

# Dane Kiambi, Ph.D.

College of Journalism and Mass  
Communications  
University of Nebraska-Lincoln  
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## EDUCATION

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### **Ph.D. in Media & Communication, Texas Tech University, College of Media & Communication, 2013**

Specialization:	Public Relations, Strategic Communications
Dissertation:	Reputation Management of Four African Countries in the United States: Scale Development and Model Testing.
Dissertation Chair:	Trent Seltzer, Ph.D.

### **Master of Arts in Communications, Miami University, OH, 2010**

Specialization:	Public Relations, Speech Communication
Thesis:	Public Relations in Kenya: An Exploration of Public Relations Models and Cultural Influences.
Thesis Chair:	Marjorie K. Nadler, Ph.D.

### **Bachelor of Philosophy, Miami University, OH, 2008**

Major:	Interdisciplinary Studies
Minor:	Management

### **Associate in Journalism, Kenya Institute of Mass Communications, 2000**

Major:	Journalism
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## RESEARCH AND TEACHING INTERESTS

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### **Research Interests:**

International Public Relations  
Public Affairs  
Public Diplomacy

### **Teaching Interests:**

Public Relations	Communication Research Methods
Crisis Communication	Strategic Communications
International/Multicultural Public Relations	Public Diplomacy

## HONORS, AWARDS & FELLOWSHIPS

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- The College of Journalism and Mass Communications, University of Nebraska placed 1<sup>st</sup> nationally in the 2022 Public Relations Student Society of America (PRSSA) Bateman Case Study Competition (Role Played by Dane Kiambi: Faculty Advisor).
- Fred A. & Gladys Seaton Distinguished Professor, College of Journalism & Mass Communication, University of Nebraska-Lincoln (2021 – 2023).
- The Plank Educator Fellowship, General Motors (Detroit) Summer 2017.
- Certificate of Recognition for Contributions to Students, Parents Association and Teaching Council of UNL, Feb. 2017.
- *Ecquid Novi African Journalism Studies* Best Paper Award, International Communication Division, AEJMC, Montreal, Aug. 2014.
- Research Development Fellows Program (RDFP), UNL, Fall 2014.
- Peer Review of Teaching Project (PRTP), UNL, Fall 2014.
- Helen DeVitt Jones Excellence in Graduate Teaching Award, Texas Tech University Graduate School, Lubbock, TX, 2013
- Second Place Presentation Award, Texas Tech University Arts and Humanities Graduate Student Research Conference, Lubbock, TX, 2013
- Top Paper Award, Master's Education Division, National Communication Association (NCA), San Francisco, CA, 2010
- Certificate of Recognition for Contribution to the International Year of Volunteers, United Nations Volunteers, 2001
- Kenya Institute of Mass Communications (KIMC), Journalist of the Year Award, 2000

## SCHOLARSHIP

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**Kiambi, D.,** Arceneaux, P. and Golan, G. (2023), "Organization–government relationships in sub-Saharan Africa: The emerging public affairs industry in Kenya," *Journal of Communication Management*, Vol. ahead-of-print No. <https://doi.org/10.1108/JCOM-07-2022-0093>

**Kiambi, D.** (2021). Journalists' level of knowledge on empirical research and opinion polling: A study of Kenyan journalists. *Journalism*, 22(10), 2583–2599. <https://doi.org/10.1177/1464884919869994>

**Kiambi, D., & Shafer, A.** (2018). Country Reputation Management: Developing a scale for measuring the reputation of four African countries in the United States. *Place Branding and Public Diplomacy*, 14(3), 175-186. <https://doi.org/10.1057/s41254-017-0065-7>

**Kiambi, D.** (2017). The Role of Familiarity in Shaping Country Reputation. In J. A. Fullerton & A. Kendrick (Eds.), *Shaping International Public Opinion: A Model for Nation Branding & Public Diplomacy* (pp. 57-75). New York: Peter Lang.

**Kiambi, D., & Shafer, A.** (2016). Corporate crisis communication: Examining the interplay of reputation and crisis response strategies. *Mass Communication and Society*, 19(2), 127-148.

**Kiambi, D.** (2014). Kenya: In T. Watson (Ed.), *Middle Eastern and African Perspectives on Public Relations* (1st ed., Vol. 1, p. 67-82). London: Palgrave Macmillan.

**Kiambi, D., & Nadler, M. K. (2012).** Public relations in Kenya: An exploration of public relations models and cultural influences. *Public Relations Review*, 38(3), 505-507.

**Kiambi, D. (2012).** Ethnic Appeal: A self-defense tool for Kenyan politicians. *Public Relations Review*, 38(1), 144-146.

#### **BOOK UNDER REVIEW (2023 - 24)**

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**Kiambi, D.** "Public Address in Africa: An Analysis of Great Speeches by African Personalities." (Peter Lang International Publishers, 2023). [Manuscript submitted June 2023, awaiting permission to reproduce the speeches]

#### **MANUSCRIPT UNDER REVIEW (2023 - 24)**

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**Kiambi, D.** Image Cultivation of Nations through Media Relations: Assessing Campaign Effectiveness in the Case of Kenya (*Public Relations Review*, 2023).

#### **REFEREED CONFERENCE PAPERS AND PRESENTATIONS**

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**Kiambi, D. (2023, March),** *Public Relations in Africa: The Emerging Role of Social Media in Kenya* Paper presented at the 25<sup>th</sup> annual International Public Relations Research Conference (IPRRC), Orlando, Florida.

**Kiambi, D., Arceneaux, P., & Golan, G. (2022, March),** *Organization-Government Relationships in sub-Saharan Africa: The Emerging Public Affairs Industry in Kenya.* Paper presented at the 25<sup>th</sup> annual International Public Relations Research Conference (IPRRC), Orlando, Florida.

**Kiambi, D. (2017, November).** *Asking the Journalist: Kenyan Reporters' Level of Knowledge on Empirical Research and Opinion Polling.* Paper presented at UNL's faculty-to-faculty poster session, Lincoln, NE.

**Kiambi, D. (2017, March).** *Image cultivation of nations: The impact of a public relations campaign for Kenya in the U.S.* Paper presented at the 20<sup>th</sup> annual International Public Relations Research Conference (IPRRC), Orlando, Florida.

**Kiambi, D. (2016, March).** *Testing the Applicability of Relationship Cultivation Strategies in Public Diplomacy:* Paper presented at the 19<sup>th</sup> annual International Public Relations Research Conference (IPRRC), Miami, Florida.

**Kiambi, D., & Shafer, A. (2015, August).** *Country Reputation Model: Testing the Interdependence of Key Dimensions and the Role of Mediating Variables:* Paper presented at the annual Association for Education in Journalism & Mass Communication AEJMC, San Francisco.

- Kiambi, D.** (2015, March). *Reputation management of four African countries in the United States: Effects of Direct and Indirect Experiences*. Paper presented at the 18<sup>th</sup> annual International Public Relations Research Conference (IPRRC), Miami, Florida.
- Kiambi, D., & Shafer, A.** (2014, August). *Country Reputation Management: Developing a scale for measuring the reputation of four African countries in the United States*. Paper presented at the annual Association for Education in Journalism & Mass Communication AEJMC, Montreal.
- Paper won the International Communication Division's Best Paper Award for Journalism Research.
- Kiambi, D., & Shafer, A.** (2014, March). *Corporate crisis communication: Examining the interplay of reputation and crisis response strategies*. Paper presented at the 17<sup>th</sup> annual International Public Relations Research Conference (IPRRC), Miami, Florida.
- Kiambi, D.** (2012, November). *Exploring the influence of public relations in image cultivation of Kenya in the United States*. Paper to be presented at the Fourth International Research Conference, Texas State University, San Marcos, Texas.
- Kiambi, D.** (2012, October). *Kenya Airways' plane crash and crisis communication: A case study*. Paper to be presented at the annual Arts and Humanities Graduate Student Research Conference, Texas Tech University, Lubbock, Texas. Second Place Presentation Award.
- Merle, P., Haislett, R., **Kiambi, D.**, Bichard, S., Livingston, K., Borua, S., Sorensen, S., Kang, S., Seltzer, T., Gardner, E., & Callison, C. (2011, August). *Branding health communication strategies aimed at healthcare professionals: An assessment of barriers, message tactics, and sustainability measures and their impact on the patient experience*. Paper presented at the meeting of the Communicating Science, Health, and Risk Division of the Association for Education in Journalism & Mass Communication, St. Louis, MO.
- Seltzer, T., Zhang, W., **Kiambi, D.**, & Kim, D. (2011, March). Building an Agenda; Building a Relationship: *Defining organization-public relationships through the second-level agenda-building function of public relations*. Paper to be presented at the 14th annual International Public Relations Research Conference, Miami, FL.
- Kiambi, D.** (2010, November). *Can American PR theories apply to East African cultures?* Paper presented at the annual National Communication Association (NCA), San Francisco, CA. Top paper in the Master's Education Section.
- Kiambi, D.** (2009, November). *The problematic nature of Kibaki's 2007 inaugural address and Kenya's unfulfilled expectations*. Paper presented at the annual National Communication Association (NCA), Chicago, IL.
- Kiambi, D.** (2009, November). *A metaphorical reading of Kenya Airways' organizational life and possible remedial actions to shortcomings*. Paper presented at the annual Graduate Research Forum at Miami University, Oxford, OH.
- Kiambi, D.** (2009, November). *Perpetuating beliefs and attitudes about Africa; The role of U.S. media*. Paper presented at the annual Graduate Research Forum at Miami University, Oxford, OH.

**Kiambi, D.** (2009, August). *U.S. media reporting on Africa: The impact of print and electronic media on American audiences*. Paper presented at the annual Kenya Scholars & Studies Association (KESSA), Bowling Green State University, OH.

## **PROFESSIONAL EXPERIENCE**

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### **Media Manager**

The Gina Din Group, Nairobi, Kenya [www.ginadin.com](http://www.ginadin.com)

May 2004 → August 2006

Responsible for generating and implementing ideas for strategic communication: Designed messages for communication campaigns, conducted research with target publics, developed and pitched proposals for new clients, drafted speeches, organized media interviews, press releases and press conferences, wrote op-ed and feature articles on behalf of clients, designed and edited in-house newsletters, managed events and provided media training to clients.

### **Major public relations clients handled:**

- Safaricom Limited, leading telecommunications service provider in East and Central Africa
- Kenya Commercial Bank, largest indigenous bank in Kenya
- Jubilee Insurance Company, top insurer in East Africa
- LG East Africa, the global Korean electronics maker
- Emirates Airlines, leading global airline
- Association of Kenya Insurers, umbrella body of insurers in Kenya

### **News Reporter**

*The People Daily* Newspapers, Nairobi, Kenya

1998 → 2004

Generated and wrote exclusive investigative stories, reported and coordinated a team of five reporters reporting from Kenya's National Assembly, reported from the courts, City Hall and the general beat. Reported from the Constitution of Kenya Review Commission that rewrote Kenya's constitution.

## **GRANTS, FELLOWSHIPS, AND SCHOLARSHIPS**

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### **Grants**

- Principal Investigator, June 2022, U.S. Embassy Lilongwe (Malawi) Public Diplomacy Section Project: *Training Journalists in Malawi on Best Practices in Opinion Polling and Data Journalism*. [Requested \$64,110. Not Awarded].
- Project Lead/Instructor, Summer 2021, University of Nebraska-Lincoln, Study Education Abroad Program, (\$7,500). Project: To develop and deliver a virtual course on oppression and racial injustice in Kenya and South Africa [Grant awarding postponed]
- Principal Investigator, Summer 2015-16, University of Nebraska-Lincoln (\$9,700). Research: To conduct a survey study on the ability of Kenyan journalists to report on public opinion polls.
- Principle Investigator, Fall 2013, College of Journalism and Mass Communications, UNL (\$5,000). Research startup.
- Principal Investigator, Summer 2011, Texas Tech University Study Abroad Program Grant (\$1,000). Research: Exploring the influence of culture in the practice of public relations in Kenya, Uganda, Tanzania and Rwanda.
- Research Assistant, October 2010 – December 2012. "Project CLEAR! (Communication Leading to Excellence and Ameliorating Risk)." Department of Emergency Medicine Warren Alpert Medical School of Brown University, total grant \$299,575 – TTU subcontract \$47,555.

- Principal Investigator, Summer 2010, Miami University, Department of Communication Research Grant (\$700). Research: Exploring the public relations models that inform the practice in Kenya.

### **Fellowships**

- The Helen DeVitt Jones Graduate Fellowship, TTU, Fall 2010
- Graduate Part Time Instructor Assistantship, TTU. Tuition and stipend: 2010-2013
- Graduate Assistantship, Miami University, OH. Tuition and stipend: 2008-2010

### **Scholarships**

- Graduate Summer Scholarship, TTU, 2011 and 2012
- WCAA Peabody Scholarship, Miami University, OH, 2008
- Marguerite E. Smith Scholarship, Miami University, OH, 2007
- Elizabeth S. Turner Scholarship, Miami University, OH, 2006
- International Education Scholarship, Miami University, OH, 2006

## **TEACHING**

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### **Assistant Professor, University of Nebraska-Lincoln**

- Mass Media and Society, JOMC 487/887, Summer II 2018 (Online)
- Mass Media and Society, JOMC 487/887, Summer I 2018 (Online)
- Mass Media and Society, JOMC 487/887, Spring 2018 (Online)
- Crisis Communication, ADPR 437/837, Spring 2018
- Research Methods in ADPR, ADPR 881, Fall 2017 (Online)
- International/Multicultural PR, ADPR 437/837, Fall 2017
- Mass Media and Society, JOMC 487/887, Summer II 2017 (Online)
- Mass Media and Society, JOMC 487/887, Summer I 2017 (Online)
- Crisis Management/Communication, ADPR 457/857, Spring 2017
- Strategy Development for Advertising and Public Relations, ADPR 283, Spring 2017
- Research Methods in ADPR, ADPR 881, Fall 2016 (Online)
- International/Multicultural PR, ADPR 437/837, Fall 2016
- Mass Media and Society, JOMC 487/887, Summer 2016 (Online)
- Intro to Advertising and Public Relations, ADPR 151, Summer 2016 (Online)
- Strategy Development for Ad & PR, ADPR 283, Spring 2016
- Crisis Communication, ADPR 491/891, Spring 2016
- Strategy Development for Ad & PR, ADPR 283, Fall 2015
- International Public Relations, ADPR 491/891, Fall 2015
- Strategy Development for Ad & PR, ADPR 283, Summer 2015 (Online)
- Introduction to Advertising and Public Relations, ADPR 251, Summer 2015 (online)
- Crisis Communication, ADPR 491/891, Spring 2015
- Strategy Development for Advertising and Public Relations, ADPR 283, Spring 2015
- International Public Relations, ADPR 491/891, Fall 2014
- Strategy Development for Advertising and Public Relations, ADPR 283, Fall 2014
- Strategy Development for Advertising and Public Relations, ADPR 283, Summer 2014
- Introduction to Advertising and Public Relations, ADPR 251, Summer 2014 (online)
- Crisis Communication, ADPR 491/891, Spring 2014
- Strategy Development for Advertising and Public Relations ADPR 283, Spring 2014

- International Public Relations, ADPR 491/891, Fall 2013
- Strategy Development for Advertising and Public Relations, ADPR 283, Fall 2013

#### **Instructor of Record, Texas Tech University**

- Mass Media Theories and Society, MCOM 3300, Summer 2013
- Research Methods in Mass Media, MCOM 3380, Spring 2013
- Research Methods in Mass Media, MCOM 3380, Fall 2012
- Research Methods in Mass Media, MCOM 3380, Spring 2012
- Public Relations Strategies, PR 3311, Summer 2011
- Public Relations Strategies, PR 3311, Spring 2011

#### **Teaching Assistant, Texas Tech University**

- Research Methods in Mass Media, MCOM 3380, TTU, Fall 2011
- Public Relations Strategies, PR 3311, TTU, Fall 2010
- Introduction to Mass Media, Miami University, OH, Fall 2009, Spring 2010
- Media and Society, Miami University, OH, Spring 2009
- Introduction to Journalism, Miami University, OH, Fall 2008

#### **Guest Instructor, Texas Tech University**

- Crisis Communication, PR 4301, Fall 2012, Instructor: Dr. Autumn Shafer
- International Advertising, ADV 4313, Summer II 2012, Instructor: Ann Rodriguez
- International and Multicultural Public Relations, PR 4301, Spring 2012, Instructor: Patrick Merle
- Research Methods in Mass Media, MCOM 3380, Spring 2012, Instructor: Dr. Myiah Hutchens
- Public Relations Management, PR 4308, Spring 2011, Instructor: Dr. Lori Boyer
- Public Relations Strategies, PR 3311, Spring 2011, Instructor: Dr. John Wirtz

#### **Guest Instructor, Miami University, OH**

- Introduction to Mass Media, Spring 2010, Instructor: Dr. Ron Becker
- Media and Society, Spring 2009, Instructor: Dr. Kathleen Ryan
- Introduction to Journalism, Fall 2008, Instructor: Dr. Kathleen Ryan

#### **SERVICE**

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#### **College of Journalism and Mass Communications, University of Nebraska-Lincoln**

- Member of Diversity and Inclusion Committee of the Faculty Senate – 2020-2023
- Member, Undergrad Curriculum Committee – 2020-2021
- College representative in the Executive Committee – 2019-
- College representative in the University Faculty Senate – 2018-
- Chair of the college's diversity committee – 2016-17
- DECA Leadership Workshop presenter – 2017
- eXplore Media Workshop presenter – Summer 2017
- Scholarship committee member – 2015, 2016, 2017, 2018
- Graduate procedures committee member – 2015, 2016
- College representative in the University Faculty Senate – 2013, 2014, 2015
- Chairing undergraduate Honors thesis and MA thesis projects – 2014 to date
- Mentored graduate students in teaching and research – 2015 to date

- Taught strategy in advertising and public relations class as a service learning course for nonprofits in Lincoln, Nebraska – 2015, 2016, 2017
- Faculty Advisor, UNL TOMS Club – 2013, 2014, 2015

#### **College of Media and Communication, Texas Tech University**

- Cure Cancer Foundation, Lubbock, Texas, Role: Taught strategies and tactics as a service learning project for the non-profit organization, 2011
- Recommendation letters – recommending students for jobs and internships, 2011- present

#### **Miami University, Ohio**

- 16<sup>th</sup> Annual Undergraduate Research Forum, Role: Served as session moderator for the undergraduate forum, 2010
- Graduate Admissions Planning Committee, Role: Served as a student host for incoming graduate students, 2008-2010
- International Undergraduate Recruitment Committee, Role: Answered questions for incoming undergraduate students, 2007-2009

#### **Profession and Community**

- Reviewing manuscripts for Journalism and Mass Communication Quarterly (JMCQ), Mass Communication and Society (MC&S), Journalism and Mass Communication Educator among other journals.
- Panelist for a crisis communication conference discussion – Public Relations Society of America, Nebraska Chapter - Omaha, 2014
- United Nations Volunteers (UNV). Role: Served as publicist for the UN Year of Volunteers in Kenya, 2001 (Recognition award)

#### **TRADE PUBLICATIONS/MEDIA CONTRIBUTIONS**

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**Kiambi, D.** (2017, June 28). Why Professors Need to Spend Time in Companies. LinkedIn Publishing.

**Kiambi, D.** (2014, June 3). A Lesson in Crisis Communications and Transparency from Sub-Saharan Africa. *PRNews*, 206-209.

#### **MISCELLANEOUS**

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- Dean's list, School of Interdisciplinary Studies, Miami University, OH, 2007
- Constitution of Kenya Review Commission (CKRC), Award for Excellence in Reporting, 2003
- Kenya Institute of Mass Communications (KIMC), Journalist of the Year Award, 2000

#### **PROFESSIONAL MEMBERSHIPS**

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- International Public Relations Research Conference (IPRRC)
- National Communication Association (NCA)
- Public Relations Society of Kenya (PRSK)
- Public Relations Society of America (PRSA)