

Curriculum Vitae Burton St. John III, Ph.D.

Campus address:

Advertising, PR & Media Design
Armory 103
1511 University Ave
Boulder, CO 80302
303-492-9941
Burton.St.John@Colorado.edu

EDUCATION

St. Louis University , Ph.D. in American Studies, public relations and journalism emphasis	2005
<i>Dissertation: The Trail of Tension between Public Relations and Journalism: the Unfinished Business about Using Propaganda to Move Crowds</i> Advisor: Dr. Matt Mancini	
Wichita State University , Master of Arts in Communications	1993
Wichita State University , Bachelor of Arts in English, creative writing emphasis	1988
Defense Information School (DOD) , Broadcast Journalism; Indianapolis, Indiana	1979

PUBLICATIONS

Books

- Yusuf, J-E. & St. John, B. (2022). *Communicating Climate Change: Making Environmental Messaging Accessible*, Routledge.
- Brown, R., Hou, J. & St. John, B. (2022). *The Global Foundations of Public Relations: Humanism, China, and the West*. Routledge.
- St. John, B., Martinelli, D., Pritchard, R. & Spaulding, C. (2019) *Cases in Public Relations Strategy*. SAGE.
- St. John, B. (2017). *Public Relations and the Corporate Persona: The Rise of the Affinitive Organization*. Routledge. Tankard Book Award Finalist for 2018.
- St. John, B. (2017). *Mr. Lee's Publicity Book: A Citizen's Guide to Public Relations*. (editor). PRMuseum Press.
- St. John, B. & Pearson, Y. (2017). *Crisis Communication and Crisis Management: An Ethical Approach*. SAGE.
- St. John, B., Lamme, M. O. & L'Etang, J. (2014). *Pathways to Public Relations: Histories of Practice and Profession*. Routledge. Tankard Book Award Finalist for 2015.
- St. John, B. & Johnson, K. (2012). *News with a View: Essays on the Eclipse of Objectivity in Modern Journalism*. McFarland.
- St. John, B. (2010). *Press Professionalization and Propaganda: The Rise of Journalistic Double-Mindedness, 1917-1941*. Cambria Press.
- Rosenberry, J. & St. John, B. (2010). *Public Journalism 2.0: The Promise and Reality of a Citizen-Engaged Press*. Routledge.

Journal articles (peer-reviewed)

- Liu, W., Xu, W. & St. John, B. (2021). "Organizational Disaster Communication Ecology: Examining Inter-agency Coordination on Social Media during the onset of the COVID-19 Pandemic." *American Behavioral Science*. DOI: 10.1177/2F0002764221992823
- Johnson, K. & St. John, B. (2021). "Transparency in the News: The Impact of Self-Disclosure and

- Process Disclosure on the Perceived Credibility of the Journalist, the Story, and the Organization.” *Journalism Studies*. DOI: 10.1080/1461670X.2021.1910542
- Yusuf, J-E., Nicula, J., St. John, B., Jordan, M. M., Covi, M., Considine, C., Saitgalina, M., & Behr, J. G. (2021). “Developing an Institutional Arrangement for a Whole-of-Government and Whole-of-Community Approach to Regional Adaptation to Sea Level Rise: The Hampton Roads Pilot Project.” *International Journal of Public Administration*. DOI: 10.1080/01900692.2020.1866601
- St. John, B., & Johnson, K.A.(2020). “Public Journalism without the Public: Problematizing the Public Sphere and Press Credibility in Academic Journals, 1991-2018.” *Journal of Communication Inquiry*. DOI: 10.1177/0196859920961029
- Quichocho, D. & St. John, B. (2020). “The Emulation of Conversation: The Public Relations Case Against Proposition 112 as a Spectrum of Persuasion.” *Public Relations Review*, 46(5). DOI: 10.1016/j.pubrev.2020.101982
- Stevens, J. R. & St. John, B. (2020). “Corporate Affirmations of Self-Identity and Mutual Self-Help: Transmedia Rhetorics of ‘Marvel Rising.’” *Journal of Communication Inquiry*, 44(4), 376-395.
- Yusuf, J-E, St. John, B., Rawat, P., Covi, M., Nicula, J.G. & Considine, C. (2019). “The Action-Oriented Stakeholder Engagement for a Resilient Tomorrow (ASERT) Framework: An Effective, Field-Tested Approach to Engaging Stakeholders.” *Journal of Environmental Studies & Sciences*, 9, 409-418.
- Johnson, K.A. & St. John, B. (2019). “News Stories on the Facebook Platform: Millennials’ Perceived Credibility of Online News Sponsored by News and Non-News Companies.” *Journalism Practice*, 14(6), 749-767.
- St. John, B. & Yusuf, J-E. (2019) “Perspectives of Expert and Experienced on Challenges to Regional Adaptation for Sea Level Rise: Implications for Multi-Sectoral Readiness and Boundary Spanning.” *Coastal Management*, 47(2), 151-168.
- Yusuf, J.-E., St. John, B., Covi, M. & Nicula, J. (2018). “Engaging Stakeholders in Planning for Sea Level Rise and Resilience.” *Universities Council on Water Resources*, 164, 112-123.
- Yusuf, J-E., Rawat, P, Considine, C., Covi, M., St. John, B., Nicula, J. & Anuar, K. (2018). “Participatory GIS as a Tool for Stakeholder Engagement in Building Resilience to Sea Level Rise: A Demonstration Project.” *Marine Technology Society Journal*, 52(2), 45-55
- Yusuf, J.-E., Rawat, P., Considine, C., St. John, B., Nicula, J. & Anuar, K.A. (2018). “Participatory GIS as a Tool for Stakeholder Engagement in Building Resilience to Sea Level Rise: A Demonstration Project.” *Marine Technology Society Journal*, 52(2), 45-55.
- Johnson, K. & St. John, B. (2017). “Citizen Journalists and their Views on Traditional Notions of Journalism,” *Journalism Studies*, 18(3), 341-357
- Yusuf, J.-E. & St. John, B. (2017). “Stuck on Options and Implementation in Hampton Roads, Virginia: An Integrated Conceptual Framework for Linking Adaptation Capacity, Readiness, and Barriers,” *Journal of Environmental Studies and Sciences*, 7(3), 450-460.
- St. John, B. & Pearson, Y. (2016). “Crisis Management and Ethics: Moving Beyond the Public-Relations-Person-as-Corporate-Conscience Construct,” *Journal of Mass Media Ethics*, 31(1), 18-34.
- St. John, B. & Johnson, K. (2016). “Perspectives of an Underconsidered Stakeholder Group: Citizen Journalists’ Views of Public Relations Practitioners and their Materials,” *Public Relations Review*, 42(1), 184-191.
- Yusuf, J.-E., Neill, K., St. John, B., Ash, I., & Mahar, K. (2016). “The Sea is Rising ... but Not onto the Policy Agenda: A Multiple Streams Approach to Understanding Sea Level Rise Policies,” *Environment and Planning C: Government and Policy*, 34(2), 228-243.
- St. John, B. (2015). “The Top Executive on Undercover Boss: The Embodied Corporate Persona and the Valorization of Self-Government,” *Journal of Communication Inquiry*, 39(3), 273-291.
- St. John, B. (2014). “The ‘Creative Confrontation’ of Herbert Schmertz: Public Relations Sense

- Making and the Corporate Persona,” *Public Relations Review*, 40(5), 772-779.
- St. John, B. (2014). “Conveying the Sense-Making Corporate Persona: The Mobil Oil ‘Observations’ Columns, 1975-1980,” *Public Relations Review*, 40(4), 692-699.
- Yusuf, J.-E., St. John, B., & Ash, I. K. (2014). “The Role of Politics and Proximity in Sea Level Rise Policy Salience: A Study of Virginia Legislators’ Perspectives,” *The Journal of Environmental Studies and Sciences*, 4(3), 208-217.
- St. John, B. & Arnett, R. (2014). “The National Association of Manufacturers’ Community Relations Short Film *Your Town*: Parable, Propaganda, and Big Individualism,” *Journal of Public Relations Research*, 26(2), 103-116.
- St. John, B., Johnson, K., & Nah, S. (2014). “Patch.Com: The Challenge of Connective Community Journalism in the Digital Sphere,” *Journalism Practice*, 8(2), 197-212.
- St. John, B. & Lamme, M. O. (2011). “The Evolution of an Idea: Charting the Early Public Relations Ideology of Edward L. Bernays,” *Journal of Communication Management*, 15, 223-235. (Note: 2012 Highly Commended Award publication, Emerald Literati Network).
- St. John, B., Pitts, M., & Tufts, K. A. (2010). “Disconnects between News Framing and Parental Discourse Concerning the State-Mandated HPV Vaccine: Implications for Dialogic Health Communication and Health Literacy,” *Communication and Medicine*, 7(1), 75-84.
- St. John, B. (2010). “A View that’s Fit to Print: The National Association of Manufacturers’ Free Enterprise Rhetoric as Integration Propaganda in *The New York Times*, 1937-1939,” *Journalism Studies*, 11, 377-392.
- St. John, B. (2009) “Journalism’s Counterinsurgency against ‘Free Space’: the ANPA Anti-Publicity Bulletins of 1921-1926,” *Journalism History*, 35, 91-97.
- St. John, B., Lamme, M. O., & L’Etang, J. (2009). “The State of Public Relations History,” *American Journalism*, 26, 156-159. (non-refereed).
- St. John, B. (2009). “Claiming Journalistic Truth: Press Guardedness toward Edward L Bernays’ Conception of the Minority Voice and the ‘Corroding Acid’ of Propaganda,” *Journalism Studies*, 10, 353-367
- Lordan, E. & St. John, B (2009). “Video News Release Policies and Usage at American Television News Stations: Deontological Implications for the Newsroom,” *Journalism Practice*, 3, 46-58
- St. John, B. (2008). “Not Biting the Hand that Feeds Them: Hegemonic Expediency in the Newsroom and the Karen Ryan/Health and Human Services Department Video News Release,” *Journal of Mass Media Ethics*, 23, 110-125.
- St. John, B. (2007). “Newspapers’ Struggles with Civic Engagement: The U.S. Press and the Rejection of Public Journalism as Propagandistic,” *The Communication Review*, 10, 249-270.
- St. John, B. (2006). “The Case for Ethical Propaganda within a Democracy: Ivy Lee’s Successful 1913-1914 Railroad Rate Campaign,” *Public Relations Review*, 32, 221-228.

Book Chapters

- Quichocho, D. & St. John B. (2022) “The Standing Rock Water Protests against Dakota Access Pipeline: Addressing Concerns of Environmental Degradation through Indigenous Political Ecology as the ‘Trickster Science,’” in *Communicating Climate Change: Making Environmental Messaging Accessible*, Juita-Elena Yusuf & Burton.St. John, editors. Routledge
- Yusuf, J-E. (2022). “Introduction: The Challenges of Communicating about Climate Change in the Modern Era,” in *Communicating Climate Change: Making Environmental Messaging Accessible*, Juita-Elena Yusuf & Burton.St. John, editors. Routledge
- Hill, S., Yusuf, J-E., St. John, B., Rawat, P. & Considine, C. (2022). “Risk Management and Biases in How Drivers Respond to Nuisance Flooding,” in *Communicating Climate Change: Making Environmental Messaging Accessible*, Juita-Elena Yusuf & Burton.St. John, editors. Routledge
- Yusuf, J-E. & St. John, B. (2022). *Toward Accessible Messaging and Effective Climate Change*

- Communication,” in *Communicating Climate Change: Making Environmental Messaging Accessible*, Juita-Elena Yusuf & Burton St. John, editors. Routledge
- St. John, B. (2022). “The Rationales for Public Relations: The Engineering of Human Interactions as a Constructive Force,” in *The Global Foundations of Public Relations: Humanism, China and the West*. Robert Brown, Jenny Hou and Burton St. John III, editors. Routledge
- Yusuf, J-E., Covi, M., Considine, C., St. John, B., Jordan, M. & Nicula J.G. (2018). “Toward a Whole-of-Government and Whole-of-Community Approach for Regional Adaptation to Sea Level Rise: Lessons Learned from the Hampton Roads Intergovernmental Pilot Project,” in *Environmental Policy and Pursuit of Sustainability*, (47-62). Chelsea Schelley & Aparajita Banerjee editors. Routledge.
- St. John, B. (2017). “The Expanded Words of Ivy Lee,” in *A Citizen’s Guide to Public Relations: Unpublished Writings of Ivy Lee, 1928*, (pp. 3-18). Burton St. John, editor. PR Museum Press
- St. John, B., Johnson, K. & Nah, S. (2014). “Patch.Com: The Challenge of Connective Community Journalism in the Digital Sphere,” in *Community Journalism Midst Media Revolution*, (pp. 85-100), Sue Robinson editor. Routledge.
- St. John, B., Lamme, M.O. & L’Etang, J. (2014). “Introduction: Realizing New Pathways to Public Relations History” in *Pathways to Public Relations: Histories of Practice and Profession*, (pp. 1-8), Burton St. John III, Margot Opdycke Lamme, and Jacquie L’Etang editors. Routledge.
- St. John, B. (2014). “The Good Reason of Public Relations: *PR News* and the Selling of a Field” in *Pathways to Public Relations: Histories of Practice and Profession*, (pp. 321-339), Burton St. John III, Margot Opdycke Lamme, and Jacquie L’Etang editors. Routledge.
- St. John, B. & Johnson, K. (2012). “Introduction: Challenges for Journalism in a Post-Objective Age,” in *News with a View: Essays on the Eclipse of Objectivity in Modern Journalism*, (pp. 1-8), Burton St. John III and Kirsten A. Johnson editors. McFarland.
- St. John, B. (2012). “Disrespecting the Doxa: The Daily Show Critique of CNN’s Struggle to Balance Detachment and Connectedness,” in *News with a View: Essays on the Eclipse of Objectivity in Modern Journalism*, (pp. 205-221), Burton St. John III and Kirsten A. Johnson editors. McFarland.
- St. John, B. (2011). “Re-Contextualizing Americanism: The National Association of Manufacturers’ Jeremiad for Free Enterprise during the Depression Era,” in *The Rhetoric of American Exceptionalism*, (pp. 63-81), Jason Edwards and Davis Weiss editors, McFarland.
- St. John B. (2010). “The Virginian-Pilot’s Co-Pilot Pages: Participatory Journalism and the Dilemma of Private Values as Public News,” in *Public Journalism 2.0: The Promise and Reality of a Citizen-Engaged Press*, (pp. 84-98), Jack Rosenberry and Burton St. John III, editors, Routledge.
- Rosenberry, J. & St. John, B. (2010). “Introduction: Public Journalism Values in an Age of Media Fragmentation” in *Public Journalism 2.0: The Promise and Reality of a Citizen-Engaged Press*, (pp. 1-7), Jack Rosenberry and Burton St. John III, editors, Routledge.
- Rosenberry, J. & St. John, B. (2010). “Conclusion: A Place for the Professionals” in *Public Journalism 2.0: The Promise and Reality of a Citizen-Engaged Press*, (pp. 183-187), Jack Rosenberry and Burton St. John III, editors, Routledge.
- St. John, B. (2009). “WWI’s ‘Secondhand Past’ as Legacy: Propaganda, Journalism and the Domestic Struggle over the Commodification of Truth,” in *War and the Media: Essays on News Reporting, Propaganda and Popular Culture*, (pp. 147-162), Paul Haridakis, Barbara Hugenberg, and Stanley Wearden editors, McFarland.

Trade & Other Articles

“A Guiding Light: An Ethical Perspective Guides Public Relations through Crisis to Safety.”
Communication Director (2015, #4): 48-49

“Rethinking CSR: Public Relations and the Advance of Meaning-Making through the Corporate

- Persona.” *ITL IPRA Thought Leadership*. International Public Relations Association (15 October 2013). Available at <http://www.ipra.org/itl/10/2013/rethinking-csr-public-relations-and-the-advance-of-meaning-making-through-the-corporate-persona>
- “Time for News with a View,” *The Virginian Pilot*, 1 November 2012.
- “The Cynicism of the Informed.” *The Virginian Pilot*, 2 September 2011.
- “Get Engaged! A Prescription for an Ailing Press.” *Quest* (Summer 2010): 24-28.
- “Reforming Journalism: The Rest of the Story.” (with Jeff South) *Quill* (May/June 2010): 16-19.
- “The PR Rush: There’s More – and Less – to the Story.” *The Virginian Pilot*, 10 October 2005.
- “Whither PR Writing?” *Tactics* 4 (April 2002): 1, 22.
- “An Open Letter that I Barely had Time to Write.” *Public Relations Journal* (November/December 1999): 23-28.
- “Why not Public Journalism?” *Editor & Publisher*, 30 October 1999, 54.
- “Recovery Communications: Helping Your Employees Heal After Workplace Violence,” in *The Best of Tactics*, ed. John Elsasser (New York: Public Relations Society of America, 1999): 96-99.
- “Newsmagazines,” “Brian Ross,” and “MSNBC” in *Encyclopedia of Television News*, 1999.
- “Six Foolproof Ways to Aggravate Your Potential Client.” *PR Week*, (15 March 1999): 13.
- “Readership Down.” *St. Louis Journalism Review* 214 (March 1999): 3
- “PR Reporter on Employee Relations: Good Questions, Few Answers.” *Journal of Employee Communication Management* (November/December 1998): 52-56.
- “Gems among the Repetition.” *Public Relations Quarterly* 4 (Winter 1998): 8-9.
- “African-Americans Trust Minority Media First.” *St. Louis Journalism Review* 209 (September 1998): 3.
- “Inside Integrated Marketing Communications.” *Tactics* 8 (August 1998): 11.
- “Public Relations as Community-Building: Then and Now.” *Public Relations Quarterly* 1 (Spring 1998): 34-40.
- “What is PR’s Role in Community Building Today?” *PR Reporter* 9 (March 1998): 1-2.
- “Third Annual PR Blunders List Highlights 1997 Gaffes.” *St. Louis Journalism Review* 203 (February 1998): 12. (Note: Also used in Biagi’s textbook *Media Impact* as a “Point of View” article).
- “Don’t Start Whistling ‘Happy Days are Here Again.’” *St. Louis Post-Dispatch*, 31 October 1997.
- “Want to be a Strategist? Make Your Case in Writing.” *Journal of Employee Communication Management* (September/October 1997): 33-37.
- “Recovery Communications: Helping Your Employees Heal After Workplace Violence.” *Tactics* 5 (May 1997): 1, 14, 27.
- “Not a Very Handy Handbook.” *Public Relations Quarterly* 1 (Spring 1997): 7-8.
- “Rollins’ Book Short of a Knockout.” *Public Relations Quarterly* 4 (Winter 1996): 10-11.
- “A Mutual-Gains Approach to PR.” *Tactics* 10 (October 1996): 20.
- “Viets’ Future with the Post Uncertain.” *St. Louis Journalism Review* 189 (September 1996): 18.
- “Downsizing’s Toll.” *Public Relations Quarterly* 3 (Fall 1996): 4-6.
- “The Future of the Printed Word,” *The Public Relations Strategist* 3 (Fall 1996): 28, 32-33.
- “Speak Up to the Media.” *Toastmaster* 8 (August 1996): 24-27.
- Review of “Toxic Sludge is Good for You,” *Public Relations Review* 2 (Summer 1996): 192-193.
- “The Future of Media Technology is Uncertain.” *St. Louis Journalism Review* 185 (April 1996): 16.
- “How PR Addresses Audiences’ Needs for Consistency; Part 2.” *PR Reporter* 4 (March 1996): 1-2.
- “How PR Addresses Audiences’ Needs for Consistency; Part 1.” *PR Reporter* 3 (March 1996): 1-2.
- “Book Sparks Fresh Debate Over Public Relations.” *St. Louis Journalism Review* 183 (February 1996): 13
- Review of “Building Your Company’s Good Name,” *Communication World* 1 (January 1996): 39.

“How to Prepare for a Crisis,” *St. Louis Small Business Monthly*, (June 1994): 5.

“Channel 2’s ‘You Paid for it’ Under Fire.” *St. Louis Journalism Review* 164 (March 1994): 8

TECHNICAL REPORT

Yusuf, J.-E., Covi, M. & St. John, B. (2015). *Hampton Roads Resilient Region Reality Check: Increasing Community Resilience and Capacity to Adapt to Changes*. The Urban Land Institute & Old Dominion University

RESEARCH AND MANUSCRIPTS IN PROGRESS

Books

Personalized News Communication in a Mediatized World: Credibility and Trust in the Modern Era (with Kirsten Johnson), book in development for Palgrave (invited).

Articles/Book Chapters

“Locating a Narrative Paradigm Nexus in the Circuit of Culture: Articulating the Anti-Proposition 112 Public Relations Campaign in Colorado,” with Danielle Quichocho, submitted to *Journal of Public Relations Research*.

“Responsible Journalism and Personalized News Communication: A Route toward More Relevant News?” accepted for the edited volume *Responsible Journalism in Conflicted Societies: Trust and Public Service across New and Old Divides*, with Kirsten Johnson (editor, Jake Lynch), Routledge. Slated for 2022 release.

“The Emerging Attributes of the Postmodern Public Sphere: Anti-Rationalism Eclipsing Deliberation,” journal manuscript in development with Joshua Frost.

“Anatomy of a Concept: An Algorithm to Vet Ideas for Concept Potential,” in development, with Dan Ligon and Mark Heisten

“The Role of SIM in Public Diplomacy Soft-Power Networks,” journal manuscript in development with Emily Kinsey

GRANTS

St. John, B. & Quichocho, D. (2021) “The Personalization of News and Journalistic Credibility: News Consumer Reaction to Black Lives Matters News Stories,” DeCastro Grant (CMCI), \$3,184.00

Covi, M., Yusuf, J.-E., St. John, B., Considine, C., & Nicula, J. G (co-PIs). (2015-2016). “Building Resiliency in the Face of Sea-Level Rise.” Blue Moon Fund, \$89,000, individual portion \$7,200.

St. John, B. (PI). (2014). “Chevron’s Public Relations: Building the Affinitive Corporate Persona in Advance of the Climate Change Era.” ODU Summer Research Fellowship, \$7,000.

St. John, B. (PI), Yusuf, J-E, Ash, I., Neill, K., Vandecar-Burdin, T. (co-PIs), (2012-2013). “Virginia Legislators’ Knowledge, Awareness, and Perceived Risks Concerning Sea Level Rise.” ODU Interdisciplinary Seed Grant, \$38,693, individual portion, \$6,000.

St. John, B. (PI). (2007). “Newspapers’ Disengagement from Communities: Exploring Developing Press Ideology in Journalists’ Correspondence with PR Pioneer Edward Bernays.” ODU Summer Research Fellowship, \$7,000.

Lordan, E. & St. John, B. (Co-PI’s). (2006-2007). “Ethics of Video News Releases: A Study of VNR Usage Policies at Local Television News Stations.” Page Legacy Scholar Grant, The Pennsylvania State University, \$10,000, individual portion, \$3,000.

GRANTS APPLIED FOR

St. John, B., Johnson, K., Chung, D. & Garner, J. (2021). “Creating and Implementing National Accreditation Standards for Journalists and an Identifying Trustworthy Information Program to Increase Trust in News Communication Systems.” National Science Foundation Proposal.

Requested \$749,242.00

- Johnson, K. & St. John, B. (Co-PIs). (2021). "Corporate Social Advocacy Messaging: Audiences' Perceived Credibility and Ascribed Motivations of Corporate Activism." Page Legacy Scholarship Proposal. Requested \$3754.00
- Yusuf, J.-E. (PI), St. John, B., Usher, L., Covi, M., Considine, C., Behr, J. (Co-PIs). (2015). "Assessment of Adaptive Responses to Flooding among Tourism Lodging Stakeholders: The Action-Oriented Stakeholder Engagement for a Resilient Tomorrow (ASERT) Project." Mid-Atlantic Sea Grant, requested \$139,928, individual portion \$7,000.
- Considine, C. (PI), Yusuf, J.-E., St. John, B. (co-PIs). (2014). "Industry Outreach to Promote Actionable Change." ODU Research Seed Funding Program, requested \$23,200, individual portion \$6,000.
- Wiles, L., (PI), Karlowicz, K., Brill, C. St. John, B., Sheth-Chandra, M. (co-PIs). (2014). "Construction and Testing of an Instrument to Rate Nurses' Decision Making after Receiving Patient Care Handoff." ODU Research Seed Funding Program, requested \$36,464, individual portion \$6,000.
- Considine, C. (PI), Yusuf, J-E (associate investigator), St. John, B., Becker, S., & Alonzo, J. (additional investigators). (2013). "Coastal Community Engagement in Education, Adaptation and Resiliency." Virginia Sea Grant, requested \$46,630, individual portion \$6,703.

EXPERIENCE

<p>Professor and Director of Corporation Communication MA program Advertising, Public Relations and Media Design University of Colorado-Boulder</p>	<p>2021-current</p>
<p>Professor and Associate Chair, Advertising, Public Relations and Media Design University of Colorado-Boulder</p>	<p>2018-2021</p>
<p>Professor and Interim Chair, Communication and Theatre Arts Department, Old Dominion University, Norfolk, VA</p>	<p>2017-2018</p>
<p>Associate Professor of Communication, Associate Chair Communication and Theatre Arts Department, Old Dominion University, Norfolk, VA</p>	<p>2015-2017</p>
<p>Associate Professor of Communication, Communication and Theatre Arts Department, Old Dominion University, Norfolk, VA</p>	<p>2011-2015</p>
<p>Assistant Professor of Communication, Communication and Theatre Arts Department, Old Dominion University, Norfolk, VA</p>	<p>2005-2011</p>
<p>Communications Programs Manager, U.S. Postal Service, St. Louis, Missouri</p>	<p>1992-2005</p>
<p>Senior Lecturer in Communication, University of Missouri – St. Louis</p>	<p>1993-2000</p>

- Communications Program Coordinator,** 1992
U.S. Postal Service, Windsor, Connecticut
- Manager, Communications,** 1990-1992
U.S. Postal Service, Wichita, Kansas
- Editorial Assistant,** 1990
U.S. Postal Service, Chicago, Illinois

UNIVERSITY TEACHING EXPERIENCE

University of Colorado-Boulder

2018 – Current

Courses taught:

- Strategic Planning for Public Relations
- Strategic Writing for Public Relations
- Case Studies in Public Relations
- Crisis Communications
- The Art of Science Communication
- Strategic Thinking in Advertising & Public Relations

Graduate course:

- Proseminar in Mass Communication II

Old Dominion University, Norfolk, VA

2005 – 2018

Courses taught:

Undergraduate courses:

- Introduction to Public Relations
- Project Management for Public Relations
- Crisis Communications and Public Relations
- Ethics and Crisis Communications
- Public Relations Cases
- Understanding Media
- Persuasion
- Organizational Communication
- Communications Theory
- Communications Analysis and Criticism
- Introduction to Public Speaking, Advanced Public Speaking
- Public Journalism in the Digital Age
- Communication Research Methods

Graduate courses:

- Social Change and Communication Systems
- Rhetoric of Propaganda
- Independent studies in journalism and propaganda

University of Missouri at St. Louis

1993-2000

Courses taught:
 Introduction to Public Relations
 Introduction to Mass Communication
 Survey of Persuasion
 Strategic Communications
 Communication Theory

RESEARCH PAPERS PRESENTED

- “Appealing to the Marketplace of Audiences: The Anti-Proposition 112 Public Relations Campaign in Colorado,” (with Danielle Quichocho), Association for Association for Education in Journalism and Mass Communication, San Francisco, August 2020 (invited).
- “Public Relations as Emulating Conversation: The Anti-Proposition 112 Public Relations Campaign in Colorado,” (with Danielle Quichocho), National Hazards Workshop, Boulder, July 2020 (invited).
- “Transparency in the News: The Impact of Self-Disclosure and Process Disclosure on the Perceived Credibility of the Journalist, the Story, and the Organization,” (with Kirsten Johnson), Association for Association for Education in Journalism and Mass Communication, San Francisco, August 2020 (refereed).
- “Corporate Affirmations of the True Self and Mutual Self Help: Transmedia Rhetorics of Marvel Rising,”(with Rick Stevens), Association for Association for Education in Journalism and Mass Communication, Toronto, Canada August 2019 (refereed).
- “The Rationales for Public Relations: The Engineering of Human Interactions,” Association for Education in Journalism and Mass Communication, Washington, DC, August 2018 (refereed).
- “News Stories on the Facebook Platform: Millennials’ Perceived Credibility of Online News Sponsored by News and Non-News Companies” (with Kirsten Johnson), Pennsylvania Communication Association, Pittsburgh, PA, October 2017 (refereed)
- “Teaching public relations history,” Association for Education in Journalism and Mass Communications, Chicago, IL, August 2017 (invited)
- “Chesapeake Energy and the CSR of *Community Ties*: Measuring the Presence of the Credible, Relatable Corporate Persona” (with Kirsten Johnson), Association for Education in Journalism and Mass Communications, Minneapolis, MN, August 2016 (invited).
- “Communicating Nuisance Flooding: Implications for Risk Communication and Mindfulness in the Face of Uncertainty” (with Michelle Covi, Carol Considine & J.-E. Yusuf), VACAS Conference, Fairfax, VA, April 2016 (refereed).
- “Assessment of Regional Adaptation Readiness and Barriers to Adaptation: Perspectives of Experts and the Experienced” (with J.-E. Yusuf), Western Regional Science Association Annual Meeting, Waikoloa, HI, February, 2016 (refereed).

“Stuck on Options and Implementation: Examining Barriers to Regional Adaptation to Sea Level Rise” (with J.-E. Yusuf), The Association for Public Policy Analysis and Management Research Conference (refereed), Miami, FL, November 2015 (refereed).

“Citizen Journalists and their Views on Traditional Notions of Journalism” (with Kirsten Johnson), Association for Education in Journalism and Mass Communications, San Francisco, CA, August 2015 (refereed). Top Paper – Electronic News Division

“Public Relations and Sense Making: The Affirmation of Self-Government by Standard Oil, 1950-1952,” Joint Journalism and Communication History Conference, New York, NY, March 2015 (refereed).

“Ethics in Collaborative Research,” Preparing Future Faculty Forum, Old Dominion University, Norfolk, VA, September 2014 (invited).

“The ‘Creative Confrontation’ of Herbert Schmertz: Public Relations Sense Making and the Corporate Persona,” Fifth International Conference on History of PR, Bournemouth, UK, July 2014 (refereed).

“The Blue Approach and Propaganda: Law Enforcement, Indy Media, and the 2008 RNC Protests” (with Robert Frenzel), Association for Education in Journalism and Mass Communications, Washington, D.C., August 2013 (refereed).

“The Good Reason of Public Relations: *PR News* and the Selling of a Field,” Association for Education in Journalism and Mass Communications, Washington, D.C., August 2013 (invited).

“Patch.com's Online Community Journalism; Professionalism, Localism, and the Journalistic Field” (with Kirsten Johnson & Seungahn Nah), Association for Education in Journalism and Mass Communications, Washington, D.C., August 2013 (refereed).

“Virginia Legislators’ Knowledge, Awareness and Perceived Risks Concerning Sea Level Rise,” International Conference on Culture, Politics, and Climate Change, Boulder CO, September 2012 (refereed).

“Narrative and Institutional Persuasion,” ODU Library’s Spotlight on Scholarship, Norfolk, VA, March 2012 (invited).

“Journalism’s Difficulties with Reporting Science,” Institute for Ethics and Public Affairs. Norfolk, VA, March 2012 (invited).

“News with a View: Journalism in a Post-Objective World,” Association for Education in Journalism and Mass Communications, Washington, D.C., August 2011 (invited).

“The National Association of Manufacturers’ Short Film ‘Your Town’: Parable, Propaganda, and Big Individualism,” Association for Education in Journalism and Mass Communications, Washington, D.C., August 2011 (refereed).

“Disrespecting the Doxa: *The Daily Show* Critique of CNN’s Struggle to Balance Detachment and Connectedness,” Association for Education in Journalism and Mass Communications, Washington, D.C., August 2011 (refereed).

“The Evolution of an Idea: Charting the Early Public Relations Ideology of Edward L. Bernays, 1919-1929” (with Margot Opdycke Lamme) First International Conference on History of PR, Bournemouth, UK, July 2010 (refereed).

“Disconnects between News Framing and Parental Discourse Concerning the State-Mandated HPV Vaccine: Implications for Dialogic Health Communication and Health Literacy,” (with Maggie Pitts), National Communication Association, Chicago, IL, November 2009 (refereed).

“Restoring the Primacy of Industry: Psychological Action Propaganda and Advertising during the Depression Era,” (with Ana Timofte), Association for Education in Journalism and Mass Communications, Boston, MA, August 2009 (refereed).

“A View that’s Fit to Print: The National Association of Manufacturers’ Free Enterprise Rhetoric as Integration Propaganda in *The New York Times*, 1937-1939, Association for Education in Journalism and Mass Communications, Boston, MA, August 2009 (refereed).

“Citizen Journalism and Propaganda of the Deed,” Association for Education in Journalism and Mass Communications, Boston, MA, August 2009 (invited).

“The Brave New World of Journalism,” Southern States Communication Association National Conference, Norfolk, VA, April 2009 (invited).

“The Press and the Challenges of Citizen Engagement,” Challenges for the Press in the 21st Century Forum, Norfolk, VA, November 2008 (invited).

“Claiming Journalistic Truth: Press Guardedness toward Edward L Bernays’ Conception of the Minority Voice and the ‘Corroding Acid’ of Propaganda,” Association for Education in Journalism and Mass Communications, Chicago, IL, August 2008 (refereed).

“Video News Release Policies and Usage at Television Stations: Deontological Implications for the Newsroom,” Association for Education in Journalism and Mass Communications, Chicago, IL, August 2008 (refereed).

“Journalism’s counterinsurgency against ‘free space’: the ANPA Anti-Publicity Bulletins of 1921-1926,” Association for Education in Journalism and Mass Communications, Chicago, IL August 2008 (refereed).

“The *Virginian-Pilot’s* Co-Pilot Project: Public Journalism 2.0?” Association for Education in Journalism and Mass Communications, Chicago, IL August 2008 (invited).

“Karen Ryan is on the Air – the VNR and Hegemonic Expediency in the Newsroom,” Association for Education in Journalism and Mass Communications, Washington, D.C., August 2007 (refereed).

“Public Journalism Conflated with Propaganda: Newspapers’ Resistance to Social Action Communications,” Association for Education in Journalism and Mass Communications, Washington, D.C., August 2007 (refereed).

“Newspapers’ Struggles to Connect with the Public: Journalism’s Resistance to Social Action Communications as Propaganda,” Symposium on Citizenship, Wake Forest University, Winston-Salem, NC, April 2007 (invited).

“The Karen Ryan Video News Release, the Press Reaction, and the Significance for PR Practitioners,” Hampton Roads Chapter, PRSA, September 2006 (invited).

“Journalism’s Problem with Engaging the Public: Public Journalism Critiqued as Propaganda,” American Culture Association Conference, Atlanta, April 2006 (invited).

“Critical Context for the Press Reaction to the 2004 Karen Ryan Video News Release: The Ethical Dilemma of Press Use of Propaganda as Displayed in the Correspondence of Public Relations Pioneer Ivy Lee,” accepted for the Virginia Humanities Conference on Ethics, Mary Washington University, Fredericksburg, March, 2006 (invited).

“Public Relations in Uncertain Times,” St. Louis Chapter, PRSA, November 2003.

“You’ve Got Crisis: Dealing with Anthrax in the Mail,” Public Relations Society of America (PRSA) National Conference, San Francisco, November, 2002.

“Rebounding from Anthrax in the U.S. Mail: Rebuilding Consumer Confidence,” presented at Ragan’s Seventh Annual Strategic PR Conference, Chicago, IL, October 2002.

“Ethics and Public Relations” panel presentation at the Community Service Public Relations Council, St. Louis, MO, July 2002.

“Careers in Public Relations,” St. Louis PRSA PRO-AM (professional-amateur) Day, February 2001.

“A Critique of the Rhetoric of the *St. Louis’ Post-Dispatch* ‘Imagine’ Section: Applying Nancy Fraser’s Ideas of Contract and Charity,” the Mid-America American Studies Association, Kansas City, MO, April 2000 (refereed).

“Public Relations and the Government,” St. Louis PRSA PRO-AM Day, February 1999.

CONSULTING ACTIVITIES

Ghostwriter/Editor, 2020-current

ODU School of Nursing, public relations consultant and writer for *ODU School of Nursing* magazine, 2011-2018

HONORS AND AWARDS

Second Place Paper, Newspaper and Online News Division, AEJMC, 2020

Tankard Book Award Finalist, AEJMC, 2015, 2018.

Top Paper, Electronic News Division, AEJMC, 2015.

Highly Commended Award publication, Emerald Literati Network, 2012

Page Legacy Scholar, Pennsylvania State University, 2006

Two scholarships in American Studies, St. Louis University, 2000-2001

Eleven Exceptional Performance Awards, U.S. Postal Service, 1995-2004

Three Bronze Quill Awards in Corporate Communications, International Association of Business Communicators, 1998, 1999, 2002
 Creativity in Public Relations Award, *Public Relations News*, 1998
 Eight awards in writing, graphic design, strategic communications, The Communicator Awards, 1996-2002
 All-Star Award, U.S. Postal Service, 1996
 Community Action Network (CAN) Award for Books for Kids Promotion, 1994
 Five media relations awards, U.S. Postal Service, 1994-1995
 Two newsletter awards, U.S. Postal Service, 1990, 1991
 Grafton Scholarship in Creative Writing, Wichita State University, 1986
 Honorable Discharge, U.S. Air Force, 1981

MEMBERSHIPS IN PROFESSIONAL SOCIETIES

Association for Education in Journalism and Mass Communication (2007-current)
 Public Relations Society of America (1990-2005; 2013-2018)
 Board Member, Hampton Road Chapter, 2015 – 2018

UNIVERSITY SERVICE

Graduate advising

CU-Boulder:

Danielle Quichocho, 2019-present, PhD Committee Chair

Old Dominion University:

Germaine Lee, M.A. Thesis, 2014-2018

Robert Frenzel, M.A. Thesis, 2012-2017

Stephanie Bernat, M.A. Project, 2015-2016

Claire Lebar, M.A. Thesis, 2014

Undergraduate advising

Olivia Sacks, 2021

Claudia Costello, Internship, 2021

Marielle Becker, 2020-2021, Honors Thesis Chair

Reilly Hanlin, Internship, 2019

Sean Thomson, Internship, 2019

Mikalyn Shonrock, 2019

Honors Committee Member for:

Marielle Becker, 2021 (honors chair)

Kendell Jennings, 2021

Adam Bender, 2021

Rachel Matthews, 2020

Madison Moye, 2019

University-wide service

University of Colorado-Boulder:

BFA Member, 2018-current

Member BFA budget committee – 2021-current
 Reviewer, Norlin Scholarship Awards, 2020-current
 Member, Center for Sustainable Landscapes and Communities, 2020-current
 Reviewer, University Undergraduate Research Opportunity submissions 2019-current
 Review board member, Flanagan & Walker Scholarship applications 2019-2020

Old Dominion University:

Steering Committee Member, ODU Resilience Collaborative, 2016-2018
 Member, Crime Prevention/Community Resiliency Task Force, 2016-2018
 Member, Citizen Engagement Working Group, Sea-Level Rise Pilot Project, 2015-2018
 Member, Planning Committee for Mitigation and Adaptation Research Institute, 2013
 Member, University-Wide Strategic Plan Committee, 2013

College and Department Service

University of Colorado-Boulder:

College:

Member, DeCastro Committee, 2020
 Member, Personnel Committee, 2020-2021
 Member, Faculty Council, 2018-2021
 Member, Post Tenure Review Committee, Jan Whitt, Elizabeth Skewes, 2019
 Chair, CMCI Curricula Committee, 2018-2019

Department:

Director, Masters in Corporate Communication Program, 2021-2022
 Member, PUEC, 2021, Erin Schauster
 Member, Full Professor Review Committee, Harsha Ganga
 Associate Chair, 2018-2021
 Facilitator, Assessment, 2020-2021
 Chair, Merit Review Committee, 2020-2021
 Member, Full Professor Review Committee, Kay Weaver, 2020
 Member, PUEC, 2020, Toby Hopp, 2020
 Member, Executive Committee, 2018-current
 Chair, PUEC, 2018-2019, Erin Willis
 Ex-Officio Member, Curriculum Committee, 2018- 2019
 Member, Faculty Search Committee, instructor position in software, 2018-2019

Old Dominion University:

College:

Member, College Review Board, Summer Research Fellowships, 2018
 Member, Institutional Review Board, Arts & Letters, 2015-current
 Member, Research Committee, 2012-2013
 Member, Teaching Award selection, 2007-2011

Department:

Interim chair, 2017-2018
 Associate chair, 2015-2017
 Faculty advisor, ODU PRSSA Chapter, 2014-current
 Member, Tenure & Promotion Committee, 2011-2017
 Member, Faculty Search Committee, full-time lecturer in public relations, 2016
 Member, Practicum Committee, 2015

Chair, Faculty Search Committee, tenure-track position in social media, 2014-2015
 Member, Faculty Search Committee, non-tenure track communication instructor, 2010
 Chair, Faculty Search Committee, tenure-track position in digital journalism, 2009
 Member, Masters in Communication Proposal Committee, 2007-2008
 Member, Faculty Search Committee, non-tenure-track communication instructor, 2007
 Advisor, 30-40 undergraduate students per semester, 2007-2011

PROFESSIONAL SERVICE

Reviewer, Journal Articles

International Journal of Mass Emergencies and Disaster, 2021
 Reviewer and Board member of *Journal of Media Ethics*, 2017-current
Journalism and Mass Communication Quarterly, 2015-2018, 2021
Journal of Public Relations Education, 2020, 2021
Cities, 2019
Public Relations Review, 2012, 2016, 2017
Journalism Studies, 2010-14, 2016
Journal of Communication Inquiry, 2015
Journal of Public Relations Research, 2014
Journal of Applied Communication Research, 2012-14
Mass Communication and Society, 2012
American Journalism, 2011
Journalism Studies, 2010
Ecquid Novi: African Journalism Studies, 2010
New Media & Society, 2008

Reviewer, Grant Applications

Arthur W. Page Center/Johnson Legacy Scholar Grants, 2020

Guest Speaker

Public Relations and Global Communication Graduate Class, Binus University, Indonesia, 2020

Reviewer, Book Manuscripts

University of Illinois (public relations scholarly biography), 2020-2021
 AEJMC, Tankard Book Awards, 2020-2021
 Sage (public relations theory textbook), 2019
 Routledge (public relations scholarly book), 2017
 Oxford Press (public relations textbook), 2016
 Routledge, (citizen journalism book), 2016
 Oxford Press (mass media textbook), 2016
 Cengage, (public speaking textbook), 2015
 Oxford Press (public relations and ethics textbook), 2014-2015
 Cengage, (public speaking textbook), 2014
 Routledge (for blurb for Simon Moore's *Public Relations and the History of Ideas*), 2014
 Pearson (mass media textbook), 2013
 Cengage (public relations textbook), 2013
 Oxford Press (communication theory textbook proposal), 2013
 Bedford/St. Martin's (mass media textbook), 2012.

Cengage (propaganda anthology), 2012
 LSU Press (for blurb for Mordecai Lee's *Promoting the War Effort*), 2012
 Taylor & Francis (crisis communications monograph), 2010
 Flat World Knowledge (public speaking textbook), 2009

Reviewer, Academic Conferences

AEJMC,
 Public Relations Division, 2015-current
 Communicating Science, Health, Environment and Risk, 2016
 Cultural and Critical Studies, 2009-2018
 Civic and Citizen Journalism Interest Group, 2008-2013
 International History of Public Relations Conference, 2010-2015

Book Reviews

Manipulating the Masses: Woodrow Wilson and the Birth of American Propaganda (For Choice)
Public Relations History: Theory, Practice, and Profession (For American Journalism and Choice)
Public Relations, Branding and Authenticity (For Choice magazine), 2019
Co-Illusion (For Choice magazine), 2020
Mobile Technology and the Transformation of public alert and warning (For Choice magazine), 2020
Communicating during Humanitarian Medical Crises (For Choice magazine), 2019
Understanding Public Relations: Theory, Culture and Society (For Choice magazine), 2019
Network Propaganda (For Choice magazine), 2019
Reality Bites, Rhetoric and the Circulation of Truth Claims in U.S. Political Culture (For Choice Magazine), 2018
Eisenhower, The Public Relations President (For Choice magazine), 2015
The Participatory Cultures Handbook, Routledge (For Choice magazine), 2013

Association activities

Research Chair, Civic and Citizen Journalism Interest Group, Association for Education in Journalism and Mass Communications, 2008-2012
 Public Relations Society of America Hampton Roads APR accreditation assessor, 2006-2007, 2015-2018
 Member, PRSA Board of Knowledge Committee 2002
 Committee member for groundbreaking PR Academy Program, St. Louis, sponsored by the Public Relations Society of America, 2001
 Committee member of Anti-Smoking Initiative sponsored by St. Louis Public Relations Society of America, 2000

COMMUNITY ENGAGEMENT

Writer for the Essential Workers Project Site, Johns Hopkins University, 2020
 Candidate Liaison, Indivisible for Colorado Health Action Team, 2020-current
 Board Member, Reaching Hope, 2019-current
 Board Member, Director, PRSA Hampton Roads, 2015-2018
 Public Relations Consultant, Health Access Partnership, Virginia Beach, 2013
 Volunteer, Adult Learning Center, Virginia Beach, 2010-2012
 Vestry member, St. Francis Episcopal Church, Virginia Beach, 2006-2009