Progress in the Profession." BledCom: Global Public Relations Symposium, Bled, Slovenia, July 6-8, 2007.
- Rawlins, B. (2006). "Give the Emperor a Mirror: Toward Developing a Stakeholder Measurement of Organizational Transparency." Educators Academy of the Public Relations Society of America, Salt Lake City, UT, Nov. 11-14, 2006.
- Jiang, L., Sheets, J., Camaño, J. & Rawlins, B. (2006). "Framing a Terrorist Event on Neutral Soil: A Comparative Analysis of U.S. and Chinese Newspaper Coverage." Journalism Division at the Annual Convention of the Association for Education in Journalism and Mass Communication, San Francisco, CA, August 2-5, 2006.
- Fairbanks, J., Plowman, K. & Rawlins, B. (2006). "Transparency in Government Communication." Public Relations Division at the Annual Convention of the Association for Education in Journalism and Mass Communication, San Francisco, CA, August 2-5, 2006.
- Rawlins, B. and Glade, T. (2006). "Media Dependency or News Fatigue?: Exploring Student Use of Media During the Week of September 11, 2001." Mass Communication and Society Division at the Annual Convention of the Association for Education in Journalism and Mass Communication, San Francisco, CA, August 2-5, 2006.
- Glade, T. and Rawlins, B. (2005). "September 11, 2001: An Individual Media Dependency Perspective." Southwest Symposium, sponsored by the Southwest Education Council for Journalism and Mass Communication, Greeley, CO, November 4-5, 2005.
- Bourland-Davis, P., Lubbers, C. & Rawlins, B. (2005). "An Exploration of Student Interns' Perceptions of Ethical Issues Confronted during Internships." Public Relations Division, Southern States Communication Association Annual Convention, Baton Rouge, LA, March 30-April 3, 2005
- Rawlins, B. (2004). "All The Students That Are Fit to Teach: A Survey of Enrollment Management in Communication Programs." Mass Communication and Society Division at the Annual Convention of the Association for Education in Journalism and Mass Communication, Toronto, CA, August 4-7, 2004.
- Thompson, N. and Rawlins, B. (2003). "Selling the Everett Ruess Myth: The Effectiveness of Using an Environmental Icon as a Peripheral Cue to Persuasion." Southwest Symposium, sponsored by the Southwest Education Council for Journalism and Mass Communication, Salt Lake City, UT, November 7-8, 2003.
- Stoker, K. & Rawlins, B. (2003). "The Power of Paradox: Rethinking Entrenched Public Relations Practice." Presented at the Public Relations Society of America International Conference, New Orleans, October 25-28, 2003.



- Randle, Q., Rawlins, B. and Parkin, J. (2003). "Advertiser Pressure and Editorial Favoritism in Consumer Auto Magazines: A Content Analysis." Magazine Division at the Annual Convention of the Association for Education in Journalism and Mass Communication, Kansas City, August 1-3, 2003.
- Rawlins, B. and Stoker, K. (2002). "Finding a Moral Comfort Zone: Results from Interviews with Public Relations Practitioners," with Kevin Stoker. Presented at the Public Relations Society of America International Conference, San Francisco, November 16-19, 2002.
- Rawlins, B. (2002). "All the Students that are Fit to Teach: The State of Enrollment Management in Journalism and Mass Communication Programs," Southwest Symposium, sponsored by the Southwest Education Council for Journalism and Mass Communication, San Marcos, Texas, November 1-2, 2002.
- Rawlins, B., Broomhead, P., Beattie, D.K., & Swenson, S. (2002). "Training Trainers – Training Faculty to Work with Faculty to Build a Shared Assessment Environment." Assessment Conference of the American Association for Higher Education, Boston, Massachusetts, June 20-23, 2002.
- Stoker, K. & Rawlins, B. (2002). "The Light of Publicity in the Progressive Era: From Searchlight to Flashlight." Presented to the Public Relations Division, Southern States Communication Association, Annual Convention, Winston-Salem, NC, April 3-7, 2002.
- Rawlins, B. and Stoker, K. (2002). "The Prostitution of Community Relations: When Morally Detached Organizations Exploit Their Communities For Economic Gratification." Presented to the Southwest Symposium, Tulsa, Oklahoma, November 2-3, 2001.
- Stoker, K. & Rawlins, B. (2001). "Ethical Characteristics of Communities and Community Building." Presented to the Public Relations Division at the International Communication Association Conference, Washington D.C., May 24-28, 2001.
- Stoker, K. & Rawlins, B. (2000). "The Light of Publicity in the Progressive Era." Presented at "Twisted Words/Straight Talk" Ethics Colloquium sponsored by Brigham Young University, Park City, Utah, October 2000.
- Stoker, K. & Rawlins, B. (2000). "Influencing the Influential: A Structuration Theory-Based Model of Public Relations Leadership." Presented to the Public Relations Division at the National Communication Association Convention, Seattle, WA, November 9-12, 2000.
- Robbins, J. & Rawlins, B. (1999). "From Malevolent Fear to Benevolent Acceptance: Testing for an effective message strategy to reduce irrational fear of AIDS." **Top Paper** winner in the Applied Communication Division at the Joint Southern States Communication Association/Central States Communication Association Annual Convention, St. Louis, MO, April 8-11, 1999
- Rawlins, B. and Stoker, K. (1999). "Principled Professionalism: Weaving Ethical Behavior with Threads of Personal Integrity." Presented in the Public Relations and Corporate Communication division of the International Association of Business Disciplines, Chicago, March 25-28, 1999.
- Williams, S. & Rawlins, B. (1998). "The Impact of Employee Involvement on Perceived Information Adequacy." **Top Paper** in the Public Relations Division of Southern States Communication Association Conference, San Antonio, TX, April 1-5, 1998.
- Rawlins, B. and Stoker, K. (1997). "If You Knew What I Know and I Knew What You Know, Maybe We'd Agree: The Ethical Value of Dialogue in Public Relation's Role as a Corporate Conscience." **Top Three Paper** accepted for presentation to the Public Relations Division of Southern States Communication Association Conference, Savannah, GA, April 3-6, 1997

- Rawlins, B. (1995). "The Status of Ethics in Public Relations Curricula." Presented in the Public Relations Division of the Speech Communication Association Convention in San Antonio, TX, November 17-21, 1995.
- Rawlins, B. (1995). "Public Relations Approaches: An Alternative Perspective for Defining, Analyzing and Prescribing Public Relations." Presented in the Public Relations Interest Group at the Southern States Communication Association Research Conference in New Orleans, April 5-9, 1995.
- Rawlins, B. (1993). "Incorporating a Cultural Analysis with a Communication Audit: Results From a Study with a Large Southeastern Bank." Presented in the Applied Division of the Speech Communication Association Convention in Miami, FL, November 18-21, 1993.
- Rawlins, B. (1993). "Organizational Factors that Contribute to Practicing 'Excellent' Public Relations: A Case Study." Presented in the Public Relations Division of the AEJMC Convention in Kansas City, MO., August 11-14, 1993.
- Black, J., Plumley, J., Rawlins, B. and Viall, E. (1992). "Effects of a Media Ethics Course on Student Values: A Replication and Expansion." Presented in the Ethics Division of AEJMC Convention in Toronto, CAN, Aug. 5-8, 1992. Named **Top Paper** in division at AEJMC.
- Rawlins, B. (1992). "Measuring Organizational Culture: A Triangulated Method." Presentation to the Fifth Annual Conference on Corporate Communication at Fairleigh Dickinson University, Madison, N.J., May 20 & 21, 1992.
- Rawlins, B. (1992). "The Ethical Dilemma of Socially Responsible Public Relations." Paper presented at the National Conference on Ethics and Professions in Gainesville, FL, Jan. 29-Feb. 3, 1992.
- Black, J., Plumley, J. and Rawlins, B. (1992). "'Value System Changes by Students as a Result of Media Ethics Course' Revisited." Paper presented at the National Conference on Ethics and Professions in Gainesville, FL, Jan. 29-Feb. 3, 1992.
- Sundar, S. S. and Rawlins, B. (1991). "Watchdog or Lapdog?: The Effects of U.S. Foreign Policy on The New York Times Coverage of Central America." With S. Shyam Sundar and presented at the Eighth Annual Intercultural and International Communication Conference held in Miami, FL, Feb. 21-23, 1991.
- Rawlins, B. (1990). "A Terrorist's Best Friend? International Terrorism and the U.S. Weekly Newsmagazine." Presented at the 1990 AEJMC national convention in Minneapolis, Aug. 9-12, 1990. **Received Magazine Division Student Research Award.**
- Bryant, J., Rawlins, B., Scott, L., Davenport, S., Zeigler, P, and McKissack, S. (1989). "News As Entertainment?" Presented at the Northeast Communication Conference at Central Connecticut State University, April 22, 1989.

## INVITED PRESENTATIONS AND CONFERENCE PANELS

- "Education for the 21<sup>st</sup> Century: Creativity, Critical Thinking, Communication & Collaboration." Keynote speaker for General Motors Innovation Month, GM Plant, Toluca, MX, October 16, 2018.
- "Knowledge & Skills for the 21<sup>st</sup> Century." Invited speaker, Mabe S.A. de C.V., Innovation Seminar, Querétaro, MX, August 14, 2018.
- "TCB: Think, Communicate, Be Professional. An Educational Model for Higher Education in Mexico."
  - Universidad Latina de America, Morelia , MX, March 15, 2018
  - Instituto Mexico Plantel San Pedro, Puebla, MX, November 9, 2018

- Durango American School Fair, Durango, MX, September 26, 2018.

“Where Do We Teach Journalism? An exploration of Journalism Education in Academic Disciplines and Structures Around the World.” Panel at the World Journalism Education Congress, Auckland, New Zealand, July 14, 2016.

“Public Relations Education in the State of Arkansas.” Panel for the Little Rock Chapter of PRSA, February 19, 2016.

“What’s On Your Mind?” Workshop session with the Association of Schools of Journalism and Mass Communication, Savannah, February 16, 2016.

“Measure What Matters: Trust in an Age of Transparency.” Keynote address to the Digital Communications Summit, St. Louis PRSA Chapter, November 7, 2014.

“Trust and Transparency.” Presented to the Little Rock Chapter of PRSA, October 20, 2014.

“Strategic Communications or Public Relations: Evaluating the Trends.” Presented on a panel sponsored by the Public Relations Division of Southern States Communication Association Conference, New Orleans, April 3-6, 2014.

“Toward the Establishment of Ethical Standardization in Public Relations Research, Measurement and Evaluation.” Presented with Don Stacks and Shannon Bowen at Measurement Summit 3.0, Shankassik Farm, Durham NH, Oct. 1-2, 2013

“A Real Sense of Accountability: How Public Relations Can Help Organizations Embrace a Higher Level of Accountability.” Presented with Kevin Stoker at the Corporate Communications Commons, Diederich College of Communication, Marquette University, March 1-8, 2013.

“TRUST: Hard to Earn; Easy to Lose” Presented with Al Golin at the Corporate Communications Commons, Diederich College of Communication, Marquette University, March 1-8, 2013.

“Corporate Accountability: The New Expectation for Public Relations.” Presented to the Salt Lake Chapter of PRSA, January 12, 2011.

“Mormon Teachings about Media: Message and Audience Considerations.” Panel presentation, Mormon Media Studies Symposium, Provo, UT, November 11-12, 2010.

“Thinking Outside the Silos: Teaching Creativity and Innovation for Strategic Communication.” Chair of co-sponsored panel by Public Relations and Visual Communications Divisions, Annual Convention of the Association for Education in Journalism and Mass Communication, Denver, August 4-7, 2010.

“Public Relations Research and Measurement.” Presented at the Public Relations for Non Profits Workshop hosted by the Utah County Chapter of the Public Relations Society of America, September 30, 2008.

“An Academic Perspective on *The Authentic Enterprise*.” Presented at the Tuck Symposium, Tuck School of Business at Dartmouth University, Hanover, NH, May 19-21, 2008.

“Corporate and Governmental Transparency.” Presented at the International Congress of Corporate Communication, Barranquilla, Colombia, September 6-7, 2007.

“Stakeholder Mapping.” Presented at the conference on “Managing Reputation Inside and Outside” sponsored by Henley Management College, Henley, England, October 12, 2006.

“Taking the B.S. out of P.R.” Presented with Kevin Stoker to PRSA chapters in Indianapolis (Sept. 2006), Utah

County (Oct. 2006), and Denver (July 2007).

"The Impact of Transparency on CSR Reputation." Presented on a joint panel with the Public Relations and Media Management and Economics Divisions at the Annual Convention of the Association for Education in Journalism and Mass Communication, San Francisco, CA, August 2-5, 2006.

"Workshop on Measuring Public Relations." Presented to the Third Annual Summit on the Future of Measurement, sponsored by the Institute for Public Relations, Durham, NH, September 22-24, 2005.

"Students' Perceptions of On-The-Job Ethical Issues," with Pamela Bourland-Davis and Chuck Lubbers. Presented on the teaching panel session, "Ethics, Legal Issues, Expectations and Internship Management" sponsored by the Public Relations and Media Ethics Divisions, at the Annual Convention of the Association for Education in Journalism and Mass Communication, San Antonio, TX, August 10-13, 2005.

"What Do Professional Ethics have to do with Building Confidence, Credibility, and Respect for the Public Relations Profession?" Participation on a panel sponsored by the PRSA Educators Academy at the Public Relations Association International Conference, New York, NY, October 23-26, 2004.

"A Practical and Moral Imperative for Transparency: Guiding Principles and Tools for Measurement." Presented to the Second Annual Summit on the Future of Measurement, sponsored by KDPaine & Partners, Durham, NH, September 21-24, 2004.

"Ethics in Journalism and Mass Communication: What Professionals and Schools Can Do to Raise the Bar." Participation on panel sponsored by AEJMC/ASJMC Alliances Committee, at the Annual Convention of the Association for Education in Journalism and Mass Communication, Toronto, CA, August 4-7, 2004.

"Ethics in Action." Indiana Public Relations and Communications Conference, May 13, 2004.

"Collaborative Conservation: Tools for Managing Responsible Relationships with Key Stakeholders." Utah Chapter of The Wildlife Society Annual Meeting, *Management, Research, and the Public*, Provo, UT, February 4-6, 2004.

"Is Integrated Communication Dead - an Either/Or Proposition?" Presented on a panel sponsored by the Advertising and Public Relations divisions at the Annual Convention of the Association for Education in Journalism and Mass Communication, Miami, Florida, August 7-10, 2002.

"Using Organizational Myths to Identify Core Values." Presented on a panel sponsored by the Organizational Communication Division at the National Communication Association Convention, Seattle, WA, November 9-12, 2000.

"The Pedagogy of Responsibility: Service-Learning in the Public Relations Management Course." Presented on a panel sponsored by the Public Relations Division at the National Communication Association Convention, Seattle, WA, November 9-12, 2000.

"In the Eye of the Beholder: Working Toward a Model of Asymmetrical Balance in Public Relations." Presented on a panel sponsored by the Public Relations Division of Southern States Communication Association Conference, San Antonio, TX, April 1-5, 1998.

"From Merely Moralizing To Developing Moral Reasoning: Ideas For Transforming Ethics Instruction in a Public Relations Curriculum." Chair of panel discussion in the Public Relations Division of the Speech Communication Association Convention in San Antonio, TX, November 17-21, 1995.

## GRANTS

Fall 2020	Darragh Foundation, \$20,000 for Delta Digital News Service
Summer 2016	Darragh Foundation, \$10,000 for Delta Digital Media News Lab
Spring 2016	TEGNA Foundation Grant, \$2,500 for Delta Digital Media News Lab
Fall 2015	Ritter Family Foundation Grant, \$30,000 to develop Mobile Media Production Unit
Fall 2015	TEGNA Foundation Grant, \$2,500 for Red Wolf Radio
Winter 2011	Faculty Development Grant, College of Fine Arts and Communications, BYU, \$1,250 to attend Academic Chairs Conference
Fall 2007	Wendell J. Ashton Research Grant, \$3,000, to fund a research study on deception in advertising storylines.
Summer 2007	Wendell J. Ashton Research Grant, \$2,000, to pay graduate student for content analysis of LDS General Authority references to media use.
Winter 2005	Wendell J. Ashton Research Grant, \$912.00, to assist graduate students with research on media and terrorism research projects.
Winter 2004	Wendell J. Ashton Research Grant, \$6,500, for Stakeholder Analysis research with Ken Plowman.
Spring 2004	ORCA Undergraduate Mentor Grant, \$1,500 for Abe Gong, for research on current events knowledge.
Fall 2003	Communications Department Undergraduate Mentoring Grant, \$600, for books and photocopies for stakeholder management theory research.
Fall 2002	ORCA Undergraduate Mentor Grant. \$1,500, for Thomas Grover, mentoring in ethics research.
Fall 2002	Wendell J. Ashton Research Grant, \$1,500, for distributing and analyzing survey studying limited enrollment programs in all Journalism and Mass Communication programs.
Fall 2001	Wendell J. Ashton Research Grant, \$8,400, to continue to study influences on ethical decision making by public relations professionals.
Spring 2001	Ruth S. Silver Fellowship in Mass Media Ethics, \$1,500, to study influences on ethical decision making by public relations professionals.
Summer 1994	Summer Technology Teaching Grant, \$6,000 to develop multimedia presentations for the introductory public relations course.
Spring 1993	Computer Literacy Grant, \$6,881 to purchase a color scanner, color printer, computer equipment and software to enhance the publication design class.

## **HONORS, AWARDS, RECOGNITIONS**

2014	Student Affairs Hero, Arkansas State University
2014	Friend of Diversity, Office of Diversity, Arkansas State University
2014	Top Faculty Paper Award, PRSA Educators Academy Super Saturday Conference
2011	Madison Who's Who of Academic Scholars
2011	Two Top 3 Paper Awards, International Public Relations Research Conference

2006 Beckham Honorary Lecture, Brigham Young University  
 2005 Top Qualitative Research Paper, International Association of Business Disciplines  
 2005 Second Place, Page Society Case Study Competition, Faculty Advisor  
 2003 Pathfinder Award, Highest Research Award from the Institute for Public Relations  
 1999 Top Paper Award, Applied Comm. Division of Southern States Communication Association  
 1998 Top Paper Award, Public Relations Division of Southern States Communication Association  
 1997 Nominated for Outstanding Faculty Member by the Panhellenic & Interfraternity Council.  
 1997 Nominated for Outstanding Faculty Adviser Award by the Madison Leadership Center.  
 1995 Golden Key National Honor Society (Honorary Member)  
 1992 Top Paper Award, Ethics Division, 1992 AEJMC Conference  
 1990 Student Research Award, Magazine Division, 1990 AEJMC Conference  
 1989 Kappa Tau Alpha National Communication Honor Society  
 1986 Phi Beta Kappa National Honor Society  
 1986 Phi Kappa Phi National Honor Society

## ACADEMIC & PROFESSIONAL SERVICE

### Editorial Boards and Reviewer

2011-2016 CASE STUDIES IN STRATEGIC COMMUNICATIONS  
*Editorial Board Member and Reviewer*

2002-2012 JOURNAL OF COMMUNICATION MANAGEMENT  
*Co-Editor, North America*

2000-2016 JOURNAL OF PUBLIC RELATIONS RESEARCH  
*Editorial Board Member and Reviewer*

2007-2011 PUBLIC RELATIONS JOURNAL  
*Editorial Board Member and Reviewer*

2009-present JOURNALISM & MASS COMMUNICATION QUARTERLY  
*Reviewer*

1999-2000 SOUTHWESTERN MASS COMMUNICATION JOURNAL  
*Reviewer*

### University Service

2013-present ARKANSAS STATE UNIVERSITY  
*Academic Deans Council  
 Academic Affairs and Research Council  
 Assessment Committee  
 Chair of Chairs Council  
 College Executive Council  
 College Leadership Committee  
 College Recruiting Committee  
 Undergraduate Graduation and Academic Appeals Committee  
 Development, Communications and Alumni Committee  
 Faculty Handbook Committee  
 Shared Governance Oversight Committee  
 Enrollment Management Committee  
 Building, Grounds and Facilities Committee*

2001-2012 BRIGHAM YOUNG UNIVERSITY, COLLEGE OF FINE ARTS & COMMUNICATIONS

*College Council*  
*Undergraduate Curriculum Committee*  
*Graduate Studies Committee*  
*Chair of Deeper Student Learning Committee*  
*Member of Deeper Student Learning Initiative*

- 2000-2012 BRIGHAM YOUNG UNIVERSITY, DEPARTMENT OF COMMUNICATIONS  
*Travel and Research Awards Committee Member*  
*Chair of Undergraduate Curriculum Committee*  
*Chair of Committee on Internship Assessment and Oversight*  
*Chair of Assessment Committee*  
*Chair of Accreditation Committee*  
*Chair of Search Committee for Professional-track Broadcast position*  
*College Curriculum Management Task Force*  
*Assessment Committee Member*  
*Search Committee for tenure-track position in Broadcast Journalism*  
*Non-tenured member of Rank and Status Committee*
- 1992-2000 JAMES MADISON UNIVERSITY COLLEGE OF COMMUNICATION & THE ARTS  
*Communication Task Force*  
*Chair of the Festival of the Arts Committee*  
*Computer Facilities Committee*  
*Faculty Interview Committee for SMAD Director*  
*Selection Advisory Committee for Associate and Assistant Provosts*
- 1997-2000 JAMES MADISON UNIVERSITY SCHOOL OF MEDIA ARTS AND DESIGN  
*Advisor to JMU student chapter of American Advertising Federation*  
*Personnel Advisory Committee*  
*Technology Committee*  
*Assessment Committee*  
*Alumni Relations Committee*  
*Admissions Committee*  
*Academic Program Review Committee*  
*Search Committee for three tenure-track positions*  
*Corporate Media Communications Curriculum Committee*
- 1992-1997 JAMES MADISON UNIVERSITY SCHOOL OF SPEECH COMMUNICATION  
*Advisor to JMU student chapter of International Association of Business Communicators*  
*Technology Committee*  
*Equipment Allocation Committee*  
*Search Committee for five tenure-track positions*  
*Ad Hoc committee to develop computer literacy course*  
*Ad Hoc committee to develop an advertising minor*

Academic Associations

- 2015-2016 WORLD JOURNALISM EDUCATION COUNCIL  
*WJEC Council Member*
- 2009-present ACREDITING COUNCIL ON EDUCATION IN JOURNALISM AND MASS COMMUNICATION  
*Accrediting Committee Member (2012-2018)*  
*Accrediting Site Team Member (2009-present)*  
*Accrediting Site Team Leader (2019-present)*
- 2008-present ASSOCIATION FOR SCHOOLS OF JOURNALISM AND MASS COMMUNICATION  
*President, 2015-2016*

*President-Elect, 2014-2015*  
*Vice President, 2013-2014*  
*Publication Board*  
*Member*

- 2003-present INTERNATIONAL PUBLIC RELATIONS RESEARCH CONFERENCE  
*Research Advisory Committee*
- 1992-present ASSOCIATION FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATION  
*Reviewer of Faculty and Graduate Student Paper Submissions to PR Division*  
*PR Division Nominating Committee*  
*Teaching Chair*
- 1995-2001 SOUTHERN STATES COMMUNICATION ASSOCIATION  
*Chair of Public Relations Division for two consecutive years*  
*Vice-Chair of Public Relations Division*  
*Public Relations Division Program Planner for SSCA conference 1997*  
*SSCA National Nominating Committee*  
*SSCA Web/Technology Committee*  
*Reviewer of Faculty and Graduate Student Paper Submissions*

#### Professional Service

- 2004-present COMMISSION ON RESEARCH AND MEASUREMENT, INSTITUTE FOR PUBLIC RELATIONS  
*Board Member/Emeritus Board Member*
- 2012-present ROTARY CLUB OF JONESBORO, ROTARY INTERNATIONAL  
*Executive Board Member*  
*Communications and Promotions Committee*  
*Community Service Committee*
- 2010-present PUBLIC RELATIONS SOCIETY OF AMERICA, Research Committee  
*Committee Member*
- 2001-present PUBLIC RELATIONS SOCIETY OF AMERICA, Educators Academy  
*New Members Chair*  
*Academic Paper Competition Reviewer*  
*Publications Consultant: Created brochure and helped design newsletter*
- 2001-2004 PUBLIC RELATIONS SOCIETY OF AMERICA, Utah Valley Chapter  
*Communications Chair*
- 2000-2002 PROVO ADVANCING CHARACTER EXCELLENCE  
*Board Member. Designed logo, brochure, PowerPoint presentations, and several posters for this Character Education program sponsored by Provo School District.*
- 1992-1997 INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS (IABC)  
*Chair of Educational Relations for District III*  
*Chair of Research Foundation's 1995 research paper competition*  
*Coordinated the establishment of a Shenandoah Valley Chapter of IABC*
- 1993-2000 VALLEY VOICE  
*Member on the Advisory Council*

#### **PROFESSIONAL EXPERIENCE**

- 1990-present COMMUNICATION CONSULTANT.



- Research Consultant for Cyera Strategies
- Transparency Survey for Intermountain Health Care
- Annotated Bibliography on Annual Reports for Intermountain Health Care
- Business Climate Survey for the Commission for Economic Development in Orem.
- Community Relations Seminars for Georgia Pacific, Inc.
- Communication and Design Training Seminars for JMU staff
- Communication audit and cultural analysis for First Alabama Bank.
- Cultural analysis for Tuscaloosa Steel, Inc.

- 1987-present    FREE-LANCE DESKTOP PUBLISHING.
- Graphic Identity, multimedia presentations, and posters for PACE, Provo Advancing Character Excellence.
  - Brochure for PRSA Educators Academy.
  - Informational Graphics for Lawrence Earlbaum Publisher books
  - Brochure for Rockingham Free Clinic.
  - Graphic Identities for Valley Voice and Childcare Connection.
  - Brochure and other printed material for Valley Voice.
  - Brochure for The Alabama Center For the Study of Aging.
  - Graphic design for Awards Program for the Reporting of Criminal Justice Issues.
- 1994            HUDSON FOR HOUSE OF DELEGATES CAMPAIGN, *Director of Media Relations.*
- Coordinated media events: press conferences, special events, and interviews.
  - Wrote and oversaw distribution of press releases and PSAs.
  - Trained candidate in preparation for television, radio, and press interviews.
  - Established message strategy for the campaign: slogans, sound bites, key issues.
- 1993-2000    HARRISONBURG DEMOCRATIC COMMITTEE, *Co-Chair of Publicity Committee.*
- Very successful in publicizing annual fundraising barbecues from 1993-1995.
  - Wrote and oversaw distribution of press releases and PSAs.
  - Designed print advertising.
  - Oversaw production of graphic design, brochure and newsletter.
- 1991-1992    WALKER COLLEGE, *Public Relations Director.*
- Responsible for writing, designing, editing and distributing print media information about Walker College: brochures, newspaper advertisements, press releases, and feature articles. I also designed and initiated an internal newsletter and served as contributing writer, photographer, and chief editor.
  - Collaborated with another person to write and produce 7 radio and 3 television commercials and an informational video about Walker College.
- 1990- 1991    IN-TOUCH MAGAZINE, *Graphic Designer.*
- Graphic design and layout for the entire monthly magazine. Also did much of the advertising copy and design.
- 1988 - 1990    UNIVERSITY OF ALABAMA SYSTEM, *University Relations Assistant.*
- Conducted research studies: formal surveys to measure internal public awareness and readership evaluation, and informal studies of university relations structures and use of newsletters in other state university systems.
  - Helped establish public relations goals and plans.
  - Wrote stories for and helped design the system-wide newsletter.
  - Helped design and write media summary packet used for Board of Trustees Meetings.
  - Wrote copy and helped design an information publication.

- 1989- 1992 SOUTHERN OPINION RESEARCH, *Public Opinion Poll Supervisor*.
- Supervised public opinion telephone surveys concerning political candidates, newspaper readership, radio listening behavior, and important issues facing Alabama.
- 1986 WASHINGTON/IDAHO DRY PEA AND LENTIL COMMISSIONS, *Public Relations Assistant*.
- Wrote and planned the distribution of news releases, PSAs and feature articles.
  - Wrote and edited a four-page newsletter with photo layout.
  - Wrote historical account of the pea and lentil industry.
  - Shot photographs for newsletters, brochures, and press releases.
  - Helped with media arrangements during an international legume conference.
- 1986- 1987 IDAHO/WASHINGTON SYMPHONY, *Publicity Photographer*.
- Successful in shooting and placing 12 photographs of the symphony in the local media during a 6-month period.