

Curriculum Vita

Dirk Cameron Gibson

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EDUCATIONAL BACKGROUND

Ph.D.: Indiana University, Bloomington, Indiana, December, 1983.
Major: Speech Communication
Minor: Journalism

M.A.: Indiana University, Bloomington, Indiana, May, 1979.
Major: Speech Communication

B.S.: Southern Illinois University, Carbondale, Illinois, August, 1977.
Major: Speech Communication
Minor: Political Science

PROFESSIONAL EXPERIENCE

Associate Professor, The University of New Mexico. Taught Introduction to Public Relations, Introduction to Advertising, Introduction to Mass Communication, Public Relations Case Study, Interviewing, Advertising Copywriting, Advertising Campaigns, Public Relations Campaigns, Foundations of Communication Theory, Persuasion, Interpersonal Communication, Public Speaking, Rhetorical Criticism, Public Relations Writing, and Communication Paradigms of Serial Murder. Fall 1996 to present.

Adjunct Professor, Empresarial University of Costa Rica. February 1999 to present.

Founder and Executive Director, The Product Recall Research Group. January, 1999 to present.

Vice-President for Corporate Communication, WatchMeGrowUp.Com. July 1999 to present.

Associate Professor, Georgia Southern University, Statesboro, GA. Taught Introduction to Public Relations, Public Relations Cases and Campaigns, International Public Relations, Communication Programming for Public Relations, Corporate Public Relations, Public Relations Practicum, Public Opinion and Research Methods, Introduction to Mass Communication, and Public Speaking. September 1992 to June 1996.

Associate Professor, Georgia State University, Atlanta, GA. Taught Introduction to Public Relations, Public Relations Case Studies, Projects in Public Relations, Corporate Communication, Communication in Law, Seminar in Advertising, Seminar in Public Relations, and Public Speaking. June 1990 through August 1992.

Professional Internship, Fleishman-Hillard Public Relations, Atlanta, GA, Summer 1990.

Associate Professor, Augusta College, Augusta, Georgia. Taught Advertising, Introduction to Public Relations, Public Relations Case Studies, and Public Speaking. September 1989 through June 1990.

Assistant Professor, Augusta College, Augusta, Georgia. Taught Advertising, Introduction to Public Relations, Advanced Public Relations, Legal Communication, Interpersonal Communication, Fundamentals of Communication, and Public Speaking. September 1986 through June 1989.

Assistant Professor, Auburn University, Auburn, Alabama. Taught Introduction to Public Relations, Public Relations Case Studies, Theories of Public Relations, Persuasion, and Communication in the Law. June 1983 through August 1986.

Associate Instructor, Indiana University, Bloomington, Indiana. Taught self-designed course, Communication and the Law, Public Speaking, and Interpersonal Communication. August 1981 through May 1983.

Teaching Assistant/Assistant Debate Coach, University of Arizona, Tucson, Arizona. Also taught Business and Professional Communication. August 1980 through May 1981.

Area News Coordinator, Elwood Call-Leader, Elwood, Indiana. Reported on police, government, local news and features. November 1979 through June 1980.

Associate Instructor/Acting Debate Coach, Indiana University, Bloomington, Indiana. Coached and administered the intercollegiate debate team and taught Public Speaking. July 1978 through May 1979.

PUBLICATIONS

Books

Clues from Killers: Serial Murder & Crime Scene Messages. New York: Barnes & Nobles, January, 2007

Serial Murder & Media Circuses. Westport, Connecticut: Praeger Publishers, July, 2006.

Clues from Killers: Serial Murder & Crime Scene Messages. Westport, Connecticut: Praeger Publishers, October, 2004.

The Role of Communication in the Practice of Law. Lanham, MD: University Press of America, 1991.

Government Publications

“A Comment on the Duty to Warn & the Importance of Implied Consent.” Docket Title, “Human Space Flight Requirements for Crew and Space Flight Participants.” Document FAA-2005-23449-32. RIN # 2120-AI57. Data Entry date, December 21, 2005. Filing date, February 27, 2006. With Ana E. Heredia and Matthew M. Petrunia.

A Review of Recall Policies at the Food Safety & Inspection Service, United States Department of Agriculture. Washington, D. C.: United States Department of Agriculture, June 2000.

Volume I: *Bibliographic Perspectives on Recall Practices*.

Volume II: *Empirical Analysis of Contemporary Recall Practices*.

“Evaluation Report: FSIS Recall Notification and Industry Guidance,” Evaluation and Analysis Division, OPPDE, September, 1990. <http://www.fsis.usda.gov/OPPDE/rdad/FRPubs/02-045N/EvalRpt.pdf>.

Journal Articles & Book Chapters

“The Value of Reputation and the Role of Public Relations.” *Public Relations Quarterly*. With Jerra L. Gonzales and Jaclynn Castanon. In press.

“Martha Stewart,” In Robert W. Kolb, (Ed). *Encyclopedia of Business Ethics and Society*. With Rebecca Warn and Robert Gassaway. In press.

“Equal Employment Opportunity.” In Robert W. Kolb, (Ed). *Encyclopedia of Business Ethics and Society*. With Angelica Garcia and Christa Martinez. In Press.

“Voluntary Product Recalls.” In Robert W. Kolb, (Ed). *Encyclopedia of Business Ethics and Society*. In press.

“American Bar Association.” In Robert W. Kolb, (Ed). *Encyclopedia of Business Ethics and Society*. With Andrea Clark and Glenn Loveland. In press.

“Managed Competition.” In Robert W. Kolb, (Ed). *Encyclopedia of Business Ethics and Society*. With Miranda M. Evjen and Jenny L. Roberts. In press.

“Egalitarianism.” In Robert W. Kolb, (Ed). *Encyclopedia of Business Ethics and Society*. With Marc Olivas and Tabatha Roybal. In press.

“Elegant Understatement: A New Paradigm for Public Relations Practice.” *Public Relations Quarterly*. In press.

“Space Tourism is the Key to Commercial Space Development.” *Space 2007: Proceedings of the American Institute of Aeronautics & Astronautics*. With Courtney Fletcher, Marc Olivas, Angelica Garcia, Rachel Burnet and William Lorne. In press.

“A Quantitative Description of Space Tourism Public Relations Tactics.” *Space 2007: Proceedings of the American Institute of Aeronautics & Astronautics*. With Rebecca Warin, Natalie Armijo, Nicholas Condon, Madison Warren, and Tabatha Roybal. In press.

“Public Relations and the Development of Space Tourism.” *Space 2007: Proceedings of the American Institute of Aeronautics & Astronautics*. With Miranda Evjen, Jennifer Roberts, Christa Martinez, Natalie Pick and Jennifer Pedraza. In press.

“Space Tourism Public Relations Functions & Purposes.” *Space 2007: Proceedings of the American Institute of Aeronautics & Astronautics*. With Courtney Fletcher, Ana E. Heredia, Jaclynn Castanon and Jerra Gonzales. In press.

“The Product Recall Blame Game: Stereotypical Villains & Actual Recall Failure Factors.” In Michael B. Hinner, (Ed). *Freiberger Beitrage zur interkulturellen und Wirtschaftskommunikation: A Forum for General and Intercultural Business Communication. The Role of Communication in Business Transactions and Relationships*. Germany: Peter Lang Publications. (2007), 365-386

“The Relationship Between Serial Murder and the American Travel and Tourism Industry.” *Journal of Travel & Tourism Marketing*. **20**:1 (2006), 45-60.

“Adequate Communication & Informed Consent: The Duty to Warn, Judicial Warning Adequacy Standards, and the Federal Aviation Administration’s Proposed ‘Human Space Flight Requirements for Crew & Spaceflight Participants’.” *Space 2006: Proceedings of the American Institute of Aeronautics & Astronautics*. AIAA 2006-7346, (2006), 1-15. With Brooke N. Weber and Matthew M. Petrunia.

“A Communication Perspective on Outer Space Tourism Stakeholder Relationships.” *Space 2006: Proceedings of the American Institute of Aeronautics & Astronautics*. AIAA 2006-7350, (2006), 1-14. With Matthew M. Petrunia

“Outer Space Tourism Public Relations Purposes, Practices and Problems.” *Public Relations Quarterly*. **51**:1 (Winter 2006), 29-34.

“The B.T.K. Strangler vs. the Wichita Police Department: The Significance of Serial Murder Media Relations,” *Public Relations Review*. **32** (2006), 58-65.

“The Rhetorical Jack the Ripper,” *The American Criminal Justice Association L.A.E. Journal*. (2005), 24-28.

“Serial Killer Public Relations Tactics,” *Public Relations Quarterly*. **50**:1 (Winter 2005), 11-18. With A. Suzanna Chavez.

“The Ripper Correspondence: A Visual and NonVerbal Analysis,” *Journal of Visual Literacy*. **24**:2 (Autumn 2004), 227-40. With Tracy Krughoff.

“Polygraph Keys Vs. Publicity: Serial Murder Public Relations,” *Public Relations Quarterly*. **49**:2 (Spring 2004), 10-14. With A. Suzanna Chavez.

“The Paradoxical Nature of Litigation Public Relations,” *Public Relations Quarterly*. **48**:1 (Spring 2003), 32-4.

“The Whitechapel Crimes As Public Relations,” *Public Relations Quarterly*. **47**:4 (Winter 2002), 26-34.

“Recalls of Body Parts: Problems and Solutions,” *Public Relations Quarterly*. **47**:3 (Fall 2002), 36-42.

“*Koho and Kisha Kirabu*: The Role of Media Relations in Japanese Public Relations,” *Public Relations Review*. **28**:3 (2002), 265-81. With Bill Kelly and Tomoko Masumoto.

“Posibilidad Y Problema: An Historical/Critical Analysis of Hispanic Public Relations,” *Public Relations Review*. **28**:1 (2002), 63-85.

“Tomorrow’s Latino Practitioners: Profiles of Hispanic PR Students,” *Public Relations Quarterly*. **47**:2 (Spring 2002), 31-35.

“American Hispanic Public Relations,” *Public Relations Quarterly*. **47**:2 (Spring 2002), 11.

“Communication Faculty Internships,” *Public Relations Review*. **27**:2 (Spring 2001), 103-117.

“Advertising to American Hispanic Audiences: Problems and Limits,” accepted (twice) by editors, and once by publisher. Deleted due to space considerations.

“Two Sides to Every Story: In Defense of Firestone/Bridgestone,” *Public Relations Quarterly*. **46:2** (Spring 2001), 18-22.

“1997 Recalls: Quantification and Analysis,” *Business Research Yearbook: Global Business Perspectives*. (Lanham, MD: University Press of America, 2001), 776-80.

“A Comparison of Firestone Recall Mistakes, 1978 and 2000,” *Business Research Yearbook: Global Business Perspectives*. (Lanham, MD: University Press of America, 2001), 761-5.

“Firestone’s Failed Recalls, 1978 and 2000: A Public Relations Explanation,” *Public Relations Quarterly*. **45:1** (Winter 2000), 10-3.

“The Cyber-Revolution in Product Recall Public Relations,” *Public Relations Quarterly*. **45:3** (Summer 2000), 24-6.

“A Quick Overview on Japanese Media Relations,” *Public Relations Quarterly*. **43:1** (Winter 1999), 19-23.

“Litigation Public Relations Problems and Limits,” *Public Relations Review*. **25:4** (Fall 1999), 215-233. With Mariposa Padilla.

“PRISE: Public Relations Internship System Evaluation,” *Public Relations Review*. **24:1** (Spring 1998), 67-82.

“American Advertising to Hispanic Audiences: Barriers & Problems,” *International Business & Ecology Research Yearbook*. (Lanham, MD: University Press of America, 1998), 91-6.

“The Controversy Over Green Marketing, Advertising, and Public Relations,” *International Business & Ecology Research Yearbook*. (Lanham, MD: University Press of America, 1998), 97-102.

“Foundation Assumptions of Litigation Public Relations,” *Public Relations Quarterly*. **42:2** (Spring 1998), 9-23.

“1996 Product Recalls: Typology & Quantification,” in Jerry Biberman, (ed) *Business Research Yearbook*. (Lanham, MD: University Press of America, 1998), 771-75.

“The Press Release Campaign Against Prosocial Children’s Television Programming,” in Jerry Biberman (ed) *Business Research Yearbook*. (Lanham, MD: University Press of America, 1998), 767-770a.

“Quantitative Description of FBI Public Relations,” *Public Relations Review*. **23**:1 (Spring 1997), 11-30.

“Print Communication Tactics for Consumer Product Recalls,” *Public Relations Quarterly*. **41**:2 (Spring 1997), 42-46.

“Consumer Product Recalls, 1995: A Typology & Quantification,” in Jerry Biberman & Abbas Alkhafaji, (eds) *Business Research Yearbook*. (Lanham, MD: University Press of America, 1997), 777-81.

“Consumer Product Recall Public Relations Print Communication Tactics,” in Jerry Biberman & Abbas Alkhafaji, (eds) *Business Research Yearbook*. (Lanham, MD: University Press of America, 1997), 782-86.

“Phillips Petroleum’s Video Case Study Series: One Company’s Involvement in Public Relations Education,” *Public Relations Quarterly*. **40**:4 (Fall 1996), 21-4. With Bill Adams.

“Criteria for Establishing and Evaluating Public Relations Internship Systems,” *Public Relations Quarterly*. **40**:2 (Spring 1996), 43-5.

“A Typology of the Indirect Costs of Consumer Product Recalls,” in Jerry Biberman, (ed), *Business Research Yearbook*. (Lanham, MD: University Press of America, 1996), 542-46.

“Agenda Setting Implications of Consumer Product Recall Public Relations,” in Jerry Biberman, (ed), *Business Research Yearbook*. (Lanham, MD: University Press of America, 1996), 694-98.

“Public Relations Myth Busting,” *Speech Communication Teacher*. **10**:4 (Summer 1996), 9-10.

“Public Relations Considerations of Consumer Product Recall,” *Public Relations Review*. **21**:3 (Fall 1995), 225-40.

“Profile of an Undergraduate PR Firm,” *Public Relations Quarterly*. **38**:1 (Winter 1994-95), 18-24. With Ginny Rowden.

“J. Edgar Hoover’s Four-Baggers: A Study of Rhetorical Functions,” *Southern Communication Journal*. **59**:4 (Summer 1994), 284-93.

“A Rhetorical Perspective on the Political Myth of J. Edgar Hoover,” *Journal of Communication and Transformational Myth*. (Spring 1993), 33-34.

“ASK/PR: An Outcome Perspective on Public Relations Education,” *Public Relations Quarterly*. **36**:1 (Winter 1992-93), 45-8.

“Teaching Theory Through Case Studies,” *Public Relations Quarterly*. **35:1** (Winter 1991-92), 45-6.

“The Communication Continuum: A Theory of Public Relations,” *Public Relations Review*. **17:2** (Summer 1991), 175-83.

“Future Trends in Public Relations,” *Social Science Monitor*. **12:2** (February 1990), 1-4.

“FBI Redux: A Quantitative Description of FBI Public Relations,” *Public Relations Quarterly*. (Fall 1989), 4.

“Constitutional and Communication Implications of Attorney Advertising.” Accepted for special issue of *Public Relations Review* on legal aspects of public relations, but not used. (1989).

“The Making of the Hoover Myth: A Critical Analysis of FBI Public Relations,” *Public Relations Quarterly*. **33:1** (Winter 1988-89), 7-15.

“The Rhetorical Dimensions of Secrecy: The Communication Dilemma of CIA,” *Public Relations Review*. **13:2** (Summer 1987), 27-38.

“Public Relations Education in a Time of Change: Suggestions for Academic Relocation and Curriculum Renovation,” *Public Relations Quarterly*. **32:4** (Fall 1987), 25-31.

“Legal Education and Communication Skills,” *Legal Studies Forum*. **9:3** (1985), 329-41.

“A Typology of Informal Communication Controls,” *Communication Quarterly*. **33:2** (Spring 1985), 125-36.

“Ronald Reagan’s 1980 Campaign Communication: A Case Study in Political Mythography,” *Speaker and Gavel*. **19** (Spring 1982/Summer 1983), 70-4.

“Hale Boggs on J. Edgar Hoover: Rhetorical Choice and Political Denunciation,” *Southern States Communication Journal*. **XVII:1** (Fall 1981), 48-63.

“Assassination, Conspiracy and Rhetoric: A Case Study in Political Communication,” *Journal of the Arizona Communication and Theatre Association*. **XII:2** (Spring 1981), 16-30.

Book Reviews

Ronald D. Smith, *Strategic Planning in Public Relations* (2005). *Public Relations Review* (Fall, 2005), 589.

CONVENTION PRESENTATIONS

“Space Tourism Public Relations Functions & Purposes,” Space 2007: American Institute of Aeronautics & Astronautics, Long Beach, CA, September, 2007. With Courtney Fletcher, Ana E. Heredia, Jaclynn Castanon and Jerra L. Gonzales.

“Space Tourism is the Key to Development of Commercial Space Development,” Space 2007: American Institute of Aeronautics & Astronautics, Long Beach, CA, September, 2007. With Courtney Fletcher, Marc Olivas, Angelica Garcia, Rachel Burnett and William Lorne.

“Public Relations and the Development of Space Tourism,” Space 2007: American Institute of Aeronautics & Astronautics, Long Beach, CA, September, 2007. With Miranda Evjen, Jennifer Roberts, Christa Martinez, Natalie Pick and Jennifer Pedraza.

“A Quantitative Analysis of Space Tourism Public Relations Tactics,” Space 2007: American Institute of Aeronautics & Astronautics, Long Beach, CA, September, 2007. With Rebecca Warin, Natalie Armijo, Nicholas Condon, Tabatha Roybal and Madison Warren.

“Outer Space Tourism Public Relations Purposes, Practices and Problems,” Space 2006: American Institute of Aeronautics & Astronautics, San Jose, CA, September, 2006. With Matthew Petrunia.

“A Communication Perspective on Outer Space Tourism Stakeholder Relationships,” Space 2006: American Institute of Aeronautics & Astronautics, San Jose, CA, September, 2006. With Matthew Petrunia.

“Adequate Communication & Informed Consent: The Duty to Warn, Judicial Warning Adequacy Standards, and the Federal Aviation Administration’s Proposed ‘Human Space Flight Requirements for Crew & Spaceflight Participants’,” Space 2006: American Institute of Aeronautics & Astronautics, San Jose, CA, September 2006. With Matthew Petrunia and Brooke Weeber.

“Serial Murder Public Relations Tactics: A Quantified Typology,” Rocky Mountain Communication Association Annual Conference, Greeley, CO, April, 2006. With Sophie Sorenson.

“Serial Murder Media Relations: Publicity Vs. Polygraph Keys,” Rocky Mountain Communication Association Annual Conference, Greeley, CO, April, 2006. With Winston Trotter.

“Serial Murder Rhetoric: Crime Scene Messages,” Rocky Mountain Communication Association Annual Conference, Greeley, CO, April, 2006. With Waylon Burlingame.

“The B.T.K. Strangler Vs. the Wichita Police Department: The Significance of Serial Murder Media Relations,” Rocky Mountain Communication Association Annual Conference, Greeley, CO, April, 2006. With Darrick Hurst.

“Outer Space Tourism Public Relations,” Rocky Mountain Communication Association Annual Conference, Greeley, CO, April 2006. With Ana Heredia.

“Communication & Community in Outer Space Tourism Development,” Rocky Mountain Communication Association Annual Conference, Greeley, CO, April, 2006. With Myra Luna Lucero.

“Cultural Consequences of Advertising to American Hispanic Publics,” National Communication Association Annual Convention, Boston, MA, November, 2005. With Chad Perry.

“Serial Killer Communication: Crime Scene Messages,” Rocky Mountain Communication Association 2005 Conference, Colorado Springs, CO, April, 2005.

“Focus on Nontraditional Publics: Product Recall Publicity Experiences and Habits of the Homeless,” Rocky Mountain Communication Association 2005 Conference, Colorado Springs, CO, April 2005. With Chad Perry.

“Advertising to American Hispanic Audiences: Obstacles & Consequences,” Rocky Mountain Communication Association 2005 Conference, Colorado Springs, CO, April, 2005. With Chad Perry & John Weisgerber.

“The Ripper Correspondence: Mass Communication Dimensions of the Whitechapel Murders,” Rocky Mountain Communication Association 2005 Conference, Colorado Springs, CO, April, 2005.

“Serial Killer Crime Scene Communication,” Western Society of Criminology Annual Convention, Long Beach, CA, February 2004. With Tracy Krughoff.

“Japanese Public Relations: Intrinsic Influences,” Western States Communication Association Annual Convention, Albuquerque, NM, February, 2004. With Hiroaki Okada.

“A Description of American Hispanic Public Relations,” Western States Communication Association Annual Convention, Albuquerque, NM, February, 2004. With Chad Perry.

“The Ripper Correspondence: Mass Communication Dimensions of the Whitechapel Crimes,” Top Paper, Media Studies Interest Group, Western States Communication Association Annual Convention, Salt Lake City, UT, February 14-18, 2003. With Chad Perry.

“Firestone Deja Vu: The Parallel Failed 1978 & 2000 Recalls,” Western States Communication Association Annual Convention, Salt Lake City, UT, February 14-18, 2003. With Chad Perry.

“The Rhetorical Jack the Ripper: The Communication Campaign,” Western States Communication Association Annual Convention, Salt Lake City, UT, February 14-18, 2003. With Chad Perry.

“Computer Applications in Recall Campaigns,” International Academy of Business Disciplines Annual Meeting, Marina del Rey, CA, April, 2002.

“The Product Recall Blame Game: Stereotypical Villains and Actual Recall Failure Factors,” National Communication Association Annual Convention, Atlanta, GA, November, 2001.

“A Comparative Analysis of Firestone Public Relations Errors, 1978 & 2000,” International Communication Association Annual Convention, Washington, D. C., May, 2001. With Krishna P. Kandath.

“1997 Product Recalls: Quantification & Analysis,” International Academy of Business Disciplines Annual Convention, Orlando, FL, April, 2001.

“A Comparison of Firestone Recall Mistakes, 1978 & 2000,” International Academy of Business Disciplines Annual Convention, Orlando, FL, April 2001.

“Litigation Public Relations Problems & Limits,” National Communication Association Annual Convention, Chicago, IL, November, 1999.

“Critical Analysis of Green Communication Strategy & Tactics,” Top Paper Award in the Environmental Communication Commission, National Communication Association Annual Convention, Chicago, IL, November, 1999.

“PRISE: Public Relations Internship System Evaluation,” National Communication Association Annual Convention, Chicago, IL, November, 1999.

“Litigation Public Relations: Communication Dimensions,” National Communication Association Annual Convention, Chicago, IL, November, 1999.

“1997 Product Recalls: Quantification & Analysis,” International Academy of Business Disciplines, Chicago, IL, April, 1999.

“Faculty Internships: Adding Practice to Theory,” National Communication Association Annual Convention, Chicago, IL, November, 1999.

“Advertising Aimed at Hispanics,” National Communication Association Annual Convention, Chicago, IL, November, 1999.

“Litigation Public Relations Problems and Limits,” National Communication Association Annual Convention, New York, NY, November, 1998.

“Communication Variables in Litigation Public Relations,” National Communication Association Annual Convention, New York, NY, November, 1998.

“A Critical Analysis of Green Communication,” International Academy of Business Disciplines Tenth Annual International Meeting, El Paso, TX, October, 1998.

“Issues in Hispanic Advertising,” International Academy of Business Disciplines Tenth Annual International Meeting, El Paso, TX, October, 1998.

“1996 Product Recalls: A Typology & Quantification,” International Academy of Business Disciplines Annual Convention, San Francisco, CA, April, 1998.

“The Press Release Campaign Against Prosocial Children’s Television Programming,” International Academy of Business Disciplines Annual Convention, San Francisco, CA, April, 1998.

“Consumer Product Recall Public Relations Print Communication Tactics,” National Communication Association Annual Convention, Chicago, IL, November, 1997.

“Rhetorical Solutions for Rhetorical Problems: Public Relations or Advertising for Attorney Image Improvement?” National Communication Association Annual Convention, Chicago, IL, November, 1997.

Chair, “Legal Communication Education Systems and Strategies,” National Communication Association Annual Convention, Chicago, IL, November, 1997.

“Communication Considerations of Litigation Public Relations,” National Communication Association Annual Convention, Chicago, IL, November, 1997.

“A Prescriptive Taxonomy of Print Product Recall Public Relations Communication,” International Academy of Business Disciplines Annual Convention, Orlando, FL, April, 1997.

“1995 Consumer Product Recalls: A Taxonomy & Quantification,” International Academy of Business Disciplines Annual Convention, Orlando, FL, April, 1997.

Roundtable Participant, “Litigation Consulting Roundtable: Ideas and Issues,” Speech Communication Association Annual Convention, San Diego, CA, November, 1996.

“Reliability Issues in Legal Communication Research,” Speech Communication Association Annual Convention, San Diego, CA, November, 1996.

Respondent, “Evidence of the Varied Applications of Public Relations Scholarship: A Diverse Sample of Public Relations Scholarship,” Speech Communication Association Annual Convention, San Diego, CA, November, 1996.

“Public Relations Internship System Evaluation: Evaluation Criteria and a Preliminary Instrument,” Speech Communication Association Annual Convention, San Diego, CA, November, 1996.

Chair, "Studies in Crisis Communication: Multiple Perspectives for Approaching Crisis Management," Speech Communication Association Annual Convention, San Diego, CA, November, 1996.

Respondent, "Studies in Crisis Communication: Multiple Perspectives for Approaching Crisis Management," Speech Communication Association Annual Convention, San Diego, CA, November, 1996.

"Case Study, Campaign & Student Skills Acquisition: The Phillips Petroleum Video Practicum Series," Speech Communication Association Annual Convention, San Diego, CA, November, 1996.

"A Review of Research on Music in Public Relations," Speech Communication Association Annual Convention, San Diego, CA, November, 1996.

"Agenda Setting Implications of Consumer Product Recall Public Relations," International Academy of Business Disciplines Annual Convention, Rockville, MD, April, 1996.

"A Typology of Indirect Costs of Consumer Product Recalls," International Academy of Business Disciplines Annual Convention, Rockville, MD, April, 1996.

Chair, "Criticism of Prosocial Children's Television Programming: The Attack on Captain Planet," Southern States Communication Association Annual Convention, Memphis, TN, March, 1996.

"Empirical Analysis of 'The New Adventures of Captain Planet'," Southern States Communication Association Annual Convention, Memphis, TN, March, 1996.

"Rhetorical Solutions to Rhetorical Problems: Public Relations or Advertising for Attorney Image Improvement?" Southern States Communication Association Annual Convention, Memphis, TN, March, 1996.

"The Press Release Offensive Against Prosocial Children's Television Programming," Southern States Communication Association Annual Convention, Memphis, TN, March, 1996.

Respondent, "Managing the Message: A Close-Up Look at How Organizations and Audiences Interact," Southern States Communication Association Annual Convention, Memphis, TN, March, 1996.

"Communication Variables in Product Recall Public Relations," Speech Communication Association Annual Convention, San Antonio, TX, November, 1995.

Respondent, "Top Papers in Communication and Law," Speech Communication Association Annual Convention, San Antonio, TX, November, 1995. I also chaired this panel.

Chair, "Editors on Scholarship: An Informed Perspective on Public Relations Research," Speech Communication Association Annual Convention, San Antonio, TX, November, 1995.

Respondent, "Historical Perspectives on American Studies," Speech Communication Association Annual Convention, San Antonio, TX, November, 1995.

Chair, "Constructing American Cultures in Space and Time," Speech Communication Association Annual Convention, San Antonio, TX, November, 1995.

Respondent, "Challenges to Basic Concepts in Public Relations," Speech Communication Association Annual Convention, San Antonio, TX, November, 1995.

Chair, "Competing in the New Marketplace," American Society of Trial Consultants Annual Convention, Albuquerque, NM, May, 1995.

"Public Relations in Attorney Image Restoration and Client Development," American Society of Trial Consultants Annual Convention, Albuquerque, NM, May, 1995.

"Generic Consumer Product Recall Public Relations Considerations," International Communication Association Annual Convention, Albuquerque, NM, May, 1995.

Moderator/Discussant, Undergraduate Honors Conference, Southern States Communication Association Annual Convention, New Orleans, LA, April, 1995.

Moderator, "Responding to NIMBY and Crisis," Speech Communication Association Annual Convention, New Orleans, LA, November, 1994.

"I & I Vs. Downpressor Man: The Rhetoric of Reggae," Speech Communication Association Annual Convention, New Orleans, LA, November, 1994.

"Rhetorical Implications of Reggae," Speech Communication Association Annual Convention, New Orleans, LA, November, 1994.

"Values in Legal Communication: Ethics, Education and Exigencies," Speech Communication Association Annual Convention, Miami, FL, November, 1993.

Moderator, "Language in the Courtroom," Speech Communication Association Annual Convention, Miami, FL, November, 1993.

Respondent, "Competitive Papers: Mixed Messages in Public Relations, Advertising," Speech Communication Association Annual Convention, Miami, FL, November, 1993.

"A Critical Analysis of FBI Public Relations Use of Mass Media," Association for Education in Journalism and Mass Communication Annual Convention, Kansas City, MO, August, 1993.

Moderator, "Contemporary Curricular and Co-Curricular Challenges to Public Relations Education," Southern States Communication Association/Central States Communication Association Joint Convention, Lexington, KY, April, 1993.

Moderator, "Persuasion in Legal Contexts," Speech Communication Association Annual Convention, Chicago, IL, November, 1992.

Respondent, "Top Student Papers in Public Relations," Speech Communication Association Annual Convention, Chicago, IL, November, 1992.

Moderator, "Legal Communication Issues Panel," Speech Communication Association Annual Convention, Chicago, IL, November, 1992.

"Attorney Communication Competence: Survey Perspectives," Speech Communication Association Annual Convention, Atlanta, GA, November, 1991.

Moderator, "Public Relations Issues Panel," Speech Communication Association Annual Convention, Atlanta, GA, November, 1991.

"Agenda Setting Implications of Product Recall Public Relations," Speech Communication Association Annual Convention, Atlanta, GA, November, 1991.

Seminar Participant, Public Relations Commission, Speech Communication Association Annual Convention, Chicago, IL, November, 1990.

"Future Trends in Public Relations, Advertising, and Marketing," Southern States Communication Association Annual Convention, Birmingham, AL, April, 1990.

"A Critical Analysis of FBI Public Relations," Southern States Communication Association Annual Convention, Birmingham, AL, April, 1990.

"Legal Education and Communication Skills," Southern States Communication Association Annual Convention, Birmingham, AL, April, 1990.

"I and I Vs. Downpressor Man: Reggae as an Instrument for Social Change," Seventh Annual Intercultural/International Communication Conference, Miami, FL, February, 1990.

"The Making of the Hoover Myth: A Critical Analysis of FBI Public Relations," Speech Communication Association Annual Convention, San Francisco, CA, November, 1989.

"Quantitative Description of FBI Public Relations," Speech Communication Association Annual Convention, San Francisco, CA, November, 1989.

"Practical and Constitutional Implications of Legal Advertising," Southern Speech Communication Association Annual Convention, Louisville, KY, April, 1989.

“Public Relations Certification,” Applied Communication Workshop, Southern Speech Communication Association Annual Convention, Memphis, TN, April, 1988.

“Making Ourselves Marketable: Public Relations, Advertising, Marketing and Business,” Southern Speech Communication Association Annual Convention, Memphis, TN, April, 1988.

Moderator, “A Cross-Disciplinary Perspective on Alienation and Reconciliation: Speech Communication and Legal Studies,” American Legal Studies Association Convention, Philadelphia, PA, November, 1986.

“Legal Communication Research: A Self-Report of Attorney Communication Competence,” American Legal Studies Association Convention, Philadelphia, PA, November, 1986.

“Legal Advertising,” American Legal Studies Association Convention, Philadelphia, PA, November, 1986.

“Public Relations Education,” Applied Communication Division, Speech Communication Association Annual Convention, Denver, CO, November, 1985.

“The Pursuit of Excellence,” Public Relations Council of Alabama Annual Convention, Birmingham, AL, October, 1985.

“Public Relations Education in a Time of Change: Suggestions for Academic Relocation and Curricula Renovation,” Southern Speech Communication Association Annual Convention, Winston-Salem, NC, April, 1985.

“A Typology of Informal Communication Controls,” Speech Communication Association Annual Convention, Chicago, IL, November, 1984.

“The Rhetorical Dimensions of Secrecy: The Communication Dilemma of CIA,” Speech Communication Association Annual Convention, Chicago, IL, November, 1984.

“Big Brother Around the World: Traces of 1984 in the Union of Soviet Socialist Republics, the United Kingdom, and the Federal Republic of Germany,” Southern Speech Communication Association Annual Convention, Baton Rouge, LA, April, 1984.

“News Restrictions as Transcultural Phenomenon: A Comparative Study of Informal Information Controls,” International Communication Association Annual Convention, Dallas, TX, May, 1983.

“An Analysis of Photographic Coverage of the 1980 Democratic Presidential Primaries,” International Communication Association Annual Convention, Dallas, TX, May, 1983.

“Hale Boggs on J. Edgar Hoover,” Southern Speech Communication Association Annual Convention, Orlando, FL, April, 1983.

“A Survey of Classical Dialectic,” Eastern Communication Association Convention, Hartford, CT, May, 1982.

“A Rhetorical Perspective on the Political Myths of J. Edgar Hoover,” Doctoral Honors Seminar in Political Communication, The University of Texas at Austin, March, 1982.

“Functions of Presidential Humor,” Central States Speech Association/Southern States Communication Association Fall Conference on Rhetoric and Public Address, Clarksville, TN, October, 1981.

“Hale Boggs on J. Edgar Hoover: Rhetorical Choice and Political Denunciation,” International Communication Association Convention, Minneapolis, MN, May, 1981.

“Assassination, Conspiracy and Rhetoric,” International Communication Association Convention, Philadelphia, PA, May, 1979.

EDITORIAL EXPERIENCE

Manuscript Reviewer, *Management Communication Quarterly*, 2006.

Manuscript Reviewer, *Public Relations Review*, 2005.

Manuscript Reviewer, International Academy of Business Disciplines, 2005.

Named to Editorial Board, *Southwestern Journal of Mass Communication*, 2004.

Named Contributing Editor, *Public Relations Quarterly*, 2004.

Manuscript Reviewer, *Public Relations Review*, 2004.

Manuscript Reviewer, International Academy of Business Disciplines, 2004.

Manuscript Reviewer, McGraw-Hill Higher Education Group, 2003.

Manuscript Reviewer, International Academy of Business Disciplines, Public Relations Section, 2003.

Manuscript Reviewer, *Southwestern Journal of Mass Communication*, 2003.

Manuscript Reviewer, International Academy of Business Disciplines, Public Relations/Public Affairs Section, 2002.

Guest Editor, “American Hispanic Public Relations” *Public Relations Quarterly*, 47 (Spring 2002).

Manuscript Reviewer, *Journal of Communication Law Policy*, 2002.

Manuscript Reviewer, International Academy of Business Disciplines, Public Relations/Public Affairs Section, 2001.

Manuscript Reviewer, Lawrence Erlbaum Associates, 2000.

Manuscript Reviewer, Oxford University Press, 2000.

Manuscript Reviewer, International Academy of Business Disciplines, Public Relations/Public Affairs Section, 2000.

Associate Editor, *Quarterly Journal of Speech*, 1998 to 2000.

Associate Editor, *Communication Law Review*, 1998.

Manuscript Reviewer, *Journal of Applied Communication Research*, 1997.

Manuscript Reviewer, St. Martin's Press, 1997.

Manuscript Reader, Public Relations Division, Speech Communication Association, 1996.

Manuscript Reviewer, Visual Communication Interest Group, International Communication Association, 1996.

Manuscript Reviewer, Public Relations Interest Group, Southern States Communication Association, 1995.

Manuscript Reviewer, Public Relations Division, Speech Communication Association, 1995.

Editorial Review Committee, *Public Relations Review*, 1995 to present.

Manuscript Reviewer, American Studies Committee, Speech Communication Association, 1995.

Manuscript Reviewer, Allyn and Bacon, Simon and Schuster College Text Division, 1994.

Manuscript Reviewer, Commission on Communication and the Law, Speech Communication Association, 1994.

Manuscript Reviewer, Public Relations Division, Speech Communication Association, 1994.

Manuscript Reviewer, *Southern Communication Journal*, 1994-96.

Manuscript Reviewer, *Southern States Communication Journal*, 1993.

Manuscript Reviewer, Commission on Public Relations, Speech Communication Association, 1992.

Manuscript Reviewer, Commission on Public Relations, Speech Communication Association, 1991.

Manuscript Reviewer, Mass Communication Division, Association for Education in Journalism and Mass Communication, 1991.

Manuscript Reviewer, Applied Communication Division, Southern States Communication Association, 1991.

Manuscript Reviewer, *Southern States Communication Journal*, 1984.

PROFESSIONAL MEMBERSHIPS

New Mexico Cancer Council

Hispanic Public Relations Association

American Institute of Aeronautics and Astronautics

National Communication Association

International Academy of Business Disciplines

Public Relations Society of America

OFFICES IN PROFESSIONAL ASSOCIATIONS

Co-Chair, Marketing Board, ARCA, 2000-2002.

Vice-Chair-Elect, Public Relations Interest Group, Southern States Communication Association, 1995-96.

Chair, Communication and Law Commission, Speech Communication Association, 1993.

Vice-Chair, Communication and Law Commission, Speech Communication Association, 1992.

Vice-Chair-Elect, Communication and Law Commission, Speech Communication Association, 1991.

President, Georgia Speech Communication Association, 1990-91.

Vice-President, Georgia Speech Communication Association, 1989-90.

Chair, Nominating Committee, Applied Communication Division, Southern Speech Communication Association, 1989-90.

Chair, Local Advertising Review Program, Augusta, GA, 1987.

Chair, Applied Communication Division, Southern Speech Communication Association, 1986.

Vice-Chair, Applied Communication Division, Southern Speech Communication Association, 1985.

Vice-Chair-Elect, Applied Communication Division, Southern Speech Communication Association, 1984.

Treasurer, Alabama Speech Communication and Theatre Association, 1984 to 1985.

SPECIAL AWARDS

Received Award of Appreciation, "Faculty Mentor," University of New Mexico Undergraduate Research and Creativity Conference, 2007.

Named to the American Biographical Institute's "Great Minds of the Twenty-First Century," 2007.

"B.T.K. Strangler vs. Wichita Police Department: The Significance of Serial Murder Media Relations," *Public Relations Review* 32:1, (March 2006), 58-65, was selected for inclusion in Elsevier FLASH, # 31 (March 2006).

Outstanding Teacher of the Year nominee, 2004, 2007.

Leadership Giver, United Way, 2006.

Named "Campus Notable," University of New Mexico, 2005.

Named to Woodward's Who's Who in Higher Education, 2005.

Named to Who's Who in Social Sciences Higher Education, 2004.

Top Paper in Media Studies, Western States Communication Association Annual Convention, Salt Lake City, UT, February 14-18, 2003.

Named an influential American public relations educator by the Arthur Page Foundation, 2002.

Identified as a leading public relations educator by a University of Georgia survey, 2002.

Invited to join The Round Table, an academic consulting consortium, 2000.

Top Paper Award in Environmental Communication, National Communication Association Annual Convention, Chicago, IL, November, 1999.

Named to Strathmore's Who's Who, 1998-89.

Top Paper Panelist, Public Relations Interest Group, Southern States Communication Association Annual Convention, Memphis, TN, March, 1996.

Included in Dictionary of International Biography, 1993.

Named to Who's Who of Emerging Leaders in America, 1992.

Named to Who's Who in American Education, 1991-92.

Named to Who's Who in the World, 1991.

Named to Who's Who in the Southeast and Southwest, 1990-91.

"Agenda of Excellence," Top Three Competitive Paper Panel, Commission on Public Relations, Speech Communication Association Annual Convention, San Francisco, CA, November, 1989.

Top-rated paper, Applied Communication Division, Southern Speech Communication Association Annual Convention, Louisville, KY, April, 1989.

Veterans of Foreign Wars "Voice of Democracy" Award Citation, 1988.

Invited to join International Platform Association, 1988.

Named to Outstanding Young Men of America, 1987.

"A Rhetorical Perspective on the Political Myths of J. Edgar Hoover," Doctoral Honors Seminar in Political Communication, The University of Texas at Austin, March, 1982.

Creative Ballot Award, University of New Mexico Debate Tournament, Albuquerque, New Mexico, October, 1980.

Debate Scholarship, Southern Illinois University, Carbondale, Illinois, May, 1972.

Lavina Micken Forensics Award, Southern Illinois University, Carbondale, Illinois, May, 1972.

All-Chicago Area Debate Team, Chicago, Illinois, June, 1971.

STUDENT AWARDS

Mary E. White won the Bernays Cup in 1997, while an undergraduate studying in the Department of Communication & Journalism at UNM. Emblematic of excellence in writing, *Public Relations Quarterly* awards the Bernays Cup and publishes the winning essay. .

Tracy Krughoff, UNM PRSSA President, Elected National PRSSA Vice-President of Intershops, 1999.

Dana Reeves, Semi-Finalist, Edelman PR Student of the Year Competition, 2000.

First Place, Public Relations Case Study and Campaign Creation Contest, Public Relations Student Society of America Southwest District, Fort Worth, TX, March, 2002.

Geneveive Sadler-Trainor won the Bernays Cup, in 2005.

Steven Machado won the First Place award at the Undergraduate Research Conference, Eastern New Mexico University, April, 2006.

Candra Rivers won First Place at the UNM Undergraduate Research & Creativity Symposium, April, 2007.

RESEARCH EXPERIENCE

Reinterviewed regulatory staff at National Highway Traffic Safety Administration, Consumer Product Safety Commission, and Food and Drug Administration. Interviewed regulatory staff at the Environmental Protection Agency, Coast Guard, Department of Agriculture, and Department of Housing and Urban Development.

Conducted an assessment of product recall policies and practices at the request of the Food Safety and Inspection Service, Department of Agriculture, November 1999-June 2000.

Interviewed regulatory staff at the National Highway Traffic Safety Administration, Consumer Product Safety Commission and Food and Drug Administration on product recalls. Was granted access to agency reading rooms and related material. December, 1991.

Doctoral research conducted on J. Edgar Hoover, in the Freedom of Information Act Reading Room, J. Edgar Hoover FBI Building, Washington, D.C., November, 1983.

Research Assistant to Dr. Carolyn Calloway-Thomas, Indiana University, Bloomington, Indiana, on Blacks in antebellum Indiana. June to August, 1979.

Master's thesis research on the John F. Kennedy assassination, conducted in the Freedom of Information Act Reading Room, J. Edgar Hoover FBI Building, Washington, D.C., 1977-78; and conducted at public hearings of the House Select Committee on Assassinations, Washington, D.C., December, 1977.

PROFESSIONAL SERVICE

Public Relations/Advertising

Communication Consultant, People Living Through Cancer, 2006 to present.

Member, New Mexico Cancer Council, 2006 to present.

Communication Consultant to the American Cancer Society, 2005 to present.

Communication Workgroup Member, The New Mexico Cancer Plan, 2005 to present.

Facilitator, New Mexico Cancer Council, 2005.

Consultant, Cancer Services of New Mexico, 2006 to present.

Peer Counselor, New Mexico Hematology & Oncology, 2006 to present.

Judged Public Relations Society of America, El Cumbre Awards, 1999- 2003, 2005-06.

Marketing Board member, Albuquerque Retarded Citizens Association, 2000 to 2002.

Consultant, Pineland Mental Health Association, Statesboro, GA, July, 1995.

Chair, Local Advertising Review Board, Augusta, GA, 1988.

Local Advertising Review Board, Augusta, GA, 1987.

Public Relations Consultant, Friends for Alabama Relief, 1986.

Public Relations Consultant, The Circle, 1986.

Public Relations Consultant, Center for Governmental Studies, Auburn University, 1986.

Invited to present public relations workshop, 16th Annual High School Leadership Conference, Auburn University, 1986.

Served as Congressional Campaign Consultant to Mr. Richard Huff, Tucson, AZ, Fall, 1980.

Invited Addresses

Society of Former Agents of the FBI, Albuquerque Chapter, "Serial Killer Communication," May, 2007.

UNM Persuasion class, "Campus Activism," April, 2007.

UNM Persuasion class, "Serial Murder Persuasion," February, 2007.

Sisters in Crime, Albuquerque author's association, "Serial Murder Communication," May, 2006.

UNM Persuasion class, "Campus Activism," November, 2006.

Washington, D.C. chapter of the UNM Alumni Association, "Travel & Tourism Aspects of Serial Murder," March, 2006.

UNM Social Deviance class, "Serial Murder Communication," Fall, 2004.

Arizona State University West Public Communication Symposium, "Japanese Public Relations: Intrinsic Influences and Contemporary Practices," Phoenix, AZ, June, 1998.

Executive MBA Program, The Anderson Graduate School of Management, "Crisis Communication," May, 1998.

Workshop on public speaking to the Leadership Training Consortium, Savannah, GA, July, 1995.

Public Relations class at Wesleyan College, Macon, GA, "Legal Issues," February 24, 1995.

"Communication of Bad News" to the Better Business Bureau Southeastern Regional Workshop, Atlanta, GA, November, 1991.

Public Relations class at Wesleyan College, Macon, GA, on "Legal Issues in PR," October 5, 1990.

Educational Office Workers Association, Augusta, GA, April, 1988.

“Public Speaking,” Better Business Bureau Third District Workshop on Operation Management, September, 1987.

Alabama Tax Assessors Association, Montgomery, AL, May, 1985.

Alabama Probate Judge Association, Auburn, AL, March, 1985.

Committee Service

Faculty Athletic Council, 2006 to present.

Chair, Departmental Search Committee, 2006-2007.

Chair, Departmental Graduate Review Committee, 2006-2007.

Chair, Merit Committee, Department of Communication & Journalism, 2005 to 2006.

Member, Graduate Review Committee, Department of Communication & Journalism, 2005-2006.

Co-Chair, Faculty Athletic Council, 2003 to 2005.

Chair, Department Committee on Journalism & Mass Communication, 2003.

University Programming and Activities Committee, 2001 to 2002.

Graduate Committee, Department of Communication & Journalism, 2003, 1999-2000.

Merit Pay Committee, Department of Communication & Journalism, 1999-2000.

Undergraduate Committee, College of Arts & Sciences, UNM, 1999 to 2000.

Student Conduct Committee, University of New Mexico, 1997 to 1999.

Research Committee, Department of Communication & Journalism, University of New Mexico, 1997 to 1998.

Undergraduate Committee, Department of Communication & Journalism, University of New Mexico, 1996 to 1997.

Chair, Public Relations/Advertising Committee, Department of Communication & Journalism, University of New Mexico, 1996-97.

Chair, Outcomes Assessment Committee, Department of Communication & Journalism, University of New Mexico, 1996-97.

Curriculum Committee, Department of Communication Arts, Georgia Southern University, 1992-94.

Assessment Committee, Department of Communication Arts, Georgia Southern University, 1993-94.

Public Relations Committee, Department of Communication Arts, Georgia Southern University, 1992-96.

Graduate Committee, Department of Communication, Georgia State University, 1990-92.

Undergraduate Committee, Department of Communication, Georgia State University, 1990-92.

Scholarships and Awards Committee, Department of Communication, Georgia State University, 1990-92.

Cullum Committee, Augusta College, 1989-90.

Chair, Communication Committee, Department of Languages and Literature, Augusta College, 1987-89.

Lyceum Committee, Augusta College, 1987-90; Chairperson, 1988-89.

Safety Committee, Auburn University School of Arts and Sciences, 1984-85.

Humanities Advisory Committee, Auburn University, 1984-85.

Chairperson, Graduate Policies Committee, Department of Speech Communication, Auburn University, 1983.

Forensics Service

Volunteer Coach to the UNM Speech & Debate Society, 2005 to present.

Initiated the Augusta College Novice Debate Tournament, 1989.

Initiated the Augusta College Debate Workshop for CSRA High School Students, August, 1988. Repeated in 1989.

Judged Auburn University Public Speaking final round, 1984 to 1986.

Judged National Peace Oratory Contest, Indiana University, Bloomington, Indiana, August, 1981.

Judged National Public Speaking Finals, 1981 Junior Achievement National Conference, Indiana University, Bloomington, Indiana, August, 1981.

Judged National Debate Tournament, 1981.

Served as lecturer and coach at Summer Forensics Workshops:

University of Arizona, Tucson, Arizona, Summer, 1980.

Indiana University, Bloomington, Indiana, Summer, 1979.

Indiana University, Bloomington, Indiana, Summer, 1978.

Southern Illinois University, Carbondale, Illinois, Summer, 1977.

Educational Service

Created Summerhill-based individualized instruction system, 1998-present.

Represented University-Level Teaching, "Workworld," Channel 27, September, 2004.

Initiated UNM Chapter of the American Advertising Federation, 1997-98.

Outcomes Assessment Coordinator, Department of Communication & Journalism, University of New Mexico, 1997 to 1999.

Internship Coordinator, Department of Communication & Journalism, University of New Mexico, 1997 to 1999.

Faculty Advisor to UNM Chapter of Public Relations Student Society of America, Department of Communication & Journalism, 1996 to 2005.

Faculty Advisor to A+ (UNM PRSSA Public Relations Agency), Department of Communication & Journalism, 1996 to 2005.

Faculty Advisor to Graduate Students Association, Department of Communication & Journalism, The University of New Mexico, 1997 to 2000.

Faculty Co-Advisor to PRestige, undergraduate public relations agency, Department of Communication Arts, Georgia Southern University, 1994-96.

Academic Advisor, Department of Communication Arts, Georgia Southern University, 1992-96.

Academic Advisor, Department of Communication, Georgia State University, 1990-1992.

Proposed and implemented Georgia Speech Communication Association Undergraduate Communication Award Program, 1989.

Faculty Advisor, Augusta College Public Relations Club, Department of Languages & Literature, 1987 to 1990.

Academic Advisor, Department of Languages & Literature, Augusta College, 1986 to 1990.

Internship Supervisor, Department of Languages & Literature, Augusta College, 1986 to 1990.

Faculty Advisor, Auburn University Public Relations Club, Department of Speech Communication, 1983 to 1986.

Academic Advisor, Department of Speech Communication, Auburn University, 1983 to 1986.

Internship Supervisor, Department of Speech Communication, Auburn University, 1983 to 1986.

Recall Public Service

Created The Product Recall Research Group, 1998.

Made invited oral and written public statements at the Consumer Product Safety Commission's Forum on Improving Recall Effectiveness, March, 1999.

Performed a comprehensive review of the product recall system of the Food Safety & Inspection Service, U. S. Department of Agriculture. November, 1999, through June, 2000.

Responded to media requests for interviews on product recalls:

Jonathan Eig, *Chicago* magazine, November, 1998.

Jeff Blyskal, *Consumer Reports*, May, 1999.

Mitch Lipka, *The Orlando Sun-Sentinel*, December, 1999.

Ellen Walker, *The Miami Herald*, January, 2000.

Joan Levy, Knight-Ridder News Agency, March, 2000.

Bob Beard, *CNN*, September, 2000.

Robert Simonson & Timothy Aepfel, *The Wall Street Journal*, September, 2000.

Nicholas Lichtenburg, *RCA Handelsplat* (the Netherlands), September, 2000.

Jennifer Oldman, *Los Angeles Times*, November, 2000.

Alejandro Bodipo-Memba, *The Detroit Free Press*, November 2000, August 2001.

Ashley Risk, *KQRE-TV*, Albuquerque, NM, March, 2001.

Laurence Ulrich, *Detroit Free Press*, August, 2001.

Jennifer Ward, *CBS Marketwatch*, August, 2001.

Lance Kerwin, *KUNM-FM Radio*, December, 2001.

Jim Avila, *NBC News*, April, 2002.

Sam Smith, *Chicago Tribune*, July, 2002.

Jay Lee, *NSLV*, December, 2006.

Adam Miller, Husch & Eppenberger. LLC, April, 2007.

Jason C. Palmer, Bradshaw, Fowler, Proctor & Fairgrave P.C., April-May, 2007.

Serial Murder Public Service

Interviewed by Keith Cook on D.C. Sniper, *New York Post*, October, 2002.

Interviewed by David Steinberg, *Albuquerque Journal*, Albuquerque, NM, November, 2004.

Provided Serial Murder Communication Information to Dallas Drake, Center for Homicide Research, 2004.

Interviewed by John Gibson, Fox News, New York City, NY, February, 2005.

Interviewed by A. J. Smith, KOAT-TV, Albuquerque, NM, February, 2005.

Interview Requested by Anderson Cooper, *CNN*, New York City, NY, February, 2005.

Interviewed by Clinton Griffiths, KWCH-TV, Wichita, KS, February, 2005.

Interviewed by Jane Skinner, Fox News, New York City, NY, February, 2005.

Interviewed by Joseph Escobedo, KOAT-TV, Albuquerque, NM, February 2005.

Interviewed by Dick Knipfing, KRQE-TV, Albuquerque, NM, February 2005.

Interviewed by Roxana Hegeman, Associated Press, February, 2005.

Interviewed by Beth Jett, KAKE-TV, Wichita, KS, February, 2005.

Interviewed by Dana Hertneky, KSN-TV, Wichita, KS, February, 2005.

Interviewed by Charles Adler, CJOB-Radio, Winnipeg, Manitoba, Canada, February, 2005.

Interviewed by Kevin King, KCHW-TV, Wichita, KS, February, 2005.

Interview and Material Requested by Nina Lisa Tollas, Concord Academy High School, Rolling Hills, MI, February, 2005.

Interviewed by Matt Sedensky, Associated Press, Wichita, KS, March, 2005.

Interviewed by Dick Knipfing, KRQE-TV, March, 2005.

Interviewed by Anderson Cooper, CNN, June, 2005.

Interviewed by Eva Dameron, *The Daily Lobo*, January 31, 2006.

Interviewed by Kim Vallez, KRQE-TV, October, 2006.

Interviewed by Miroslav Caplovic, *Pravda*, December, 2006-January, 2007.

Interviewed by Rob O'Brien, *Gemkilt*, March, 2007.

Space Tourism Public Relations Public Service

Interviewed by Melanie Walker, National Remote Sensing and Space Law Center, University of Mississippi, March, 2007.

Other Media Service

Interview requested on Hispanic Advertising by *Dallas Morning News*, March 2000.

Interviewed by Rodolfo Lopez Jr., on Hispanic Public Relations, *Buzz*, June 2003.

Interviewed by Kris Axtman on Litigation Public Relations, *Christian Science Monitor*, February, 2005.

Interviewed by Michael Davis on magazine article ethics, *Albuquerque Journal*, November, 2005.

Interviewed by Nathan Bush on cancer survivorship, American Cancer Society, February, 2007.

News conference speaker, "Colo-Rectal Cancer Screening Awareness," February, 2007.

Miscellaneous Service

Judged J.B. White Literary Competition, Augusta College, 1987, 1988, 1989.

Judged Veterans of Foreign Wars District Oratory Contest, Augusta, GA, 1987, 1988, 1989.

Served as Neighborhood Marching Mother for the March of Dimes, 2001 to present.